



Cabinet

Date:	Thursday, 23 September 2010
Time:	6.15 pm
Venue:	Committee Room 1 - Wallasey Town Hall

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AGENDA

1. MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

The members of the Cabinet are invited to consider whether they have a personal or prejudicial interest in connection with any of the items on this agenda and, if so, to declare it and state the nature of such interest.

2. MINUTES

The minutes of the last meeting have been printed and published. Any matters called in will be reported at the meeting.

RECOMMENDATION: That the minutes be approved and adopted.

CHILDREN'S SERVICES AND LIFELONG LEARNING

3. NEIGHBOURHOOD LEARNING IN DEPRIVED COMMUNITIES (Pages 1 - 6)

4. CO-LOCATION OF NEW SCHOOLS FOR PENSBY PRIMARY AND STANLEY SPECIAL SCHOOL AT THE PENSBY PRIMARY SITE - SCHEME AND ESTIMATE (Pages 7 - 18)

5. CONVERSION OF PENSBY PARK PRIMARY SCHOOL TO OFFICE ACCOMMODATION FOR CHILDREN'S SERVICES - SCHEME AND ESTIMATE (Pages 19 - 26)

6. PLAYING FOR SUCCESS (Pages 27 - 32)

REGENERATION AND PLANNING STRATEGY

- 7. FRAMEWORK ARRANGEMENTS FOR CONSULTANT SERVICES (Pages 33 - 36)**
- 8. LOCAL DEVELOPMENT FRAMEWORK FOR WIRRAL - CORE STRATEGY DEVELOPMENT PLAN DOCUMENT - PUBLIC CONSULTATION ON PREFERRED OPTIONS (Pages 37 - 164)**
- 9. SUMMARY AND RESPONSE TO FUTURE NORTH WEST: OUR SHARED PRIORITIES (Pages 165 - 176)**

FINANCE AND BEST VALUE

- 10. BUDGET PROJECTIONS 2011 - 2015 (Pages 177 - 184)**
- 11. BANKING CONTRACT**

Report to follow.
- 12. WIRRAL COUNCIL AND WIRRAL PARTNERSHIP HOMES - COMMUNITY FUND (Pages 185 - 192)**

CORPORATE RESOURCES

- 13. REGENERATION DEPARTMENT RE-STRUCTURE (Pages 193 - 196)**
- 14. OFFICE RATIONALISATION (Pages 197 - 214)**
- 15. COMMUNITY ASSET TRANSFER - GROSVENOR BALLROOM AND LISCARD COMMUNITY CENTRE (Pages 215 - 226)**
- 16. COMMUNITY ASSET TRANSFER - STATUS REPORT (Pages 227 - 232)**
- 17. INTERNATIONAL INVESTMENT MEETINGS (Pages 233 - 238)**

SOCIAL CARE AND INCLUSION

- 18. PUBLIC HEALTH ANNUAL REPORT 2009/2010 (Pages 239 - 406)**
- 19. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR**

ITEMS TO BE CONSIDERED IN THE ABSENCE OF THE PRESS AND PUBLIC

None.

WIRRAL COUNCIL

CABINET - 23 SEPTEMBER 2010

REPORT OF DIRECTOR OF CHILDREN'S SERVICES

NEIGHBOURHOOD LEARNING IN DEPRIVED COMMUNITIES

EXECUTIVE SUMMARY

This report makes recommendations to Cabinet for approval to commission Neighbourhood Learning in Deprived Communities (NLDC). The proposed providers will provide adult learning activity for "hard to reach" learners age 19+, in line with the requirements for the Skills Funding Agency (SFA), who provide the grant for this work.

1. Background

- 1.1 Wirral Lifelong and Family Learning Service (WL&FLS) received funding from the Skills Funding Agency for Adult Safeguarded Learning split into categories of personal and community development learning, neighbourhood learning for deprived communities and family learning. NLDC delivery will be contracted to other organisations following the commissioning process. These programmes should target groups of learners and encourage progression, especially to Level 2. Projects should engage new learners from deprived areas/ disadvantaged groups by offering effective learning/ courses and complement other local provision. Preferred projects involve partnership and show how progression will be encouraged. Organisations needed to demonstrate in their application how they would go out to reach specific groups of learners, and how they will encourage and provide progression opportunities, and encourage learners to pursue further activity. All NLDC projects will be subject to Skills Funding Agency quality criteria and would be in scope for inspection by OFSTED. They will need to follow Wirral Lifelong and Family Learning Service quality procedures
- 1.2 In line with council policy a commissioning process was used to identify prospective providers. The procurement process consisted of an on-line advertisement through The Chest procurement site. This was followed by an invitation to prospective providers to submit a Method statement and a completed Questionnaire on line again through the Chest. Completed Method statements were scored using criteria outlined in the Invitation to Tender, by officers from the Children and Young People's Department (CYPD) and a representative of Wirral Metropolitan College. The initial scores were assessed by a Validation Panel, consisting of Head of Branch Learning and Achievement and representatives of the Service Steering Group. Panel members were people with experience of commissioning services through their own areas of work including: Quality Assurance Manager Sure Start Support Team and members of the 16-19 team who had previous experience of commissioning as LSC staff. A Voluntary Sector Representative was invited to be part of the panel but the timescale precluded their attendance. Total scores for applications were based 90% on the method statement score and 10% on value for money score.
- 1.3 The commissioning process
 - Tender advertised 22nd July
 - Closing date 20th August
 - Evaluation and scoring 25th August
 - Validation Panel 26th August.

- 1.4 Within the tender there are seven separate Service Areas for applicants to apply against, based on the priority groups for engagement in adult learning in Wirral, as identified by the Personal and Community Learning Partnership (PCDL) Plan 2010. These service areas continue the focus on engaging harder to reach adult learners through partnership that was identified as strength by OFSTED in the January 2010 inspection of WL&FLS. OFSTED graded all areas of WL&FLS as “Good” including community development which incorporates NLDC and the Service was awarded “Outstanding” for Equality and Diversity.

The Service Areas are as follows:

- 1 Black and Minority Ethnic Groups with no or low level qualifications.
 - 2 Adults with disabilities (physical or learning disabilities, or mental health problems who need to develop skills).
 - 3 Strategic Super Output Areas (Bidston, Leasowe, Woodchurch, Seacombe, Tranmere, Birkenhead covering the 10% most disadvantaged areas of Wirral for adults with low level skills).
 - 4 Community development and capacity building for the VCF Sector
 - 5 Targeted parents, families and carers, with complex needs, needing to develop their own skills to better support their children’s learning.
 - 6 Adults who are disengaged from work, community or family life, for whom learning and skills development are a prerequisite to reintegration.
 - 7 Learners with complex needs e.g. at risk families (substance misuse/ex-offenders).
- 1.5 20 tender documents were received. The full list of applicants is shown in Appendix 1. Two additional applications were not passed for scoring as they were submitted incorrectly.
- 1.6 Following the scoring process and the validation panel, the highest scoring applications were identified. In Service Areas 2, 6 and 7 applications did not score as highly so none of the activities are recommended for contract, whereas in Service Area 3 several applications scored highly so more than one is recommended to achieve a range of activity. The following contracts for NLDC for the academic year 2010 -11 are recommended.

Service area	Organisation	Number of learners	Total Cost £
1	Wirral Multicultural Organisation	168	27759
3	Wallasey School	90	15001
3	North Birkenhead Development Trust	78	13156
3	3Es	50	18898
3	Prenton High School	180	16650
3	Wirral CVS	60	12850
4	Inclusive Access	45	16728
5	Ferries Family Group	36	11304
	Total	707	132346
	unallocated		20354

- 1.7 As there was not a sufficiently highly scoring application for Service Area 2 learners with disabilities and this is an area that is a high priority for adult learning in Wirral it is recommended that the remainder of the funding, £20354, be retained for this area and activities for learners with disabilities be provided through the Council’s Adult Learning Centres. It is likely that beneficiaries from Service Areas 6 and 7 will be engaged through the other funded activities. Appropriate feedback will be offered to unsuccessful bidders.

2. Risk Assessment

There is risk that subcontractors will not deliver the service. This will be minimised by close working with all projects and regular monitoring and quality meetings undertaken by WL&FLS staff.

3. Financial Implications

Wirral Lifelong and Family Learning Service (WL&FLS) received funding from the Skills Funding Agency for Adult Safeguarded Learning split into categories of personal and community development learning, neighbourhood learning for deprived communities and family learning, approximately £876k per year. All funding for NLDC is from SFA grant, total £179181. Funding of £152,700 is available for revenue projects for the academic year 2010 -2011 to provide new learning opportunities with a target of 450 learners. The remainder of the NLDC grant £26481 is used for coordination, quality assurance and audit to ensure compliance with SFA requirements.

4. Staffing Implications

There are no staffing implications. The cost of staff to coordinate and quality assure the programme is covered from within the SFA grant.

5. Equal Opportunities Implications/Health Impact Assessment

NLDC programmes are aimed at engaging hard to reach new adult learners. The programme is to complement and work with other adult learning provision in Wirral to activity promote equality of opportunity. The OFSTED inspection of Wirral Lifelong and Family Learning Service judged the service to be outstanding for equality and diversity, with particularly effective initiatives to support people from diverse backgrounds. A diverse range of adult learning opportunities will be maintained to meet local needs through this programme. Adult learning has proven health benefits and many of the target learners will benefit in multiple ways from engaging with learning eg through increased self confidence, awareness of more healthy lifestyle, ability to make decisions and interact more confidently with other people.

6. Community Safety Implications

No implications

7. Local Agenda 21 Implications

Adult learning plays a valuable role in the well-being of the community through developing the skills and confidence of adults to become involved in their communities.

8. Planning Implications

No implications

9. Anti-poverty Implications

Much of the provision is located in disadvantaged communities and encourages people back into learning and employment. Adult learning has a major impact on child poverty and there are clear links between areas of deprivation and those with low levels of adult qualifications.

10. Social Inclusion Implications

Adult learning contributes to social inclusion and community cohesion in Wirral as reported by OFSTED

11. Local Member Support Implications

Lifelong learning can benefit adults in all wards, although the majority of learners for NLDC will come from the areas of higher deprivation.

12. Background Papers

Skills Funding Agency Neighbourhood Learning in Deprived Communities Guidance 2010/11- Requirements for Funding

RECOMMENDATIONS

That Cabinet approve that

- (1) the organisations listed below are offered a contract to deliver NLDC for 2010-11 academic year.

Service area	Organisation	Number of learners	Total Cost £
1	Wirral Multicultural Organisation	168	27759
3	Wallasey School	90	15001
3	North Birkenhead Development Trust	78	13156
3	3Es	50	18898
3	Prenton High School	180	16650
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4	Inclusive Access	45	16728
5	Ferries Family Group	36	11304
	Total	707	132346
	unallocated		20354

- (2) the unallocated funding is used to provide activity for learners with disabilities through the Council's Adult Learning Centres.

Howard Cooper
Director of Children's Services

Appendix 1

List of all Applicants NLDC 2010-11 applicants

SA	Service Areas (SAs) applied for	Organisation
1 1	BME with low qualifications	3Es Wirral Multi Cultural Organisation
2 2	Adults with disabilities	Activate Training Ltd Soap Box Films
3 3 3 3 3 3 3 3	Disadvantaged SSOAs	3Es DAM Training and Security Leasowe Development Trust North Birkenhead Development Trust NEET Futures CIC Prenton High School Wallasey School Wirral CVS Wirral Environmental Network
4 4 4 4 4	Community capacity building for VCF	Finite Productions Inclusive Access VCAW St Helens CVS Ferries Family Groups
5 5	Targeted parents and families	Ferries Family Groups Aspire Trust
6 6	Adults disengaged from work, community, family life	Activate Training Fairbridge Merseyside
7 7	Learners with complex needs eg substance misuse	Finite Productions Forum Housing Association

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WIRRAL COUNCIL

CABINET – 23 SEPTEMBER 2010

REPORT OF THE DIRECTOR OF CHILDREN'S SERVICES

CO-LOCATION OF NEW SCHOOLS FOR PENSBY PRIMARY AND STANLEY SPECIAL SCHOOLS AT THE PENSBY PRIMARY SCHOOL SITE - SCHEME AND ESTIMATE REPORT

EXECUTIVE SUMMARY

This report describes the work required to provide a new primary school and a new special school under the Primary Capital Programme and a dedicated Special Educational Needs Capital fund, the report sets out the costs of the scheme.

Cabinet is asked to consider and approve the proposal.

1.0 Background

1.1 The Primary Capital Programme (PCP) is one of a number of national grants available to the local authority from Department for Education for capital building work in schools. PCP is the main source of funding for the new Pensby Primary School with the funding for the co-located special school coming from a dedicated Special Educational Needs (SEN) capital resource. The local authority has been able to successfully link the PCP to its local Primary Review programme, which is now in year 6 and involves the review of primary school provision on an area by area basis, linked to present and projected pupil numbers and, in some cases, standards.

1.2 Following a consultation period in 2006, the Department for Education announced details of the National Primary Strategy for Change Programme in December 2007. This initiative formed the mechanism for major capital investment in primary schools.

Cabinet confirmed the principles of Primary Strategy for Change at its meeting of 22 May 2008 (minute 19 refers).

1.3 On 23 April 2009 Cabinet gave approval, in principle, to the replacement of both Stanley and Elleray Park Special schools on new sites, each located with a mainstream primary school (minute 468 refers). This approval was further developed by Cabinet on 26 November 2009 giving the approval for formal consultation to take place on the proposal to co-locate Stanley Special School on the new Pensby Primary site.

1.4 Following the report of 26 November a number of formal public consultations were undertaken, details of which were reported to Cabinet on 18 March 2010 (minute 194 refers). Generally, the response to the proposed development was positive; many respondents cited the benefits that will be accrued by both

the pupils in Pensby Primary and Stanley School as being their reason for supporting the scheme.

2.0 Risk Assessment

- 2.1 In order to comply with Planning Regulations, there is a requirement to consult with Sport England in respect of the proposed building and external areas. Initial contact with Sport England has raised some concerns with the overall footprint of the building and reduction of playing field. This issue is being explored further with the possibility of land being released from the current Stanley School being factored into the playing field calculations. The risk of this to the project is thought to be a low/medium risk at this point in the scheme development.
- 2.2 Security of funding has been a concern following the Government's Emergency Budget in June. However, whilst a number of changes have been made to existing Capital funding there have been no indications from Partnerships for Schools that Primary Capital Programme funding is being withdrawn or reduced. Other Wirral schemes in this programme have either been completed or are approaching completion by the end of the year.
- 2.3 Neighbourhood consultation has not resulted in any major concerns being raised at this stage of the scheme development.
- 2.4 A full risk management exercise will be undertaken for this project with design team members and the Council's risk management section due to the complexity of the project and financial resources involved.

3.0 Proposals

- 3.1 The proposed single-storey scheme consists of three elements: the new primary school, the special school and a central hub containing shared facilities. The building is to be located on the existing Pensby Primary School site.
- 3.2 The scheme will be built in two phases as follows; Phase 1 will consist of Pensby Primary School and part of the central hub. This phase meets the Department for Education guidance of accommodation schedules Building Bulletin 99 (BB99). Phase 2 will consist of Stanley Special School and the remaining part of the central hub, this phase conforms to the guidance of accommodation schedules contained within Building Bulletin 102 (BB102). A breakdown of room allocations and resources is as follows:
- 3.3 The primary school comprises:

Teaching accommodation consisting of:-

- 8 no classrooms including a reception classroom
- 1 no Food/Science/D&T room
- 1 no multi-use central atrium including library resource facility
- 1 no extended learning room

plus the following staff and administration areas:-

- Headteacher's office
- Deputy headteacher's office
- Business manager's office
- General Office/reception
- Medical room
- Entrance/waiting area
- Hygiene room
- Toilet/cloakroom facilities
- Store rooms

3.4 The special school comprises:-

Teaching accommodation consisting of:-

- 12 no classrooms, each including sensory/calming room and small group area
- Library resource area
- Soft play room
- Music and drama room
- Art and DT room
- Food technology room
- Language therapy room
- Speech therapy room

plus the following staff and administration areas:-

- Headteacher's office
- Deputy headteacher's office
- Business manager's office
- General Office/reception
- Nurse's office
- Nurse's medical room
- Visiting therapist's room
- Physiotherapy room
- Entrance/waiting area
- Pupil entrance area
- Hygiene rooms
- Toilet/cloakroom facilities
- Laundry facilities
- Store rooms

3.5 The Central Hub will be constructed in two phases. Phase 1 comprises the following accommodation:-

- School hall for general use
- Dining area

- Kitchen including office and staff facilities
- Plant rooms
- Primary school staff room
- Toilet and hygiene facilities
- Server room
- Storage facilities

Phase 2 of the Hub, to be constructed at the same time as the special school, comprises:-

- School hall with sprung sports floor
- 12.5m length swimming pool
- Hydrotherapy pool
- Pool change room facilities including laundry
- Pool plant room
- Special school staff room
- Joint staff prep room/parents room to serve both schools
- Medical room
- Training room
- Multi-purpose room
- Hygiene rooms
- Further toilet facilities

- 3.6 The style of architecture will be contemporary and predominantly of masonry construction. Maximum use of daylight and ventilation has determined the layout and profile of the building. The facility will provide a good quality learning and working environment for all users, with attractive support and personal spaces to encourage well-being, self-esteem and a sense of ownership. The building also includes the development of outdoor learning areas to all classrooms and sensory awareness to consider the impact of a Schools environment on children's sensory experience.
- 3.7 The work will include all necessary finishes, fitted furniture, heating, lighting, power, fire and intruder alarms. State of the art facilities for pupils with disabilities including sensory rooms, hydrotherapy, physiotherapy and hygiene facilities will all be provided. The space will also permit specialist therapies to be delivered on site. Overhead lifts and ceiling tracks will be tailored to meet the school's needs.
- 3.8 External provision will include hard and soft landscaping, play area and multi-use games area, external dining area, covered outdoor learning areas, sensory gardens, service yard and car park.
- 3.9 The new building will be designed to be efficient and economic to operate and maintain. It is intended that the building will use, as far as is economically possible, ecologically responsible materials to create a pupil-orientated environment in accordance with Department for Education recommendations and guidance. The scheme will achieve a 60% reduction in carbon emissions when compared with 2002 approved levels and achieve a BREEAM (Building

Research Establishment Environment Assessment Method) rating of “very good”.

3.10 The detailed design is being developed in consultation with a range of stakeholders including staff, pupils, parents and CYPD officers and this will continue throughout the design process.

4.0 Financial and Staffing Implications

4.1 The Estimate for this work is set out below. All costs are at second quarter 2011.

• Building costs	£10,248,460.00
• Departmental Charges at 13.5% including: Professional Fees Clerk of Works CDM Coordinator Planning and building regulation fees Landscape design – Halsall Lloyd	£1,383,540.00
• ICT Costs (infrastructure and hardware)	£519,250.00
• Furniture fittings and Equipment.	£348,750.00
Total	<u>£12,500,000.00</u>

The scheme will be funded from the following:

• Primary Capital Programme	£6,500,000.00
• Targeted capital fund (SEN/14-19) £6,000,000.00	
Total	<u>£12,500,000.00</u>

4.2 The Department of Technical Services will provide all Professional Services with the exception of landscape design, which will be undertaken by framework consultants, Halsall Lloyd Partnership.

4.3 The Director of Technical Services in accordance with the Construction (Design and Management) Regulations will carry out the role of CDM Coordinator.

4.4 It is anticipated that there will be an increase in fuel revenue costs as a result of this scheme as the new building will be considerably bigger than the present primary and special school due to Building Bulletin 102 requirements (BB102). However, this will be minimised with the provision of a more energy

efficient building which will be built to a higher standard than the current regulations require. The Energy Conservation Unit within the Department of Technical Services will closely monitor costs.

- 4.5 There may be minor staffing implications with the proposals, as the co-located site may share responsibilities for some functions e.g caretaking, grounds maintenance.
- 4.6 As the value of the contract will exceed the relevant threshold under European regulatory regime for “works”, the procurement route will be via either a restricted tendering procedure with an advertisement placed in the Official Journal of the European Union (OJEU.) or the newly implemented Northwest Construction Hub, administered through Manchester City Council with support from the North West Improvement and Efficiency Programme (NWIEP).
- 4.7 The results of the tender exercise, including the method used to obtain the tender, will be the subject of a further report to Cabinet.

5.0 Equal Opportunities Implications/Health Impact Assessment

- 5.1 There are no specific implications in this report for equal opportunities, including women, ethnic minorities or the elderly. Access will be provided for children and adults with disabilities to all areas of this building. The new building will also comply with current recommendations on design for hearing impairment and partially sighted and incorporate the latest recommendations on provision for the disabled in special schools contained in the recently updated Building Bulletin 102 published by the Department for Education. An Equality Impact Assessment has been carried out for this project and there are no negative impacts identified for any specific groups.

6.0 Community Safety Implications

- 6.1 The design of this project will take account of best practice to reduce the risk of crime and the local crime prevention officer has been consulted and will continue to be consulted as part of the ongoing design process.

7.0 Local Agenda 21 Implications

- 7.1 The design will follow the Department for Education guidelines for “Energy efficient design of new buildings and extensions for schools and colleges.” The scheme will achieve a 60% reduction in carbon emissions when compared with 2002 approved levels and achieve a BREEAM (Building Research Establishment Environment Assessment Method) rating of “very good”. It will be constructed to energy standards better than current regulations require.
- 7.2 Low energy electrical fittings, heating controls, water saving devices (including rain water recycling) and very high levels of insulation provision will all be used as far as possible to help reduce the consumption of natural resources.

- 7.3 All timber used will be from sustainable sources regulated by the Forestry Stewardship Council.
- 7.4 The successful contractor will be required, where appropriate, to employ local labour and source materials from local suppliers in support of the Council's Construction Employment Integrator (CEI) to ensure that people from disadvantaged groups in the Wirral are able to access job and training opportunities in the construction industry. Appropriate CEI clauses will be included within the tender documentation.
- 7.5 Stanley School pupils will be transported to the School and the new site will not increase travel distance.

8.0 Planning Implications

- 8.1 Planning Permission and Building Control approval will be required for this project. The site of the buildings at Pensby Primary School is within the Primarily Residential Area in Wirral's Unitary Development Plan (UDP). Redevelopment of the school buildings within this area is subject to Policy HS15 of the UDP and is acceptable in principle. The school playing fields are subject to national planning policy advice in Planning Policy Guidance Note 17 (PPG17), which seeks to protect existing sports grounds. National planning policy advice is that development that involves the loss of playing fields should not be allowed unless:
- (i) the proposed development is ancillary to the use of the site as a playing field (eg new changing rooms) and does not adversely affect the quantity or the quality of pitches and their use;
 - (ii) the proposed development only affects land which is incapable of forming a playing pitch (or part of one);
 - (iii) the playing fields that would be lost as a result of the proposed development would be replaced by a playing field or fields of equivalent or better quantity or quality and in a suitable location; or
 - (iv) the proposed development is for an outdoor or indoor sports facility of sufficient benefit to the development of sport to outweigh the loss of the playing field.
- 8.2 As noted at para 2.1 above, initial discussions have been held with Sport England, as consultees. If it is necessary to replace any lost playing field provision elsewhere, this will be secured through an agreement attached to the planning permission for the redevelopment of the Pensby Primary site.

9.0 Anti-Poverty Implications

- 9.1 There are no specific human rights implications within this report.

10.0 Social Inclusion Implications

- 10.1 As referred to in 7.4 provision has been made within the Contract Documents for targeted recruitment and training, which will enable successful contractor to support the Council's Construction Employment Integrator (CEI).

10.2 The co-located site will greatly enhance inclusion opportunities for Stanley pupils.

11.0 Local Member Support Implications

11.1 Pensby Primary School and Stanley Special School are located in the Pensby and Thingwall Wards.

11.2 Members are asked to note that Stanley pupils come from a broader catchment than the ward the school is located in and will therefore interest all ward Councillors.

12.0 Background Papers

12.1 Department for Education building Bulletins, including BB99 and BB102.

12.2 The information used in the preparation of this report was obtained in consultation with the Children and Young Peoples Department and with reference to their bidding documents. No other background papers have been used in the preparation of this report with the exception of the Architects file C18478 and the Quantity Surveyors working papers.

Recommendations

That:

- (1) The Scheme and Estimate, as presented, be accepted;
- (2) The Director of Technical Services be authorised to seek tenders for the project;
- (3) The Director of Technical Services be authorised to obtain all necessary statutory approvals for the project.

Howard Cooper
Director of Children's Services

Aerial view from north east
Pensby Primary School – Stanley School Co-location



Aerial view from south
Pensby Primary School – Stanley School Co-location



Aerial view from south-east
Pensby Primary School – Stanley School Co-location



View of court
Pensby Primary School – Stanley School Co-location



View of proposed site plan
Pensby Primary School – Stanley School Co-location



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WIRRAL COUNCIL

CABINET - 23rd SEPTEMBER 2010

CONVERSION OF PENSBY PARK PRIMARY SCHOOL TO OFFICE ACCOMMODATION FOR CHILDREN'S SERVICES

SCHEME AND ESTIMATE REPORT

EXECUTIVE SUMMARY

This report describes the work required to convert part of the former Pensby Park Primary School into office accommodation, the buildings to be vacated and sets out the costs of the scheme. Cabinet is asked to consider and approve the proposal.

1. Background

- 1.1 In February 2009 the Governments 'Children's Plan: One Year On' document announced the creation of a dedicated fund of £200 Million to support the co-location of children's services. Bids were invited from all Local Authorities in support of the Cross-Government Co-location Fund for capital projects that would enable the co-location of two or more services for children, young people and families. The aim being that co-location can make it easier and simpler for people to access the services they need and assist those services in working together more effectively and efficiently for the benefit of their users.

The criteria for this funding being that:-

- co-located initiatives are the product of a coherent wider area strategy
 - applications demonstrate that the investment in facilities will contribute to improving outcomes for local children, young people and families (including reducing inequalities) and more integrated delivery of services
 - applications demonstrate the sustainability of the proposals
 - projects are deliverable within the timescales outlined, the intention being that facilities are ready so that services can be up and running in those facilities by September 2011.
- 1.2 A Wirral bid for £927,000 of capital money, to be match funded by £300,000, was submitted to the Department for Children, Schools and Families in April 2009 by the Children and Young Peoples Department (CYPD). The bid submitted drew on the experiences developed as part of the Children's Workforce Development Councils (CWDC's) 'Remodelling Social Work Pilot', the development of the 'Guide to Integrated Working' and an internal review of 'Area Teams' carried out in the autumn of 2007.
- 1.3 Wirral was informed in June 2009 that it had been successful in its bid. The Wirral co-location bid submitted sought to co-locate multi-disciplinary professionals together in area based teams and sought to implement the philosophy and operational practices which underpin the 'Team Around the Child'. The overall aim being to join up service responses to ensure children's needs are best addressed in a proportionate, multi-disciplinary way. Co-location may best be achieved within existing buildings, which are already accessed by the public and other professionals. To date Area Team bases have been created at Well Lane Primary School, Eastway Primary School, Ganney's Meadow Early Years Centre, New Brighton Children's Centre and Seacombe Children's Centre. This has been achieved largely through refurbishment of existing

space in such a way as to both extend the life of the property and maximize the usage of space. Localised working – and the co-location of Area Teams – sits within the Council’s wider Administrative Accommodation Strategy and, in particular, the Office Rationalisation programme. Sharing of available space has been pursued wherever possible.

- 1.4 Moving forward three projects are planned. One in Birkenhead would see two Area Teams located alongside a Social Care Assessment Team and other children’s services. This scheme would also have the benefit of allowing a number of other office moves to take place which would result in the office based on Oakenholt Road being vacated. Another would see two Area Teams being based in the Eastham / Bromborough wards. The third project intends to co-locate two Area Teams, the South and West District, a number of Health visitors and the Children with Disabilities Service on the currently vacant portion of the former Pensby Park Primary School, alongside the existing Pensby Children’s Centre and is the subject of this report.
- 1.5 The South & West District Team is currently located above Moreton One Stop Shop. It consists of four Social Care teams comprising an Assessment Team, Care Management Team, Family Support Team and an Operational Support Team. These teams provide Social Care Services to the South and West areas of the borough. The District is not located within the area it serves and is currently the only occupant of the office other than the One Stop Shop staff. The majority of Area Teams associated with the District are currently virtual with team members largely being located within their home agencies offices. By bringing the Area Team staff together as actual teams, space will be created within the Partner agencies offices.
- 1.6 The Children with Disabilities Service is currently based at Willowtree Resource Centre. Willowtree Resource Centre had a dual use as both a short breaks provision for children with disabilities as well as an office base for the professionals who provide services to children with disabilities and their families. The proposed movement of short breaks provision from Willowtree will result in an opportunity to rationalize accommodation.
- 1.7 The refurbishment of the former Pensby Park Primary School would enable better service delivery and enable the department to vacate buildings within the scope of the Office Rationalisation Project. By bringing The Multi Disciplinary Area Teams together professionals are able to more effectively offer early interventions and provide preventative services to families. The location of the District Teams support this, allows for better communication between professionals and locates the District Teams within their geographical area. By locating the Children with Disabilities Service with these two groups the delivery of services to the District would be enhanced in particular, but this would also assist in ensure a consistency in practice across the Social Care teams.
- 1.8 As a result of the proposals outlined in this report for the Departments use of buildings would be reduced from three to one. Willowtree Resource Centre would be declared as surplus, the offices at Moreton One Stop Shop would be vacated, which open up opportunities for these offices, and currently under utilized space within Pensby Park could be refurbished and used to its full potential maximizing the space available and prolonging the life of the building.

2. Scheme and Estimate

- 2.1 The proposed scheme is to convert the remaining portion of the Pensby Park building (vacated by the school after its closure last July) into office accommodation; the area shaded (Appendix A) has already been converted into a Children's Centre which is now fully operational and will remain in use. The new office accommodation will be used as a base for staff from Area Teams, South and West District Teams Children with Disabilities Service, and Authorised Personnel from across the Authority as a Touch Down facility. Professionals would include Family Support workers, Social Workers, Connexions Personal Advisors, Education Social Workers, Occupational Therapists and Education Psychologists as well as School Nurses, Health Visitors and other Educational, Health & Council professionals.
- 2.2 The office space will allow these professionals to access hot desk facilities as well as book-able meeting space and admin support for staff for whom the majority of their day will be out in the community or in Children's Centres or Schools. The scheme is included in the Area Team Co-Location Bid approved by Cabinet on 5th November 2009 to which minute 177 refers.
- 2.3 The conversion involves refurbishment of the existing school accommodation, upgrading of power and data for office use, infilling of the existing courtyard and replacement of the existing boiler, single glazed windows and sanitary accommodation, providing up to 100 work stations (As shown in Appendix A).

3. Financial Implications

- 3.1 Savings will be made in reducing the Departments use of buildings. Re-using this currently vacant base will support the vacation of two other buildings identified within the office rationalization programme. In addition, it is anticipated that there will be a saving in fuel revenue costs at the Pensby site as a result of this scheme as the upgraded building will be considerably more energy efficient than as existing due to the proposed design measures included in the project. The Energy Conservation Unit within the Department of Technical Services will closely monitor costs.
- 3.2 The Estimate for this work is set out below. Costs include essential refurbishment works such as replacement of M&E and high-level glazing, fire and security alarms, finishes, containment and external works. Consequential improvements to reduce running costs and meet current building regulations such as infilling of courtyard, re-roofing with upgraded insulation, upgraded eco light fittings and controls are also included, as is a new gas boiler. Completion is anticipated during the 2nd Quarter 2011/12.

Building costs including External Works	£325,486.05	
Improvements to meet Building Regulations and reduce energy costs	£119,435.00	
Boiler Replacement (incl fees)	<u>£ 54,050.00</u>	498,971.05
Departmental Charges including:		
Professional Fees @ 15%		
Clerk of Works Salary		
CDM Coordinator		
Planning and building regulation fees	£ 66,738.16	
Contingency @ 10%	£ 44,492.10	
ICT, telephony and FF&E	<u>£109,000.00</u>	
	TOTAL	£719,201.31

3.3 The scheme will be funded from the following:-

Co-location Budget funding available	£472,030.00	
Contribution from SSEYCG for building	£158,171.31	
Information Technology	£ 89,000.00	
	TOTAL	£719,201.31

4. Risk Assessment

4.1 The majority of the funds for the work to be carried out at Pensby Park are provided by a Government Capital Grant from the Co-location Fund, this amounts to £927,000. While the Department is aware that three large projects have been cancelled nationally due to a lack of progress in meeting the requirements of the grant, totalling £24 Million at this time no such reductions in commitment are expected for Wirral Projects funded by this fund.

5. Staffing Implications

5.1 The Professional Services for the scheme will be provided by staff within the Technical Services Department.

5.2 In accordance with the Construction (Design and Management) Regulations the Director of Technical Services is carrying out the role of CDM Coordinator.

6. Equal Opportunities Implications

6.1 Access will be provided for children and adults with disabilities to all areas of this building. The new building will also comply with current recommendations on design for the deaf and partially sighted.

6.2 Accessible WC shall be available within the lobby for users and staff as well as visitors.

6.3 There are no implications in this report specifically for women, ethnic minorities or the elderly.

7. Community Safety Implications

7.1 The design of this project will take account of best practice to reduce the risk of crime and the local crime prevention officer will be consulted.

7.2 The scheme shall include electronic controls on appropriate inner doors to restrict unauthorized personnel from proceeding beyond the reception lobby.

8. Local Agenda 21 Implications

8.1 Thermal insulation is to be provided to meet the standards and guidelines recommended by part L2 of the Building Regulations.

8.2 Low energy electrical fittings, heating controls and water saving devices will all be used as far as possible to help reduce the consumption of natural resources.

8.3 All timber used will be from sustainable sources regulated by the Forestry Stewardship Council.

8.4 The successful contractor will be encouraged to employ local labour and source materials from local suppliers once construction commences.

9. Planning Implications

9.1 Planning and Building Control approval will be required for this project.

10. Anti-poverty Implications

10.1 Improving preventative services and co-ordinating multi-agency services will improve outcomes for children in the most deprived areas of Wirral.

11. Social Inclusion Implications

11.1 The refurbishment will assist in providing an integrated approach to children's education, which is recognized as being a key factor in determining positive educational outcomes for all children.

11.2 Availability of touch down facilities for use by Council Officers will better enable contact with customers on the West of the Borough.

12. Local Member Support Implications

12.1 The Pensby Children's Centre is in the Pensby and Thingwall ward.

13. Background Papers

13.1 Guide to Integrate Working, September 2006.

13.2 A Review of Wirral's Children's Service Area Teams, August – October 2007.

13.3 CWDC Remodelling Social Work Pilot Bid, October 2007.

13.4 Children and Young Peoples Plan, 2006-2008.

13.5 Wirral Co-location Fund Submission, April 2009.

13.6 The Architects file C18649 and the Quantity Surveyors working papers.

13.7 Office Rationalisation – Cabinet Report 24th June 2010

RECOMMENDATIONS

That:

14.1 The Scheme and Estimate, as presented, be accepted,

14.2 The Director of Technical Services be authorised to obtain all necessary statutory approvals for the project.

14.3 The Director of Technical Services be authorised to seek tenders for the project.

14.4 The Director of Children's Services use his delegated powers to accept the lowest bone-fide tender and report his acceptance of the tender to Cabinet in due course in accordance with the Council's Procurement Policy.

Howard Cooper
Director of Children's Services

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WIRRAL COUNCIL

CABINET - 23RD SEPTEMBER 2010

REPORT OF DIRECTOR OF CHILDREN'S SERVICES

PLAYING FOR SUCCESS

EXECUTIVE SUMMARY

This report sets out the current position in respect of the Playing for Success initiative, based at Tranmere Rovers Football Club and managed by the Children and Young People's Department. The initiative started in 2004 and funding support will end in March 2011. This report sets out options for the future of the initiative.

1.0 Background

- 1.1 Playing for Success is a national initiative involving football clubs working jointly with councils, with the support of the Football Foundation, to provide additional study support and out of school provision for pupils, based at the football club. Tranmere Rovers and the Council were invited to join the scheme in 2004; earlier phases of the scheme having operated from 1999 involved bigger, premier league teams.
- 1.2 Both Tranmere Rovers and the Council supported the development of a Playing for Success Centre at the club. Although Tranmere were unable to make a direct financial contribution to the scheme, they did make available two former squash courts and associated accommodation at the club for conversion to a study centre for the initiative.
- 1.3 This area of the club was converted in 2005, at a cost of £200,000 approximately, using a combination of specific Playing for Success capital, other Standards Fund grant and other capital resources. The accommodation provides study spaces, including ICT provision and supporting facilities, pupil toilets, small kitchen area, office, designated entrance, parking and disabled access. The area provides good quality accommodation, adjacent to an indoor kick-about area. The accommodation is well suited to support the initiative's aims of improving literacy, numeracy and ICT.
- 1.4 An agreement is in place between the Council and the club in respect of access and use by both parties. The Council has access, as a minimum, from 1.30-7.30pm Tuesdays and Wednesdays, 3.30-7.30pm on Mondays and Thursdays, 10 weekend sessions from 9.30-3.30pm and Monday-Thursday holiday use from 9.30-3.30pm. In reality the Council enjoys access in addition to these times. The Playing for Success spaces are also used by the football club youth trainees at other times. The Council fund the telephone and the internet, all other service costs are met by the club. The agreement is subject to an annual review but there have been no changes since it was drawn up in 2005.
- 1.5 The initiative is overseen by a Management Board which comprises of an elected member Chair – Councillor G. Davies and representatives from primary, secondary and special schools and also representatives from Tranmere Rovers, Liverpool Hope University (who provide student mentors), Bebington High School (who have an associate centre at the school) and the PfS Centre Manager and Centre Assistant. The Board meets termly and receives financial and operational reports from the

Centre Manager and generally supports the work of the centre and its links with schools and other bodies.

- 1.6 The initiative has been managed from the outset by a dedicated manager, who has a primary school background and a supporting member of staff. Good working relationships have been developed between the club, the centre and schools by the manager and the facility is well used.
- 1.7 The centre provides challenging learning opportunities for Key Stage 2 and 3 young people who are in “underachieving” categories, through a programme designed to raise standards in literacy and numeracy, with strong use of ICT. Analysis of SAT results and the tracking of literacy and numeracy levels demonstrate that attendance at the centre on a six to ten week programme after school leads to a high number of the pupils making better progress that would have been anticipated if they had not taken part in the course. The young people attending also report that in over four out of five cases they feel more confident in maths, literacy and ICT and enjoy the programme offered to them.
- 1.8 The facility is available for use by all schools and around 40 primary, 10 secondary and 6 special schools have used it to date, with over 1500 pupils having used the facilities for the Playing for Success ten week after school programme in Literacy, Numeracy and ICT. Results from this programme demonstrate a measurable impact on pupil performance. In addition, approximately 1200 pupils a year have used the centre for a range of other organised activities, including Key Stage 2 and 3 football journalism writing programmes, projects for Looked After Children, Anti-social behaviour team links, Specialist Sports College, Duke of Edinburgh, Princes Trust and other projects. In addition, the facility has been used by Tranmere Rovers and Job Centre Plus for Return to Work programmes and over 55’s In the Community projects.
- 1.9 The initiative costs approximately £105,000 per annum to run, mainly the costs of the manager and one member of staff. Of this total £80,000 is ring fenced Standards Fund grant for the initiative (which will cease in March 2011) and a further £25,000 from Dedicated Schools Grant funding.
- 1.10 The Children and Young People’s Department have been notified that the £80,000 Standards Fund grant will end in March 2011. The current £25,000 DSG funding can only be used to support on a match funded basis to the grant and therefore cannot be used on a stand-alone basis.
- 1.11 With the notification of the ending of the grant there are a number of options as to the future funding and operation of this initiative:
 - i) Cease the initiative and hand the facility back to Tranmere Rovers.
 - ii) Cease the initiative and try to seek agreement from Tranmere Rovers for schools to access the facility on a casual basis.
 - iii) Consider funding the facility and staffing from the centrally managed SEN/behaviour budget for 2011/12, on the basis that the initiative can demonstrate improved outcomes in terms of behaviour and achievement in Literacy, Numeracy and ICT in relation to pupils who have benefited from the initiative.
 - iv) Seek contributions from participating schools to partly or fully fund the scheme, on a Service Level Agreement basis; such a development could be phased in over two years.
 - v) Seek financial support from other areas, including the football club and other sports/study grants towards the costs of running the initiative.

- 1.12 Given the capital investment of £200,000 and the success of the scheme to date, it would seem sensible to seek a longer period of return on the capital invested, on the current agreed access arrangements. More casual access arrangements may be problematic from the club's point of view, as the facility is located in the stand complex and is not immediately accessible from the road. There would therefore be security/access issues, which are currently managed to the club's satisfaction by the Playing for Success Manager.
- 1.13 One way to maintain the scheme into 2011/12 would be to:-
- i) Fund the 2011/12 costs from the CYPD centrally managed SEN/behaviour budget and at the same time
 - ii) Request that the Playing for Success Manager:
 - a) holds discussions with schools using the centre to develop a possible basis for part or full funding of the centre costs and
 - b) carries out a review of the costs of running the centre and identifies areas for cost reduction
 - c) explores alternative sources of support funding including any additional direct or in-direct support available from the football club.
- 1.14 The proposal at 1.12 above would allow the initiative to continue into 2011/12 and the certainty of funding for 2011/12 would allow time for the alternative funding options to be explored.

2.0 Risk Assessment

- 2.1 The key risk is that the initiative will come to an end in March 2011, with the ending of the national grant, unless alternative funding arrangements are put in place.

3.0 Financial Implications

- 3.1 The key financial implications are set out in Section 1 of this report. Should the initiative cease there would be additional costs of redundancy and potential loss of access on current terms to the facility.

4.0 Staffing Implications

- 4.1 The Playing for Success initiative employs two staff.

5.0 Equal Opportunities Implications/Health Impact Assessment

- 5.1 The initiative provides individual support to pupils to develop Literacy, Numeracy and ICT skills and knowledge and links these activities to the health/fitness aspects of games and sport.

6.0 Community Safety Implications

- 6.1 The centre operates beyond the normal school day and thereby contributes to the provision of positive activities for young people outside of the school setting.

7.0 Local Agenda 21 Implications

- 7.1 There are none arising directly from this report.

8.0 Planning Implications

8.1 There are none arising directly from this report.

9.0 Anti-poverty Implications

9.1 Playing for Success contributes to the raising of individual pupils' skills and knowledge in the key areas of Literacy, Numeracy and ICT, thereby contributing to future development potential of these pupils.

10.0 Social Inclusion Implications

10.1 Playing for Success contributes to the development of confidence and social skills for the pupils taking part in the initiative.

11.0 Local Member Support Implications

11.1 The Playing for Success Centre is located at Tranmere Rovers Football Club, in Prenton Ward. The initiative is open to all primary and Key Stage 3 secondary pupils aged 9-14.

12.0 Background Papers

12.1 Playing for Success working files held by the Centre Manager and in the Children and Young People's Department.

RECOMMENDATIONS

That

- (1) The Playing for Success initiative is funded in 2011/12 from the centrally managed SEN/behaviour budget and at the same time the Playing for Success Manager is asked to:-
 - hold discussions with schools using the centre to develop a possible basis for part or full funding of the centre costs and
 - carry out a review of the costs of running the centre and identifies areas for cost reduction
 - explore alternative sources of support funding including any additional direct or in-direct support available from the football club.
- (2) That the Schools Forum is invited to give their views on future funding of this initiative
- (3) That the Playing for Success initiative be the subject of a further report once consultations with the Schools Forum and schools are complete and following research on other funding options.

Howard Cooper
Director of Children's Services

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REPORT OF THE DIRECTOR OF TECHNICAL SERVICES

FRAMEWORK ARRANGEMENTS FOR CONSULTANT SERVICES

EXECUTIVE SUMMARY

The purpose of this report is to seek Members' approval to extend the current framework arrangement for a further period of 6 months pending the introduction of the North West Construction Hub (NWCH) Professional Services Framework.

1.0 BACKGROUND

- 1.1 Cabinet resolved on 23 July 2009 (minute 84 refers) to approve the extension of the Consultant Framework Arrangement for 12 months, until 31 October 2010, as originally envisaged when the Framework was established in October 2006. At the same time, Cabinet resolved to authorise the procurement of a new Framework Consultants Panel with effect from 1 November 2010.
- 1.2 In the present economic climate, and following the recent announcement of the Council's austerity measures, the use of professional consultants has been significantly reduced and restricted. Wherever possible, existing staffing resources will be used for all professional services excepting those required for specialist activities, in which case all such appointments will be approved by the Chief Officer and details reported to the Leader on a monthly basis.
- 1.3 When the Council's current Consultants Framework was established, a considerable amount of time was invested by numerous officers within the Technical Services Department, with assistance from Legal Services, and Finance Department (Audit and Corporate Procurement) in carrying out the procurement process, including: scoring of first stage pre-qualification submissions, obtaining references and the final selection model evaluation.
- 1.4 In May 2010, the Council was approached by the North West Development Agency (NWDA) offering an opportunity to be involved in the procurement process for the re-tendering of their professional services framework. The benefits for the Council and other public sector organisations in being involved in this process are expected to include the opportunity to influence the selection process to encourage the use of local businesses and to ensure the framework terms are sufficiently flexible to meet the aspirations of all potential users of the framework. The opportunity to utilise this framework may be seen to demonstrate collaborative working, as encouraged by Government, and also the potential to deliver economies of scale and best value should the NWDA recruit sufficient partner organisations. The NWDA framework was intended to be operational from January 2011.
- 1.5 The Director of Technical Services has reviewed the existing professional services framework operated by NWDA and is satisfied that the lots (work categories), consultants and hourly rates are comparable with those of the Council's own framework and hence, that use of the NWDA framework when necessary would be appropriate if the replacement panel was of a similar structure.
- 1.6 In July 2010, the Council was advised that the North West Construction Hub (NWCH), administered through Manchester City Council, would be taking on the lead role from NWDA for the procurement of the professional services framework, with support from the North West Improvement and Efficiency Programme (NWIEP) and the Centre for Construction Innovation (CCI). The new framework is scheduled to begin operation in April 2011 and run until 2015. The professional services framework is intended to complement the existing construction services frameworks operated by NWCH.

1.7 The Council has registered an interest in being involved, as a partner organisation and potential future user of this framework, in the procurement process. Further details on how the proposed framework will operate and the associated administration charges are expected soon and NWCH will be holding briefing sessions for partners.

2.0 PROPOSAL

2.1 Until further details are available for the proposed NWCH professional services framework, or other similar frameworks, and how they may be of benefit to the Council, it is proposed that the current Council Consultants Framework be further extended for a period of 6 months from 1 November 2010 until 1 May 2011.

2.2 Three of the nine disciplines on the Council Framework, namely: Planning Supervisor; Waste & Recycling and Building Surveying, have not been utilised at all in the 4 years the Framework has been in operation. This is primarily because the Council has sufficient in-house resources in these areas. It is therefore proposed that the consultants in these disciplines are not requested to extend their contracts in these categories. The consultants for all other disciplines namely: Architects; Civil Engineering; Mechanical & Electrical Engineering; Quantity Surveying; Structural Engineering and Transportation Engineering, will be invited to extend their current arrangements and to stand by their current rates until May 2011. In the present economic climate it is anticipated that the majority of consultants will take up this offer.

2.3 Corporate Procurement have confirmed that the further extension of the Framework in this manner is acceptable under EU legislation in circumstances where the Council has intent to subject the contract to competition within the next 6 months.

2.4 The Council Framework will continue to be administered by the Director of Technical Services in accordance with the processes and procedures established in the Department's Quality Management System as agreed by Corporate Procurement and Audit, having due regard for the current controls on the use of consultants outlined in paragraph 1.2 above.

2.5 In the meantime, officers from Corporate Procurement and Technical Services Department will review the potential benefits of the NWCH professional services framework to the Council and a further report will be presented to Cabinet in the new year.

3.0 FINANCIAL IMPLICATIONS

3.1 There is likely to be a charge levied by NWCH for the use of their professional services framework on a project-by-project basis, but details are not yet available. Currently, NWCH are proposing a charge of 1% on contracts below £100,000 and 0.5% on contracts over £100,000 as an administration fee for the use of their medium value construction framework.

3.2 If similar levies are applied against the professional services framework, this may not present best value for the Council, however, it is not yet clear whether, if the Council helps assess submissions during the procurement process, it may benefit from an exemption or reduced levy. The aggregated cost of these charges would also need to be weighed against the Council's own potential costs in procuring its own framework as an alternative course, bearing in mind that use of any framework over the next 5 years is likely to be significantly reduced when compared with the previous 5 years due to public sector contribution project spending cuts.

4.0 STAFFING IMPLICATIONS

4.1 Existing staff within the Technical Services Department and CPU will review the NWCH framework and if appropriate engage in assisting towards the procurement process ensuring that resources are not diverted from delivering key Council services. Any time and associated cost commitments from staff will be significantly less than continuing to re-advertise a new Council Framework at the present time.

5.0 EQUAL OPPORTUNITIES/EQUALITY IMPACT ASSESSMENT

5.1 There are no implications under this heading.

6.0 HEALTH IMPLICATIONS/IMPACT ASSESSMENT

6.1 There are no implications under this heading.

7.0 COMMUNITY SAFETY IMPLICATIONS

7.1 There are no implications under this heading.

8.0 LOCAL AGENDA 21 IMPLICATIONS

8.1 The consultants on the Council's Framework will continue to comply with the Council's Local Agenda 21 policy.

9.0 PLANNING IMPLICATIONS

9.1 There are no implications under this heading.

10.0 ANTI-POVERTY IMPLICATIONS

10.1 There are no implications under this heading.

11.0 HUMAN RIGHTS IMPLICATIONS

11.1 There are no implications under this heading.

12.0 SOCIAL INCLUSION IMPLICATIONS

12.1 There are no implications under this heading.

13.0 LOCAL MEMBER SUPPORT IMPLICATIONS

13.1 There are no implications under this heading.

14.0 BACKGROUND PAPERS

14.1 No background papers have been used in the preparation of this report other than exempt information.

RECOMMENDATIONS

That

- (1) Cabinet approves the extension of the existing Consultant Framework Arrangement for a further period of 6 months from 1 November 2010 to 1 May 2011 for those consultants in the discipline categories of Architects; Civil Engineering; Mechanical & Electrical Engineering; Quantity Surveying; Structural Engineering and Transportation Engineering, who agree to stand by the current rates and agreements in place.

- (2) Cabinet approves that the relevant officers enter into negotiations with NWCH and take part in the necessary procurement processes where appropriate regarding the establishment of a new professional services framework for public sector organisations.

DAVID GREEN, DIRECTOR
TECHNICAL SERVICES

WIRRAL COUNCIL

CABINET – 23 SEPTEMBER 2010

REPORT OF THE DIRECTOR OF CORPORATE SERVICES

LOCAL DEVELOPMENT FRAMEWORK FOR WIRRAL - CORE STRATEGY DEVELOPMENT PLAN DOCUMENT – PUBLIC CONSULTATION ON PREFERRED OPTIONS

EXECUTIVE SUMMARY

The Council is preparing a Core Strategy Development Plan Document. The Core Strategy is a statutory document that will set the local policy context for the determination of planning applications and for major regeneration schemes such as Housing Market Renewal and Wirral Waters and for setting policies for housing, employment, open space and other matters. The Core Strategy will replace parts of the Unitary Development Plan adopted in February 2000, which no longer fully reflect the Council's more recent aspirations.

Cabinet approved the preparation of a Preferred Options Report for public consultation in July 2010 (Cabinet, 22 July 2010, Minute 89 refers). This report recommends that Cabinet recommends to Council that the draft Preferred Options Report attached to this report and its associated accompanying documents are now published for public consultation.

1 Background

- 1.1 The statutory Development Plan for Wirral, which guides decisions on individual planning applications and other decisions under the Planning Acts, currently comprises the Unitary Development Plan for Wirral, which was adopted by the Council in February 2000.
- 1.2 The Core Strategy is a “new-style” Development Plan Document that will replace the strategic policy elements of the Unitary Development Plan. The Core Strategy is a key document, intended to set the overall framework for future development in the Borough, to which other “new-style” Development Plan Documents, such as site-specific land allocations, Area Action Plans and Supplementary Planning Documents, will be required to conform. The preparation of the Core Strategy must comply with a statutory process set out in national Regulations.
- 1.3 National policy currently indicates that a Core Strategy should include:
 - an overall vision which sets out how the area and the places within it should develop;
 - strategic objectives for the area focusing on the key issues to be addressed;
 - a delivery strategy for achieving these objectives, which should set out how much development is intended to happen, where, when, and by what means it will be delivered;
 - locations for strategic development indicated on a key diagram; and
 - clear arrangements for managing and monitoring the delivery of the strategy.
- 1.4 The Core Strategy must be justified, effective and consistent with national policy but must not, however, repeat or reformulate national policy.
- 1.5 The time horizon for the Core Strategy must be at least 15 years from the date of adoption.

- 1.6 Once adopted, the Core Strategy will provide the spatial blueprint for the social, economic, and environmental regeneration of the Borough, to support the delivery of the Sustainable Community Strategy and the aims and objectives of the Council's Investment Strategy.
- 1.7 The Council consulted on the Issues, Vision and Objectives for the Core Strategy in February 2009 (Cabinet, 27 November 2008, Minute 274 refers) and on the Spatial Options for the Core Strategy in January 2010 (Cabinet, 26 November 2009, Minute 200 refers). The next stage in the process is the publication of the Council's Preferred Options, which will enable the Council to confirm the future direction for the final Core Strategy.
- 1.8 Cabinet approved the preparation of a Preferred Options Report in July 2010 (Cabinet, 22 July 2010, Minute 89 refers). A draft Preferred Options Report is now attached to this report, which must be approved by Full Council before being published for public consultation.
- 1.9 The Preferred Options Report is also accompanied by:
- A revised **Spatial Portrait** – which provides a description of the Borough including a series of Settlement Area profiles which set out the background to the Council's assessment of the key issues facing the Borough over the next 15 years and beyond, amended in response to previous public consultation;
 - A **Preferred Options Assessment Report** – which sets out the background to the Council's assessment of the various alternative options, amended in response to previous consultation;
 - A **Report of Consultation on Spatial Options** – a statutory report which records the findings of previous consultation on the available spatial options and how the Council has responded to the comments received;
 - A **Revised Sustainability Appraisal Report** – a statutory report which considers the performance of each of the Preferred Options against 25 local sustainability objectives, amended in response to previous consultation – a summary of the sustainability appraisal findings is also set out within the Preferred Options Report at relevant points;
 - A **Draft Habitat Regulations Assessment** – a statutory report which considers the potential impact of the emerging Core Strategy on designated European Sites;
 - A **Report of UDP Implications** - a report which considers the potential impact of the emerging Preferred Options on the saved policies of the Wirral Unitary Development Plan adopted in February 2000;
 - A **Revised Equality and Diversity Statement** – a Corporate requirement, which has been approved by the Council's Equality and Diversity Co-ordinator; and
 - The series of **Evidence Base** studies – that the Council is relying on as the background to the analysis and decisions now set out in the Preferred Options Report.
- 1.10 A copy of these accompanying documents can be viewed at the on-line library at <http://democracy.wirral.gov.uk/ecCatDisplay.aspx?bcr=1&sch=doc>

2 Public Consultation

- 2.1 Public consultation on the Preferred Options Report will be carried out in compliance with the standards set out in the Statement of Community Involvement, adopted by the Council in December 2006.

- 2.2 Copies of the Preferred Options Report and its accompanying documents will be placed for inspection, free of charge, in public libraries throughout the Borough; at the public counter of the Technical Services Department; and at One-Stop Shops. The documents will also be made available for comment on-line, free of charge, through the Council's on-line consultation portal at <http://wirral-consult.limehouse.co.uk/portal>.
- 2.3 Notification letters will be sent to all previous respondents, to statutory consultees, to all the contacts on the Council's Local Development Framework database, to members of the Area Forums and to members of the Local Strategic Partnership. The public will be able to comment on any part of the documents provided.
- 2.4 It will not be possible to offer presentations to the Area Forums as the October cycle of meetings will largely have been completed prior to Full Council's consideration of the Preferred Options Report. An Open Day will however be held during the consultation period to which all Area Forum members will be invited, similar to the Open Day held to consult on the Spatial Options Report on 22 January 2010.
- 2.5 A series of consultation questions have been included in the Preferred Options Report to direct respondents to areas where comments would be particularly valuable. Non-technical summary material will also be made available to make it easier to comment on key aspects of the Report.
- 2.6 The results of consultation on the Preferred Options Report will be used to confirm that the Preferred Options have been correctly evaluated and that the Council's final decisions have been soundly based.

3 Future Stages

- 3.1 The next stage, following the publication of Preferred Options and the consideration of the comments received, will be to draw up a draft Core Strategy. This will be the first time that the public and other stakeholders will be able to see and comment on a complete, fully drafted Core Strategy for the Borough.
- 3.2 The full draft Core Strategy will need to be published for public consultation for a statutory period of six weeks, accompanied by the evidence base, the results of previous consultations and a full suite of appraisals and assessments, to explain the process carried out and to justify the conclusions included within the draft Strategy.
- 3.3 The comments received on the draft Core Strategy may be used by the Council to make any final changes before submitting the final Core Strategy to the Secretary of State for public examination by an independent Planning Inspector. Assuming the Inspector concludes that the Core Strategy is "sound", on the basis of the evidence submitted and any outstanding representations, the Council would then be able to proceed to adoption. The report of the Inspector will be binding on the Council.
- 3.4 The final procedures could be subject to change, depending on the speed with which the new Coalition Government introduces amendments to the national Development Plans system.

4 Timetable

- 4.1 Subject to approval by Full Council on 18 October 2010, it is expected that public consultation on the Preferred Options Report will take place for six weeks during November and December 2010

5 Financial Implications

- 5.1 The estimated cost of undertaking public consultation on the Preferred Options Report is £15,000, which can be met from existing resources within Strategic Development.

6 Staffing Implications

- 6.1 There are no staffing implications arising directly out of this report.

7 Equal Opportunities Implications

- 7.1 There are no implications for equal opportunities arising directly from this report. The Preferred Options Report has been subject to an Equality Impact Assessment approved by the Council's Equality and Diversity Co-ordinator.

8 Community Safety Implications

- 8.1 There are no community safety implications arising directly out of this report. The Core Strategy is, however, expected to include policies that will seek to protect and improve community safety.

9 Local Agenda 21 Implications

- 9.1 The Council has a legal duty to prepare the Core Strategy with a view to contributing to the promotion of sustainable development. The Preferred Options Report has been subject to a statutory sustainability appraisal including strategic environmental assessment, which has been approved by the Council's Sustainability Appraisal Panel and is accompanied by an interim Habitats Regulations Assessment prepared by nature conservation specialists.

10 Planning Implications

- 10.1 The Core Strategy Development Plan Document, once adopted, will form part of the statutory Development Plan for Wirral alongside the remaining parts of the Council's Unitary Development Plan (which have not been replaced by the Core Strategy) and will have implications for the determination of individual planning applications and other decisions under the Planning Acts.

- 10.2 The Preferred Options Report is accompanied by a separate report that sets out the potential impact of the emerging Core Strategy on the Wirral Unitary Development Plan.

11 Anti-Poverty Implications

- 11.1 There are no anti-poverty implications arising directly from this report. The Core Strategy is, however, expected to include policies that will seek to promote opportunities for wealth creation and employment.

12 Human Rights Implications

- 12.1 There are no human rights implications arising from this report. The Preferred Options Report does, however, include policies on providing accommodation for Gypsies and Travellers.

13 Social Inclusion Implications

- 13.1 There are no social inclusion implications arising directly from this report. The Core Strategy is, however, expected to include policies that will seek to support and promote social inclusion.

14 Local Member Support Implications

- 14.1 The Preferred Options Report will have implications for all Ward Members.
- 14.2 An Appendix to this report sets out how the Settlement Areas used throughout the Preferred Options Report relate to the boundaries of individual Electoral Wards.

15 Background Papers

- 15.1 Planning and Compulsory Purchase Act 2004 can be viewed at www.opsi.gov.uk/acts/acts2004/20040005.htm
- 15.2 Town and Country Planning (Local Development)(England) Regulations 2004 (SI 2004, No.2204) can be viewed at http://www.opsi.gov.uk/si/si2004/uksi_20042204_en.pdf
- 15.3 The Town and Country Planning (Local Development)(England)(Amendment) Regulations 2008 (SI 2008 No 1371) can be viewed at http://www.opsi.gov.uk/si/si2008/pdf/uksi_20081371_en.pdf
- 15.4 Town and Country Planning (Local Development) (England) (Amendment) Regulations 2009 (HMSO, SI 2009, No 401) can be viewed at http://www.opsi.gov.uk/si/si2009/pdf/uksi_20090401_en.pdf
- 15.5 Planning Policy Statement 12 - Local Spatial Planning (CLG, June 2008) can be viewed at: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/pps12lsp.pdf>
- 15.6 The Environmental Assessment of Plans and Programmes Regulations 2004 can be viewed at http://www.opsi.gov.uk/si/si2004/uksi_20041633_en.pdf
- 15.7 The Conservation (Natural Habitat &c) (Amendment) Regulations 2007 – Appropriate Assessments for Land Use Plans - can be viewed at http://www.opsi.gov.uk/si/si2007/pdf/uksi_20071843_en.pdf
- 15.8 Wirral Council - Local Development Framework for Wirral - Core Strategy Development Plan Document – Public Consultation on Issues and Objectives (Cabinet 27 November 2008) can be viewed at [http://democracy.wirral.gov.uk/Published/C00000121/M00000352/AI00002409/\\$CABCS081127REP5.docA.ps.pdf](http://democracy.wirral.gov.uk/Published/C00000121/M00000352/AI00002409/$CABCS081127REP5.docA.ps.pdf)
- 15.9 Wirral Council - Local Development Framework for Wirral - Core Strategy Development Plan Document – Public Consultation on Spatial Options (Cabinet 26 November 2009) can be viewed at [http://democracy.wirral.gov.uk/Published/C00000121/M00000732/AI00006824/\\$CABCS091126FraserREP2.docA.ps.pdf](http://democracy.wirral.gov.uk/Published/C00000121/M00000732/AI00006824/$CABCS091126FraserREP2.docA.ps.pdf)
- 15.10 Wirral Council – Local Development Framework for Wirral – Core Strategy Development Plan Document – Preferred Options Report (Cabinet 22 July 2010) can be viewed at [http://democracy.wirral.gov.uk/Published/C00000121/M00003058/AI00009579/\\$LDFDraftPreferredOptionsCabRep22Jul10.docA.ps.pdf](http://democracy.wirral.gov.uk/Published/C00000121/M00003058/AI00009579/$LDFDraftPreferredOptionsCabRep22Jul10.docA.ps.pdf)

RECOMMENDATION

That Cabinet recommends to Council that the draft Preferred Options Report attached to this report and the accompanying documents in the on-line library are approved for public consultation

K. Adderley
Director of Corporate Services

This report has been prepared by the Forward Planning Section who can be contacted on 691 8218.

Appendix 1 – Key to Settlement Areas and Electoral Wards

Electoral Wards fall within the Settlement Areas shown shaded below:

Electoral Ward	Settlement Areas							
	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8
Bebbington				■				■
Bidston and St. James		■	■					■
Birkenhead and Tranmere		■	■					
Bromborough				■				
Clatterbridge				■				■
Claughton			■					■
Eastham				■				■
Greasby, Frankby and Irby					■		■	■
Heswall							■	■
Hoylake and Meols						■		■
Leasowe and Moreton East					■			■
Liscard	■							
Moreton West and Saughall Massie					■			■
New Brighton	■							
Oxton			■					■
Pensby and Thingwall							■	■
Prenton			■					■
Rock Ferry		■	■					
Seacombe	■	■						
Upton					■			■
Wallasey	■							■
West Kirby and Thurstaston						■		■

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1 Introduction

1.1 This document forms the next stage in the preparation of a Core Strategy Development Plan Document for the Metropolitan Borough of Wirral. It is published for public consultation.

1.2 This is the last chance to comment on the emerging Core Strategy before a draft plan is prepared and submitted to the Secretary of State.

What is a Core Strategy?

1.3 The Core Strategy is a long term planning document that will set the framework for future development and investment in Wirral over the next 15 to 20 years. It is not intended to be a site-specific Development Plan Document.

1.4 Once adopted, the Core Strategy will form part of the Local Development Framework for the Borough and will be used as the basis for determining individual planning applications and for other decisions taken under the Planning Acts.

How is it Prepared?

1.5 A Core Strategy must be prepared in accordance with national procedures.

1.6 The Council began preparing the Core Strategy in July 2005 when initial consultation was undertaken to identify the Borough's strengths, weaknesses, opportunities, threats and local needs. The findings were then prioritised by a series of public workshops held in November 2006. Additional consultation with under-represented groups took place during summer 2007. Formal consultation on Issues, Vision and Objectives took place in February 2009 and on Spatial Options in January 2010.

1.7 Reports of consultation are available, which have been used to inform the content and conclusions now set out within this document.

What is this Document About?

1.8 This document sets out the Council's Preferred Options for a long-term spatial strategy for the Borough. It represents the first formal statement of what the Council expects to include within a Core Strategy Development Plan Document for Wirral.

1.9 This document is accompanied by a separate Assessment Report which gives a fuller explanation of the reasons that these options have been preferred⁽¹⁾.

1.10 The Preferred Options contained within this document have also been subject to a sustainability appraisal, an assessment of their likely impact on European Sites and an Equality and Diversity assessment, which are also available for public inspection.

1.11 The implications of the Preferred Options for the replacement of the policies and proposals in the Unitary Development Plan adopted in February 2000 are also set out in an accompanying document⁽²⁾.

How Can You Comment?

1.12 You can comment on any aspect of this document or on the content of any of the accompanying documents. A series of consultation questions have been included in this document to guide you to areas where we would especially like to hear your views. Your comments must, however, be made in writing, by letter, e-mail or fax **and arrive at the address below no later than 17.00 hours on [date/month] 2010.**

1.13 It costs the Council less if your comments can be made through the Council's on-line consultation system. This will also help us to keep you up-to-date on future progress. It is easy to register and you will be given your own user name and password at <http://wirral-consult.limehouse.co.uk/portal>

1.14 Please note that the Council will not be able to keep any of the comments you make private and your name or organisation as well as your comments may need to be recorded in a published report of consultation.

1.15 Copies of this document have also been placed in public libraries and One-Stop-Shops and can be made available in alternative formats, on request from the address below.

What Will Happen Next?

1.16 The comments you send in will be used to test the Council's assessment of the Preferred Options and will be used to inform the preparation of a draft Core Strategy. The Council expects to publish a draft Core Strategy in March 2011 before the Core Strategy is formally submitted to the Secretary of State for public examination in June 2011.

For further information please contact:

Wirral Council, Strategic Development, Town Hall, Brighton Street, Wallasey, Wirral CH44 8ED Telephone 0151 691 8206 Fax 0151 691 8188 Email pamconway@wirral.gov.uk

2 Plan Period

2.1 The initial time period for the Core Strategy extended to 2031⁽³⁾.

2.2 Government Office indicated that a reduced plan period would better reflect the national policy that a Core Strategy should look forward at least 15 years from the expected date of adoption.

2.3 The Local Development Scheme approved by the Secretary of State in November 2009 indicated a target for adoption of June 2011. It is now expected that the date of adoption will be no earlier than February 2012.

Milestone	Date
Consultation on Preferred Options	November 2010
Publication of Draft Plan	March 2011
Submission	June 2011
Public Examination Hearing	September 2011
Inspectors Report	December 2011
Adoption	February 2012

2.4 The Council's preferred option for the plan period is, therefore, as follows:

Preferred Option 1 - Plan Period

Fifteen years from estimated date of adoption of February 2012 - a plan period of April 2012 to March 2027.

2.5 Any further alteration to the timetable will need to be taken into account as the preparation of the Core Strategy progresses.

2.6 The revised sustainability appraisal shows that there will be no implications arising from Preferred Option 1⁽⁴⁾.

2.7 The draft Habitats Regulations Assessment shows that Preferred Option 1 is considered to have no potential for effects on European sites⁽⁵⁾.

3 in the Spatial Options Report published in January 2010

4 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

5 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Consultation Question 1

Do you agree with Preferred Option 1 - Plan Period?

If not, please give the reasons for your answer and explain how you would like to see it changed.

3 Spatial Portrait

3.1 Previous stages of consultation have sought to identify the issues that local people believe should be dealt with as part of a Core Strategy for Wirral⁽⁶⁾. Further research has added to the list of issues that may need to be addressed⁽⁷⁾.

3.2 The Spatial Portrait included in the Spatial Options Report in January 2010 has been amended in light of the comments received but is now provided in a separate accompanying report⁽⁸⁾.

Policy Context

3.3 The policy context for the Core Strategy is set by national policy and established local strategies. Much of this policy context has already been set out in the Council's previous consultation documents⁽⁹⁾ and is not repeated again in this Preferred Options Report. The policy context of greatest relevance to each of the issues considered is now provided in an separate accompanying report⁽¹⁰⁾. Spatial Portrait included in the Spatial Options Report in January 2010 has been amended in light of the comments received but is now provided in a separate accompanying report

Changes Since the Spatial Options Report

3.4 The Core Strategy is being prepared in a period of rapid change. The main changes since the publication of the Core Strategy Spatial Options Report include:

Changes to national policy:

- Regional Spatial Strategies were revoked in July 2010 to remove "top-down" targets to allow greater local choice
- The Secretary of State has confirmed that decisions on housing supply will rest with local councils without the framework of regional numbers and plans
- National policy for housing has been amended to remove the national minimum density for new housing development and to remove back gardens from the definition of previously developed land⁽¹¹⁾
- National planning policy is expected to be subject to further changes in the short to medium term, to be replaced by a new National Policy Framework

6 the results of the latest stage of consultation are contained within the Report of Consultation on Spatial Options (2010)

7 the main evidence base documents are listed in section 26 of this document

8 Core Strategy Preferred Options Revised Spatial Portrait (2010)

9 in both the Issues, Vision and Objectives Report (February 2009) and the Spatial Options Report (January 2010)

10 Core Strategy Preferred Options Assessment Report (2010)

11 PPS3 Housing (June 2010)

Core Strategy for Wirral - Draft Preferred Options Report (Cabinet 23 September 2010)

Changes in the national economy:

- There is significant uncertainty over when the economic situation will begin to improve and to what level it will return⁽¹²⁾
- The number of new homes completed in Wirral has dropped well below the previous target of 500 net new dwellings each year⁽¹³⁾
- The need for affordable housing has increased significantly⁽¹⁴⁾ but the ability for private developments to support it has reduced⁽¹⁵⁾
- The amount of new employment floorspace completed in Wirral has fallen well below previous average levels
- The latest sub-regional level job forecasts show a slight loss of jobs to 2015 followed by an increase of 3.6% or 3,920 jobs by 2030⁽¹⁶⁾
- Public funding is expected to be subject to significant reductions, with implications for regeneration projects, affordable housing and publicly funded infrastructure

Changes in national statistics:

- The national mid-year population estimates have been revised to show a smaller population in Wirral of 308,500 people in 2009⁽¹⁷⁾
- The latest long term forecasts expect the Wirral population to continue to decline by 2% or 4,800 people by 2033
- While the population of working age is expected to decline by 15% or 26,500 people, the number of older people is expected to increase by over a third or 24,600 people⁽¹⁸⁾

12 the Regional Economic Forecasting Panel expects recession impacts to continue to 2015 when longer term growth rates are expected to resume. Other professional commentators suggest that it could take far longer to return to previous conditions

13 the previous Government had already begun to approve reductions in short term targets to 265 in 2009/10 and 160 in 2010/11 as part of a Local Area Agreement for Wirral

14 Housing Market Assessment Update Report (Fordhams Research, 2010)

15 Affordable Housing Viability Study (Fordhams Research, 2010)

16 Cambridge Econometrics for The Mersey Partnership (December 2009)

17 Office of National Statistics Mid Year Estimates 2002 to 2008 (Revised May 2009). The latest Statistical Bulletin for Population Estimates (June 2010) places Wirral in the top five local authorities in England and Wales for the greatest percentage decrease in population between mid-2001 and mid-2009

18 Office of National Statistics 2008-based population projections (July 2010)

Core Strategy for Wirral - Draft Preferred Options Report (Cabinet 23 September 2010)

- The latest travel to work data shows a lower proportion of Wirral residents travelling to work in Cheshire West and Chester; and an increasing proportion of residents travelling to work further afield in North Wales and Manchester⁽¹⁹⁾
- Latest estimates prepared to inform the Local Transport Plan show the number of trips and distances travelled continuing to rise by 6.1% and 8.5% by 2024⁽²⁰⁾

Progress on major developments:

- The construction of the Neptune development at New Brighton has now begun⁽²¹⁾
- Work has begun on the strengthening and refurbishment of the Bidston Moss Viaduct⁽²²⁾
- The Council has resolved to approve the first two planning applications for Wirral Waters at Northbank East⁽²³⁾. A further planning application for East Float was resolved for approval subject to referral to the Secretary of State in August 2010⁽²⁴⁾
- Significant progress has continued to be made within the Newheartlands Pathfinder, which has accommodated an increasing proportion of the Borough's new housing development since April 2004⁽²⁵⁾
- The construction of a new Asda superstore in Birkenhead Town Centre is expected to be complete by the end of 2011
- The designation of a new Strategic Regional Site at Birkenhead Docklands was confirmed by the North West Development Agency in August 2010

19 Office of National Statistics Commute-APS (2008)

20 Building a New Mobility Culture - Challenges and Opportunities for Future Transport Provision in Merseyside (Merseyside Transport Partnership, 2010)

21 including a supermarket, cinema, hotel and a refurbished marine lake with modern sailing facilities

22 the viaduct forms part of a strategic freight route providing access to the Twelve Quays Ferry Terminal and Liverpool City Centre

23 which could provide up to 1,600 new homes

24 which could provide a further 13,500 homes; and over half a million square metres of new floorspace for a mix of offices, research and development, culture, education and leisure

25 1,137 older dwellings were demolished and 924 new dwellings were completed within the area between April 2003 and April 2010

Key Assets

3.5 A number of replies to previous consultation wanted the Core Strategy to be more explicit about the Borough's strengths and assets⁽²⁶⁾. The results of consultation have shown that the Borough's key assets include:

- A high quality of life and environment for many residents, with some of the most attractive residential areas in Merseyside
- A rich and varied heritage of classical townscapes, docklands, model villages, resorts, merchant estates and commuter settlements, including nationally important buildings, Conservation Areas and archaeology
- Extensive areas of national and international importance for biodiversity and nature conservation
- A generally high quality and accessible countryside with significant historic and landscape value, including pretty rural villages, extensive country parks and high grade agricultural land
- An extensive accessible developed and undeveloped coastline providing long promenades, beaches, islands and views, attracting large numbers of visitors for quiet enjoyment, leisure, recreation and watersports
- Proximity and access by road, rail and ferry to jobs and services in Liverpool, Chester and North Wales, including the Merseyrail network, the Birkenhead and Wallasey road tunnels and the M53 Motorway
- Nationally significant port and dock facilities at Birkenhead, Tranmere and Eastham
- Successful regionally significant employment locations at Bromborough and Twelve Quays, Birkenhead
- High educational attainment among the majority of the population and a high concentration of highly skilled, well-educated people
- Centres of medical excellence at Arrowe Park and Clatterbridge
- One of the lowest crime rates in the country

Drivers for Change

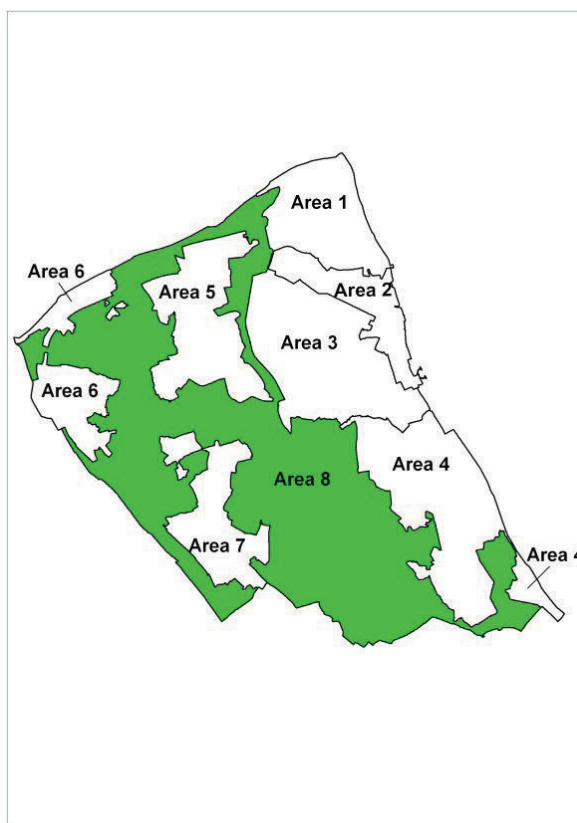
3.6 In contrast, the main drivers for change include:

26 These comments were also re-iterated by a CAGE Places Matter LDF Design Review Panel held in April 2010

- A low density of jobs and businesses, coupled with low wages, poor graduate retention and high levels of out-commuting
- A declining and ageing population, which is failing to attract and retain younger age groups
- Wide gaps between the best and worst social, economic and environmental conditions, with high concentrations of worklessness and income and employment related deprivation in eastern and central Wirral
- A combination of housing market failure, poor housing conditions, declining centres and high levels of vacant land and buildings in parts of the older urban area;
- A high demand for affordable and specialist housing
- Local shortfalls in the range, quality and quantity of green infrastructure
- The need to respond to climate change, reduce emissions and increase resilience, including flooding, local production, food, water and energy security and sustainable waste management
- The need to promote sustainable travel choices, especially for journeys to work and reduce the impact of localised traffic congestion
- The opportunity to maximise the contribution of existing centres and the large scale development opportunities in and around Birkenhead and the Birkenhead Dock Estate

4 Settlement Areas

4.1 Previous stages of consultation have also been used to show how the Core Strategy could impact on local areas. The Spatial Options Report defined eight broad Settlement Areas based on the main groups of settlements within the Borough:



Picture 4.1

4.2 Public consultation appeared to welcome the Settlement Areas as a way of making the Core Strategy more relevant to local people; the Settlement Area Profiles provided as part of the Spatial Portrait; and the sections setting out the likely implications of the emerging Policy Options for each of the Settlement Areas, although one respondent thought that this had led to the analysis being too repetitive.

4.3 Amended Settlement Area Profiles are now provided in a separate accompanying report⁽²⁷⁾.

4.4 The main criticisms were that the Settlement Areas should be named rather than numbered, to reduce the need for constant cross referencing, and that it was not always clear how the Settlement Areas related to the spatial priorities set out in the former Regional Spatial Strategy, which had divided the Borough into the Inner Area, Outer Area and Rural Area.

4.5 A number of respondents were also concerned that the boundaries would not, as currently drawn, support the expansion of the existing urban areas to accommodate development proposals within the Green Belt; and that including the Borough's rural areas within a single Settlement Area did not allow distinctions to be made between some of the smaller rural settlements⁽²⁸⁾.

4.6 The Council proposes to continue to use the Settlement Area approach to better explain the implications of the Core Strategy for local areas and to allow the local distinctiveness of each of these Areas to be more clearly expressed. Individual policies for each Settlement Area are expected to take the form of a series of statements about local priorities and assets:

28 Further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

Preferred Option 2 - Settlement Area Policies

The main spatial implications of the Core Strategy will be presented through a series of Settlement Area Policies⁽²⁹⁾.

Settlement Area Policies will set out:

- the number, scale, type and broad location of new housing development⁽³⁰⁾
- the number, scale, type and broad location of new employment development⁽³¹⁾
- priorities for local infrastructure⁽³²⁾
- priorities for existing centres⁽³³⁾
- priorities for maintaining local distinctiveness⁽³⁴⁾
- priorities for green infrastructure and public access⁽³⁵⁾
- priorities for public safety⁽³⁶⁾
- priorities for tourism

Settlement Area Policies for Settlement Area 2 - Commercial Core will set out the main priorities for the new city neighbourhood at Birkenhead and Wirral Waters⁽³⁷⁾.

Settlement Area Policies for Settlement Area 4 - Bromborough and Eastham will set out the main priorities for the industrial locations in Bromborough⁽³⁸⁾.

Settlement Area Policies for Settlement Area 8 - Rural Area will set out the main priorities for the Green Belt and the rural economy.

Settlement Areas will be both named and numbered on the following basis:

Settlement Area 1 - Wallasey	Settlement Area 5 - Mid-Wirral
Settlement Area 2 - Commercial Core	Settlement Area 6 - Hoylake and West Kirby
Settlement Area 3 - Birkenhead	Settlement Area 7 - Heswall
Settlement Area 4 - Bromborough and Eastham	Settlement Area 8 - Rural Area

4.7 The revised sustainability appraisal shows that Preferred Option 2 is considered sustainable. It will have a positive effect on social inclusion, urban regeneration and economic development, and will set priorities for maintaining local distinctiveness, including landscape quality and local heritage. There are some uncertainties at this stage which will be reconsidered when the policies are prepared for the Draft Plan.⁽³⁹⁾

4.8 The draft Habitats Regulations Assessment shows that Preferred Option 2 is capable of a significant adverse effect on European sites, as all the Settlement Areas have pathways to European Sites and will, therefore require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽⁴⁰⁾.

Alternative Policy Option

4.9 The only realistic alternative approach would be to follow the three larger geographical units for the Inner Area, Outer Area and Rural Area identified in the Regional Spatial Strategy issued by the Secretary of State in September 2008. This approach was discounted when the Spatial Options Report was being prepared, on advice from Government Office, on the basis that it would fail to capture the local distinctiveness of Wirral's historic settlement patterns. The usefulness of this alternative approach has now been further undermined by the revocation of the Regional Spatial Strategy.

4.10 The Settlement Area approach has since been used as an example of best practice by the national Planning Advisory Service.

-
- 29 Settlement Area Policies will be supported by a series of Settlement Area Profiles setting out the principal characteristics and local distinctiveness of each Settlement Area which will be regularly updated as part of the Council's Annual Monitoring Report
 - 30 in line with Preferred Option 5 - Local Housing Targets and Preferred Option 6 -Distribution of Housing
 - 31 in line with Preferred Option 11 - Distribution of Employment
 - 32 including transport, utilities and community services including sports, education and medical services
 - 33 in line with Preferred Option 12 - Retail Network
 - 34 in line with Preferred Spatial Objective 5 - Environmental Quality
 - 35 in line with Preferred Option 18 - Green Infrastructure
 - 36 including coast protection, flooding and other hazards
 - 37 in line with Preferred Option 21 - Strategic Locations
 - 38 in line with Preferred Option 21 - Strategic Locations
 - 39 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)
 - 40 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Consultation Question 2

Do you agree with Preferred Option 2 - Settlement Area Policies?

If not, please give the reasons for your answer and explain how you would like to see it changed.

5 Preferred Spatial Vision

5.1 The Council's Spatial Vision for the Borough has already been subject to public consultation on two occasions⁽⁴¹⁾. The Spatial Options Report included the background on how the vision had been developed based on the Sustainable Community Strategy adopted by the Council in May 2009.

5.2 Public consultation showed a broad level of support for the Spatial Vision contained within the Spatial Options Report, as a fair indication of what the Council wanted to achieve but a number of people thought that the Vision was probably too long and needed a simple one line summary to make it more easily understood. Government Office felt that there was too much overlap with the Spatial Objectives and that the Vision and Objectives were pitched at too similar a level.

5.3 Some people thought that the Vision was over-ambitious; that the Council was pinning most of its hopes on Wirral Waters, with no "Plan B"; that the Vision should make greater reference to the limitations of a peninsula and the Borough's traditional role as dormitory to Liverpool; and that all the Borough's needs could not be met by large scale housing provision in east Wirral. Some people wanted the Vision to allow for urban extensions.

5.4 A number of people felt that the Vision was too vague with regard to Settlement Area 8; that it should refer to agriculture, local production, food security and the Green Belt; and that it provided little guidance on the need to secure benefits over a wider area, outside regeneration priority areas. Others wanted a greater link with other sub-regional initiatives⁽⁴²⁾. Cultural facilities, sport and recreation and care for the elderly were also identified as missing items. Other responses sought a greater focus on the environment alongside social and economic concerns; greater clarity on the need to increase the population and reduce out-commuting; better integration with sustainable transport objectives; and wanted climate change and energy security to have a higher priority⁽⁴³⁾.

5.5 While further changes have been made to take these comments into account, the Council has tried to only concentrate on genuinely strategic issues, to keep the Vision as short as possible and allow any additional detail to be included elsewhere within the Preferred Options Report. The Council's Preferred Spatial Vision is now as set out below:

41 the Issues Vision and Objectives Report (February 2009) and the Spatial Options Report (January 2010)

42 such as the Atlantic Gateway, Strategic Regional Sites, SuperPort, Liverpool John Lennon Airport, the Port of Liverpool, Manchester Ship Canal and Liverpool Waters

43 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

Preferred Option 3 - Spatial Vision

By April 2027, Wirral will continue to offer a high quality of life, as an attractive place to live an active, productive, safe and healthy lifestyle based on a series of distinct but well-integrated settlements, which will together make a stronger contribution to the prosperity and regeneration of the wider sub-region.

The focus of new development and investment will be on urban regeneration; tackling social, health, economic and environmental disparity; re-using previously developed land; and on strengthening and enhancing the distinctive assets of the Borough, including the quality and value of the natural environment; supported by a tight Green Belt.

The housing market and housing conditions within the older urban areas in east Wirral will be competing on a more equal footing with outlying residential areas. Large areas of older stock will have been improved and replaced in Birkenhead, Seacombe and Tranmere. A new city neighbourhood will be being established at East Float to create an exemplary, sustainable, mixed-use waterside community, where new homes and a wide range of employment, education, leisure, community and cultural uses will create a new impetus for wider regeneration at the heart of the older urban area, reversing trends in the loss of population, particularly among younger age groups.

The density of jobs and businesses and rates of economic activity will be moving toward regional average levels and vacant land will be being brought back into productive economic use. Sustainable economic regeneration will be being driven by the major economic hubs of Birkenhead, Bromborough and the Ports, with strong transport links to Liverpool, Chester and North Wales, supported by a thriving network of town, district and local service centres and attractive, safe and healthy residential areas within each main Settlement Area.

Wirral's potential as a visitor and tourist destination will be focused on the quality of the Borough's natural environment; built heritage; country parks; and visitor and coastal facilities at Birkenhead, New Brighton, Leasowe, Hoylake, West Kirby, Thurstaston and along the Mersey coast.

Wirral's rural areas will be providing for an efficient and productive agricultural economy making full and effective use of the Borough's best and most versatile agricultural land, promoting local production and food security.

Development and investment will support and encourage a more sustainable pattern of travel that will reduce emissions; the level of traffic along major routes; improve air quality; increase the use of public transport; and make greater use of alternative forms of transport such as walking and cycling.

There will be a greater emphasis, across all sectors, on securing sustainable approaches to design and construction; energy; water; flood risk, waste management; carbon impact; local employment and production; and mitigation, adaption and resilience to climate change.

5.6 The revised sustainability appraisal shows that Preferred Option 3 is considered sustainable. It will improve job densities, support housing market renewal, enhance tourism potential and maintain a network of centres. It will also secure sustainable approaches to energy, water and waste management, and will enhance local distinctiveness⁽⁴⁴⁾.

5.7 The draft Habitats Regulations Assessment shows Preferred Option 3 is capable of a significant adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽⁴⁵⁾.

Alternative Policy Option

5.8 No alternative Spatial Vision is proposed.

Consultation Question 3

Do you agree with Preferred Option 3 - Spatial Vision?

If not, please give the reasons for your answer and explain how you would like to see it changed.

44 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

45 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

6 Preferred Spatial Objectives

6.1 The Council consulted on eleven Spatial Objectives for the Core Strategy in the Spatial Options Report in January 2010⁽⁴⁶⁾.

6.2 Public consultation indicated a wide level of support for the Spatial Objectives presented in the Spatial Options Report. The main issues related to the references to specific Settlement Areas within some of the Objectives, which the majority of respondents believed should apply across the Borough as a whole; a desire to turn the objectives into more detailed policy statements; and a desire to refer to specific projects and initiatives.

6.3 Other comments indicated that growth and development should be directed across a wider area of the Borough; the need to allow district and local centres to continue to serve the needs of local communities; that economic revitalisation should not be pursued at the expense of the wider character of the Borough; opportunities for the development of the rail network; a greater emphasis on the impact of travel choices; and the need to expand the approach to climate change.

6.4 A CABE Places Matter Design Review Panel, which met towards the end of April 2010, provided additional advice which included the need to further reduce the focus of the Spatial Objectives to allow the Council's spatial priorities to be more simply and clearly expressed⁽⁴⁷⁾.

6.5 The Council has, therefore, made the following changes to the Spatial Objectives, to express the priority to be given to issues related to economic revitalisation; housing growth and housing market renewal; transport accessibility; neighbourhood services; environmental quality; flood risk; and the creation of a new city neighbourhood in east Wirral:

Preferred Spatial Objective 1 - Economic Revitalisation

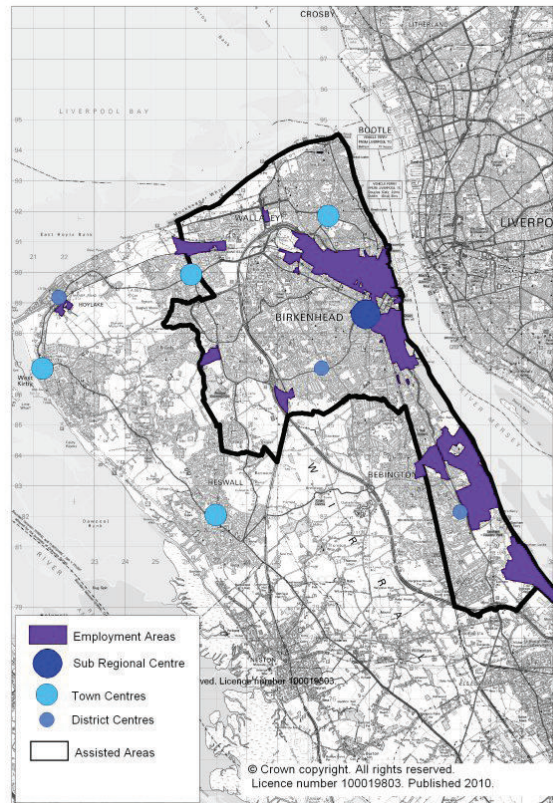
To focus new employment development and investment within the existing employment areas in the Assisted Areas and existing centres shown on Picture 6.1

6.6 The intention of Preferred Spatial Objective 1 is to secure a higher density of jobs and businesses in areas that will be most accessible to the majority of the Borough's population, especially to areas where social, economic and environmental

46 twenty-nine potential objectives were also consulted on as part of the Issues, Vision and Objectives Report (February 2009)

47 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

needs are greatest; to support an increase in economic activity; tackle worklessness; and reduce the need to travel outside the Borough to work in other areas, as part of a wider vision for regeneration at the heart of the Liverpool City Region.



Picture 6.1

6.7 The Assisted Areas were last designated by the Government in 2006 to identify areas which would qualify for special financial assistance on the basis of their need for employment and economic revitalisation.

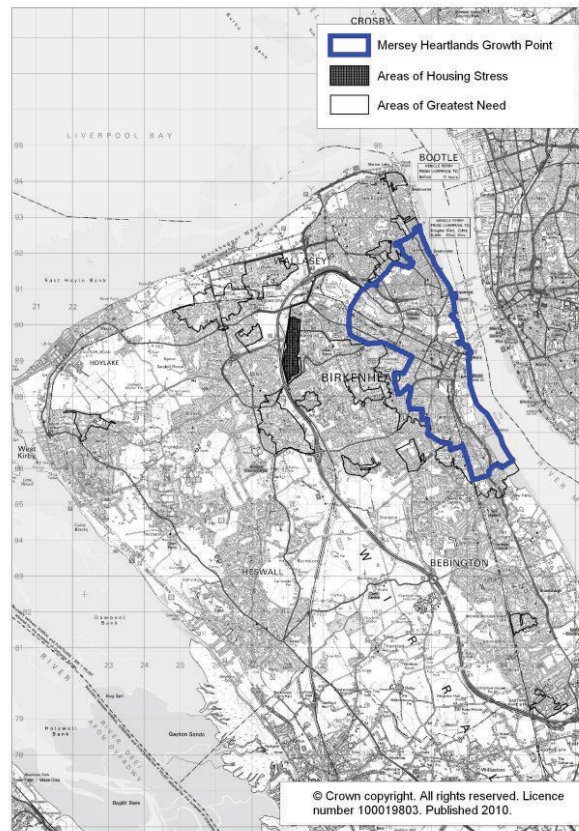
6.8 The existing employment areas shown on Picture 6.1 include the areas listed under Preferred Option 11 - Distribution of Employment.

6.9 The existing centres shown on Picture 6.1 include the higher level centres listed under Preferred Option 12 - Retail Network.

Preferred Spatial Objective 2 - Housing Growth and Market Renewal

To focus housing development and investment within the Newheartlands Pathfinder; the Mersey Heartlands Growth Point; and other vulnerable housing market areas shown on Picture 6.2

6.10 The intention of Preferred Spatial Objective 2 is to regenerate the older urban areas; improve housing conditions; and support the revitalisation of the housing market, by tackling the long-term loss of population from areas where social, economic and environmental needs are greatest, as part of a wider vision for regeneration at the heart of the Liverpool City Region.



Picture 6.2

6.11 The Newheartlands Pathfinder Area was designated by the Government in April 2003 as part of a 20-year programme for the renewal of the housing market, in areas where conditions were worst, in parts of Liverpool, Sefton and Wirral.

6.12 The Mersey Heartlands Growth Point was designated by the Government in December 2008 to achieve a higher rate of housing delivery in Liverpool and Wirral between April 2008 and March 2017.

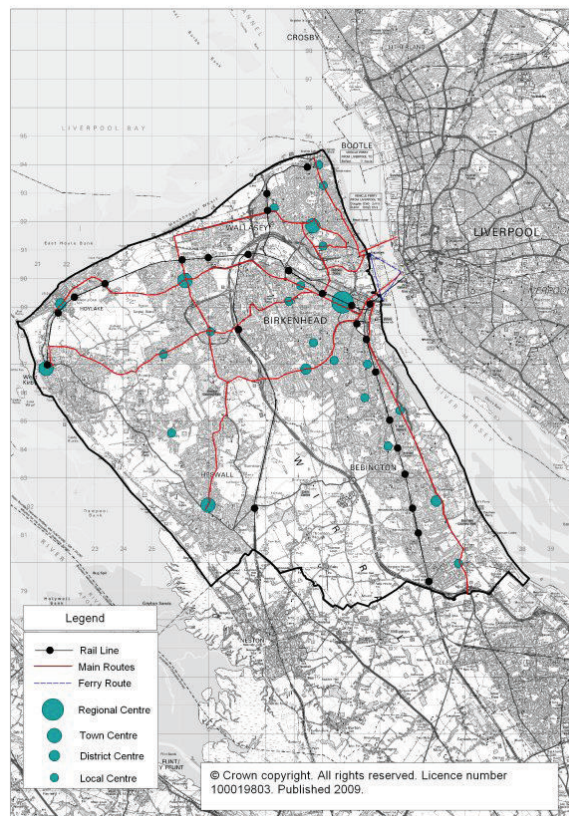
6.13 The additional vulnerable housing market area shown on Picture 6.2 includes the Beechwood Estate in Bidston⁽⁴⁸⁾.

48 additional vulnerable housing areas have been identified by monitoring the relative progress of housing market renewal within the Newheartlands Pathfinder against performance within the rest of the sub-region

Preferred Spatial Objective 3 - Transport Accessibility

To direct new development to locations with easy access to the existing centres and high frequency public transport corridors shown on Picture 6.3.

6.14 The intention of Preferred Spatial Objective 3 is to ensure that new development is located within easy walking distance of local centres and of regular and frequent public transport to support the vitality of local centres; reduce the need to travel; and provide a realistic choice of means of transport to jobs and services.



Picture 6.3

6.15 The existing centres shown on Picture 6.3 include all the centres listed under Preferred Option 12 - Retail Network.

6.16 The high frequency public transport corridors shown on Picture 6.3 include:

- Merseyrail lines from Liverpool and Birkenhead to New Brighton, West Kirby and Chester
- the Borderlands railway line from Bidston to Wrexham
- Ferry services to Liverpool from Seacombe and Woodside
- Bus service routes from Birkenhead to Liscard, Wallasey and New Brighton

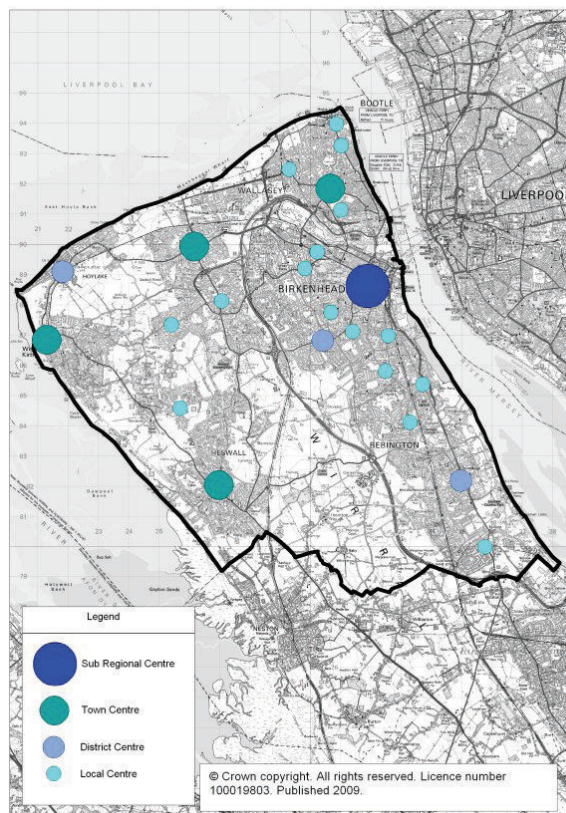
- Bus service routes from Birkenhead to Moreton, Hoylake and West Kirby
- Bu service routes from Birkenhead to Upton, Greasby and West Kirby
- Bus service routes from Birkenhead to Ellesmere Port and Chester (A41)
- Bus service routes from Birkenhead to Heswall

6.17 The A552 Woodchurch Road corridor is also identified in the Local Transport Plan as an area where traffic congestion needs to be closely monitored.

Preferred Spatial Objective 4 - Neighbourhood Services

To focus the provision of shops, services, health and community facilities on the existing centres which meet the everyday needs of local communities shown on Picture 6.4

6.18 The intention of Preferred Spatial Objective 4 is to strengthen and retain a thriving network of district and local centres, with a diverse range of shops and services; capable of meeting the everyday needs of local communities; in locations that are easily accessible by a choice of means of transport, including walking and cycling.



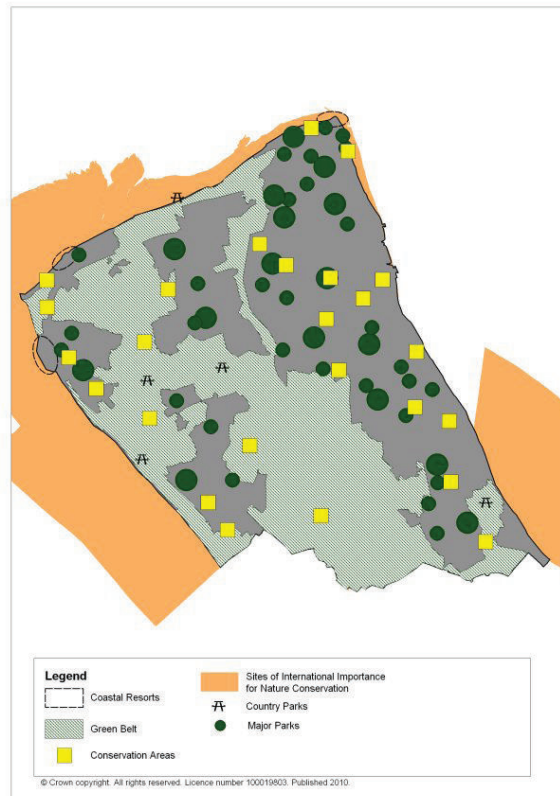
Picture 6.4

6.19 The existing centres shown on Picture 6.4 include all the centres listed under Preferred Option 12 - Retail Network.

Preferred Spatial Objective 5 - Environmental Quality

To ensure that development and investment will enhance and improve the locally distinctive characteristics and assets listed in the Settlement Area Policies⁽⁴⁹⁾

6.20 The intention of Preferred Spatial Objective 5 is to retain and strengthen the quality of the Borough's most distinctive assets, assets which add positively to quality of life and make Wirral an attractive place to live, work and visit.



Picture 6.5

6.21 The characteristics and assets to be listed in the Settlement Area Policies under Preferred Option 2, will include:

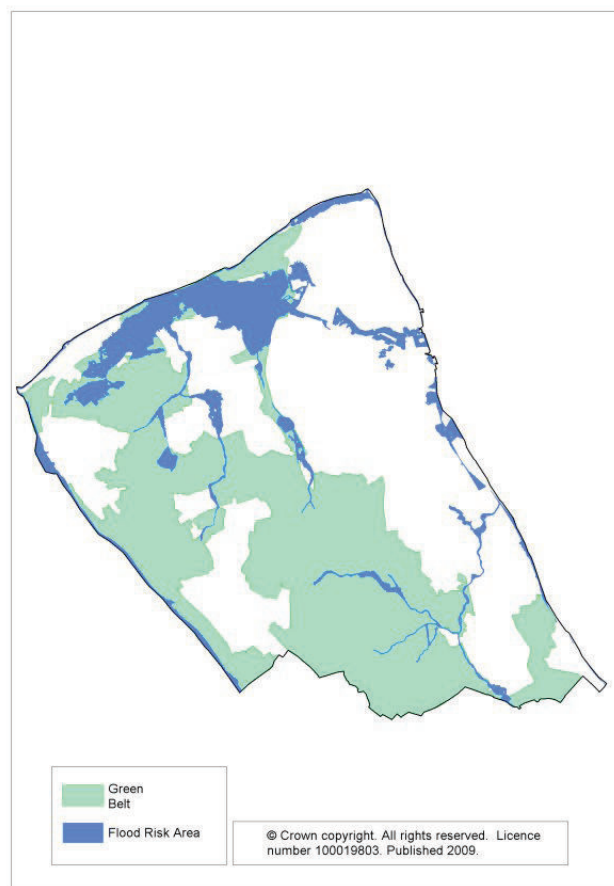
- the character and setting of villages and settlements
- the character and quality of the landscape, coast and countryside
- the character of coastal resorts and facilities

- facilities for formal, informal and countryside recreation
- local heritage
- the character of residential areas
- green infrastructure including biodiversity, geodiversity and public rights of way
- distinctive scenery and views
- designations of local, national or international importance

Preferred Spatial Objective 6 - Flood Risk

To direct new development away from areas that may be liable to flooding⁽⁵⁰⁾

6.22 The intention of Preferred Spatial Objective 6 is to prevent development in areas known to be at risk of flooding or which would increase the risk of flooding elsewhere.



Picture 6.6

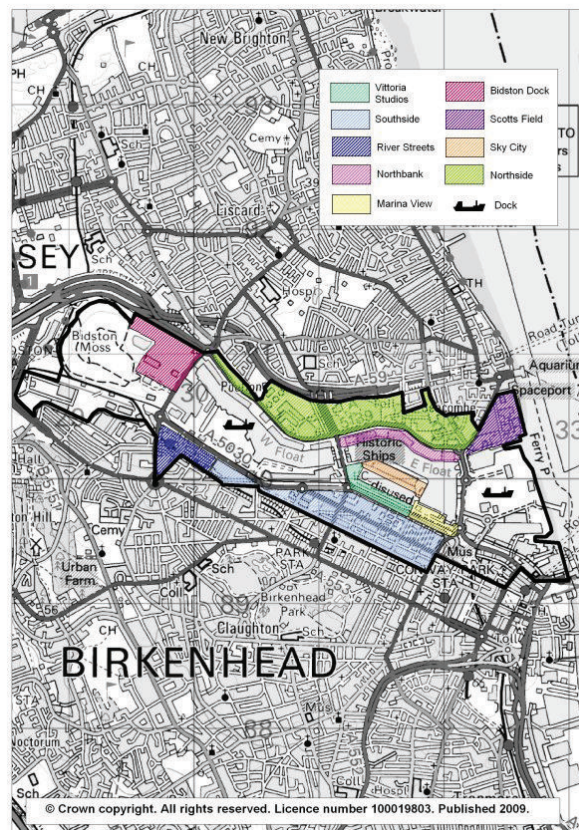
50 areas currently liable to flooding are illustrated on Picture 6.6. The extent of areas at risk of flooding may change over the lifetime of the Core Strategy subject to further advice from the Environment Agency

6.23 The areas shown as liable to flooding on Picture 6.6 have been taken from the Wirral Strategic Flood Risk Assessment 2009 and include areas falling within the Functional Floodplain, Flood Zone 2 and Flood Zone 3.

Preferred Spatial Objective 7 - New City Neighbourhood

To establish a new city neighbourhood at the heart of the older urban areas in Birkenhead in the areas shown on Picture 6.7

6.24 The intention of Preferred Spatial Objective 7 is to express the Council's long-term objective to secure the commercial transformation of the heart of the older urban areas by securing a major, modern, high-density, mixed-used, commercial and residential community on vacant and underused previously developed land in and around Birkenhead and within the Birkenhead Dock Estate, as part of a wider vision for regeneration at the heart of the Liverpool City Region.



Picture 6.7

6.25 The area shown on Picture 6.7 could accommodate, over a period that will extend well beyond the current Core Strategy:

- Up to 460,000 square metres of high density modern office space

- Up to 72,500 square metres of new retail floorspace ⁽⁵¹⁾
- Up to 15,500 new residential units
- Up to 25,000 new jobs
- Up to 29,000 residents

6.26 The areas shown on Picture 6.7 will act as a focus and catalyst for wider regeneration, in an area where the concentration of vacant land and premises and social, economic and environmental needs are greatest⁽⁵²⁾.

6.27 The area was confirmed as a Strategic Regional Site in August 2010.

Impact Assessments

6.28 The revised sustainability appraisal includes a matrix which assesses the compatibility of the Preferred Spatial Objectives with sustainability objectives. Overall, the appraisal suggests that there are no outright conflicts between the Preferred Spatial Objectives but there are a number of uncertainties, depending on how the final Core Strategy is implemented⁽⁵³⁾.

6.29 The draft Habitats Regulations Assessment concludes that Preferred Spatial Objectives 3, 4, 5 and 6 have no potential for significant adverse effects on European Sites. Preferred Spatial Objectives 1, 2 and 7 will, however require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽⁵⁴⁾.

Alternative Options

6.30 No alternative Spatial Objectives are suggested.

Consultation Question 4

Do you agree with the Preferred Spatial Objectives?

If not, please give the reasons for your answer and explain how you would like to see them changed.

Please indicate the Objective(s) you are talking about by referring to their number and title.

51 phased in line with the delivery of office and residential elements

52 the intention to establish a New City Neighbourhood is also expressed in Preferred Option 21 - Strategic Locations

53 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

54 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

7 Preferred Broad Spatial Strategy

7.1 The Council consulted on three Broad Spatial Options in the Spatial Options Report:

- Broad Spatial Option 1 - Focused Regeneration
- Broad Spatial Option 2 - Balanced Growth
- Broad Spatial Option 3 - Urban Expansion

7.2 The Council initially indicated that Preferred Broad Spatial Option 1 - Focused Regeneration was likely to be the Council's preferred option.

7.3 Consultation showed limited support for Broad Spatial Option 1 because of the focus on a small area of the Borough and the reliance on a small number of delivery partners. The strongest support was expressed for Broad Spatial Option 2 which would allow a wider range of local issues to be addressed alongside the regeneration of the older urban areas. There was, however, little support for Broad Spatial Option 3, primarily because of its implications for the character and natural assets of the Borough⁽⁵⁵⁾.

7.4 There was support for key elements like Strategic Regional Sites to be retained whatever Broad Spatial Option was pursued and an additional Tourism Regeneration Focus was requested for Birkenhead.

7.5 The majority of people did not believe that another Broad Spatial Option needed to be considered. Those who did suggested a mix of the existing Options, mainly linked to the promotion of elements of Broad Spatial Option 3 and a more strongly transport orientated approach to the release of development sites.

7.6 A number of comments were directed towards development proposals emerging within the Birkenhead Dock Estate, at Wirral Waters. A small number, while supportive of regeneration, believed that the scale of the proposals could have too great an impact on the surrounding areas, including areas outside Wirral. Others did not believe it could be delivered in the current economic climate.

7.7 Three planning applications have now been recommended for approval at Wirral Waters subject to legal agreements and referral to the Secretary of State for which pre-application consultation showed significant support⁽⁵⁶⁾. Local Authorities outside Wirral were also supportive of the application proposals.

55 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

56 the applications provide for up to 15,000 residential dwellings and over 600,000 square metres of commercial, office, leisure and retail floorspace

7.8 The Council has now re-appraised the Broad Spatial Options in the light of the comments received and the findings of the wider evidence base. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽⁵⁷⁾.

7.9 The Council's preferred Broad Spatial Option has now been amended to retain the priorities previously expressed under Broad Spatial Option 1 but to allow for some additional development across a wider area of the Borough, within the existing urban areas, in line with Broad Spatial Option 2. The Council does not believe that a policy of urban expansion would be an appropriate response to the issues likely to face Wirral during the plan period.

7.10 The main elements of the Preferred Broad Spatial Option are, therefore, set out below:

Preferred Option 4 - Broad Spatial Strategy

The Core Strategy will focus job, housing and population growth to areas in greatest need of social, economic and environmental regeneration. Elsewhere, the focus will be on targeting local improvements to benefit local residents and to enhance the environmental assets of the Borough⁽⁵⁸⁾.

Development will be used to promote urban regeneration; housing market renewal; and employment and population growth within the older urban areas of east Wirral⁽⁵⁹⁾. Housing and employment densities in these areas will be medium to high to make the most efficient use of land, investment, infrastructure and services and to deliver the scale of transformation necessary to support a self-sustaining programme of regeneration. No upper limit will be placed on the number of dwellings provided within these areas, to support a greater pace of regeneration, if the market can support it⁽⁶⁰⁾.

The focus for new jobs will be the Strategic Regional Sites at Birkenhead and Bromborough; and existing employment areas within eastern and central Wirral⁽⁶¹⁾, where they will be most accessible to the greatest number of residents. No upper limit will be placed on the number of jobs provided within these areas, to support the economic revitalisation of the Borough⁽⁶²⁾.

Borough wide services will be directed to the most accessible locations in Birkenhead. Secondary, district level services will continue to be directed to the larger existing centres of Liscard, Moreton, West Kirby and Heswall, which will be well served by public transport.

Land will continue to be set aside at the Ports⁽⁶³⁾ to reflect their continued strategic importance for cargo handling and freight movements; the opportunity to maximise the potential for off-road transport; and contribute towards a sub-regional "SuperPort".

58 including heritage; landscape; biodiversity; the character of the countryside and coast; and green infrastructure

59 the Newheartlands Pathfinder and the Mersey Heartlands Growth Point

60 subject to issues related to design and the capacity of transport and other infrastructure networks

61 at Birkenhead Town Centre including Hamilton Square; Priory Industrial Estate; the A41 Corridor in Tranmere; Cross Lane, Wallasey; Pasture Road and Reeds Lane, Moreton; Arrowe Brook Road, Upton; North Cheshire Trading Estate, Prenton; and the factory and research complex at Port Sunlight

62 subject to issues related to the capacity of transport and other infrastructure networks

63 Twelve Quays, West Float Docks, Cammerland and Eastham

A lower proportion of homes and jobs will be directed to areas in and around existing centres⁽⁶⁴⁾ and along transport corridors served by well-integrated, high frequency public transport services, where the development will maintain and improve local centres and neighbourhood services; reduce the need to travel; improve amenity; and provide local housing and employment to meet identified needs. Outside these areas, only small scale, lower density development will be permitted, to meet identified local needs and maintain local character and distinctiveness. A ceiling will be placed on the number of dwellings provided within these areas to ensure that regeneration continues to be supported within the regeneration priority areas.

Green Belt will not be released in the period to March 2027, in the absence of a full review of the Core Strategy and the adoption of a site-specific Development Plan Document⁽⁶⁵⁾. The focus within rural areas will be on re-using existing buildings; strengthening the agricultural economy; increasing local food production and food security; maximising the use of best and most versatile agricultural land; and providing for outdoor sport and recreation; while protecting local distinctiveness and preserving biodiversity, landscape, heritage and other local features of importance⁽⁶⁶⁾.

Tourism development will be targeted to deliver local improvements to benefit both local residents and visitors; support regeneration in Birkenhead; improvements within the coastal resorts of New Brighton, Hoylake and West Kirby and along the Mersey coastline; and improve access to the coast and countryside.

All new development will be required to demonstrate how it will contribute to addressing identified social, economic or environmental problems; reduce vacant property within the urban area; promote the re-use of previously developed land; improve housing and living conditions; promote environmental improvements; preserve local heritage, identity and distinctiveness; protect and provide a linked network of green infrastructure; reduce emissions; and meet identified local needs.

The local implications will be expressed through a series of Settlement Area Policies⁽⁶⁷⁾.

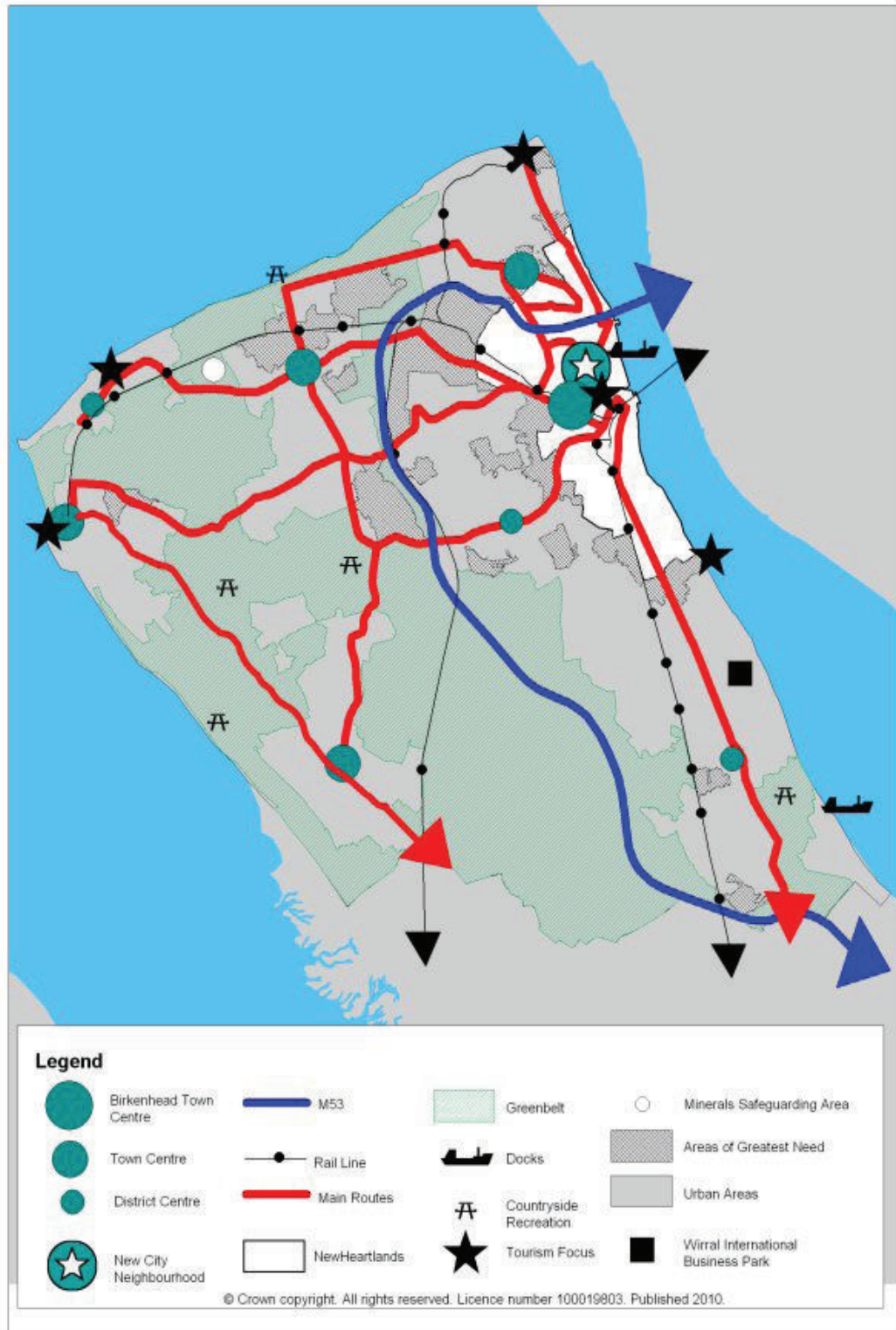
64 listed in Preferred Option 12 - Retail Network

65 the boundaries to the Green Belt are shown on the Unitary Development Proposals Map. The re-use of existing buildings and development within the existing Major Developed Sites or Infill Villages designated in the Unitary Development Plan will continue to be permitted where the visual and operational impact of the development proposed would not cause any significant additional intrusion. Green Belt boundaries, Major Developed Sites and Infill Villages will only be amended through the adoption of a site-specific Development Plan Document

66 identified under Preferred Option 2 - Settlement Area Policies

67 in line with Preferred Option 2 - Settlement Area Policies

7.11 The Broad Spatial Strategy can also be expressed in the form of a simple Key Diagram:



Picture 7.1

7.12 The revised sustainability appraisal shows that Preferred Option 4 is sustainable, given its focus on urban regeneration within the area identified as having the greatest social, economic and environmental need. Growth may place increased demand on infrastructure and measures to respond, mitigate and adapt to these demands will need to be implemented⁽⁶⁸⁾.

7.13 The draft Habitats Regulations Assessment concludes that Preferred Option 4 is capable of an adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽⁶⁹⁾.

Alternative Broad Spatial Option

7.14 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 4 not to be accepted. The next best performing option would be to widen the focus of development still further to reflect the full extent of Broad Spatial Option 2. This has, however, not been preferred because it would not adequately reflect the latest spatial priorities for the Borough; does not reflect the level of local support for a more targeted approach to regeneration; and would take less account of the need to reduce the need to travel.

Consultation Question 5

Do you agree with Preferred Option 4 - Broad Spatial Strategy?

If not, please give the reasons for your answer and explain how you would like to see it changed.

8 Scale of New Housing Development

8.1 The revocation of the Regional Spatial Strategy means that the Council must now consult on the scale of housing to be provided across the Borough. The wider background to the consideration of this issue is set out in the accompanying Assessment Report⁽⁷⁰⁾. There are four main options⁽⁷¹⁾:

68 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

69 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

70 Core Strategy Preferred Options Assessment Report (2010)

71 the figures shown for each Settlement Area under each Policy Option are indicative only and do not at this stage constitute final policy numbers

Policy Option PO1 - Policy Model

8.2 Policy Option PO1 is based on the Submitted Draft Regional Spatial Strategy⁽⁷²⁾, which set a total maximum housing requirement for Wirral of 4,500 additional dwellings for the period April 2003 to March 2021, at an annual average of 250 additional dwellings including affordable housing⁽⁷³⁾. This is half the figure included in the final version of the former Regional Spatial Strategy⁽⁷⁴⁾.

8.3 The likely impact of Policy Option PO1 on each Settlement Area has been assessed by dividing the total requirement by the local pattern of land available for housing based on the capacity identified within the Council's latest Strategic Housing Land Availability Assessment (Roger Tym and Partners, 2010).

8.4 The figures are presented under two scenarios - with and without the potential capacity available at Wirral Waters. This has been done to show how future development can be accommodated taking due account of market fluctuations in the delivery rate from Wirral Waters and the need to demonstrate how the Borough can meet its housing requirements across a range of delivery scenarios as required by national advice⁽⁷⁵⁾.

Policy Option PO1A - With Wirral Waters

8.5 Policy Option PO1A follows the assessed capacity of the urban areas with the additional capacity at Wirral Waters:

Policy Option PO1A - With Wirral Waters	Total Number of Dwellings (net) 2012/13 to 2026/27	Implied Annual Target	Proportion of Total Provision (percent)
Settlement Area 1 - Wallasey	129	8	3%
Settlement Area 2 - Commercial Core	2,724	182	73%
Settlement Area 3 - Birkenhead	371	25	10%
Settlement Area 4 - Bromborough and Eastham	378	25	10%
Settlement Area 5 - Mid-Wirral	47	3	1%
Settlement Area 6 - Hoylake and West Kirby	27	2	1%
Settlement Area 7 - Heswall	23	2	1%
Settlement Area 8 - Rural Area	51	3	1%
TOTAL	3,750	250	100%

72 North West Regional Assembly (2006)

73 this is the "Option 1" figure for Wirral, which the Coalition Government expects to be used as the baseline for the start of the collaborative planning process and as the provisional housing number in Local Development Frameworks

74 North West of England Plan to 2010 (September 2008) revoked in July 2010

75 an additional allowance will be needed for demolitions which are currently estimated at an annual average of 133, based on programmed demolitions and past trends (Annual Monitoring Report, 2009)

Policy Option PO1B - Without Wirral Waters

8.6 Policy Option PO1B follows the assessed capacity of the urban areas without the additional capacity at Wirral Waters:

Policy Option PO1B - Without Wirral Waters	Total Number of Dwellings (net) 2012/13 to 2026/27	Implied Annual Target	Proportion of Total Provision (percent)
Settlement Area 1 - Wallasey	257	17	7%
Settlement Area 2 - Commercial Core	1,706	114	45%
Settlement Area 3 - Birkenhead	739	49	20%
Settlement Area 4 - Bromborough and Eastham	754	50	20%
Settlement Area 5 - Mid-Wirral	93	6	3%
Settlement Area 6 - Hoylake and West Kirby	54	4	1%
Settlement Area 7 - Heswall	46	3	1%
Settlement Area 8 - Rural Area	101	7	3%
TOTAL	3,750	250	100%

Implications of Policy Option PO1

8.7 Policy Option PO1 would under-perform against the housing needs assessed under Policy Option PO2 but would remain within the capacity of the urban areas assessed under Policy Option PO3. Policy Option PO1 would, however, be below the scope of both the recovery scenarios assessed under Policy Option PO4, even over the longer term.

Policy Option PO2 - Needs Model

8.8 Policy Option PO2 is based on the figures contained within the Council's latest housing needs assessment, which identifies the number of new homes that would be needed to meet local needs over the twenty years to 2029, were housing development solely to be based on an objective assessment of housing need but not on any policy-led approach⁽⁷⁶⁾.

8.9 The likely impact of Policy Option PO2 on each Settlement Area has been assessed by dividing the scale of the need identified in the housing needs assessment by the existing proportion of residential property contained within each Settlement Area. The figures provide for under-performance during 2009/10 to 2011/12 to be made up evenly over the remaining years to 2029⁽⁷⁷⁾.

76 Housing Market Assessment Update Report (Fordhams Research, 2010)

77 the figures include both ordinary and specialist housing (estimated at a third of local need) and include affordable housing

Core Strategy for Wirral - Draft Preferred Options Report (Cabinet 23 September 2010)

Policy Option PO2 - Housing Needs Assessment	Total Number of Dwellings (net additional) 2012/13 to 2026/27	Implied Annual Target	Proportion of Total Provision (percent)
Settlement Area 1 - Wallasey	1314	88	14%
Settlement Area 2 - Commercial Core	-49	-3	<1%
Settlement Area 3 - Birkenhead	2036	136	21%
Settlement Area 4 - Bromborough and Eastham	1236	82	13%
Settlement Area 5 - Mid-Wirral	2242	149	23%
Settlement Area 6 - Hoylake and West Kirby	1168	78	12%
Settlement Area 7 - Heswall	1405	94	15%
Settlement Area 8 - Rural Area	247	16	2%
TOTAL	9599	640	100%

Implications of Policy Option PO2

8.10 Policy Option PO2 would require a level of development in excess of the pre-recession annual target of 500 dwellings, which was only exceeded in Wirral in two out of the last seven years. The Borough's maximum output at the peak of the market in 2007/08 was 564 additional dwellings.

8.11 Policy Option PO2 would also exceed the capacity of the urban areas assessed under Policy Option PO3, unless Wirral Waters came forward under Policy Option PO3A, and would also exceed both the recovery scenarios assessed under Policy Option PO4. Because Policy Option PO2 is based on an assessment of existing households it severely understates the contribution made by future development within the Commercial Core, which of course currently contains few households.

8.12 Policy Option PO2 would have significant implications in all Settlement Areas outside the existing regeneration priority areas and for restraint in central and west Wirral, which could undermine urban regeneration; housing market renewal; and the re-use of vacant previously developed land at the heart of the older urban areas. This is because, as an objective assessment of current household needs, Policy Option PO2 is effectively a "policy-off" option.

Policy Option PO3 - Capacity Model

8.13 Policy Option PO3 provides a "reality-check" based on the actual assessed capacity of the existing urban areas to accommodate new housing development⁽⁷⁸⁾. The figures are, again, presented under two scenarios - with and without the potential capacity available at Wirral Waters⁽⁷⁹⁾.

78 based on the findings from the Council's Strategic Housing Land Availability Assessment (Roger Tym and Partners, 2010)

79 the figures reflect the total assessed gross capacity of previously developed sites within the urban areas at April 2008 based on the provision of 40% affordable housing and do not take account of demolitions. Actual and projected

Policy Option PO3A - With Wirral Waters

8.14 Policy Option PO3A follows the assessed capacity of the urban areas with the additional capacity at Wirral Waters:

Policy Option PO3A - With Wirral Waters	Total Number of Dwellings (gross) 2012/13 to 2026/27	Implied Annual Target	Proportion of Total Provision (percent)
Settlement Area 1 - Wallasey	636	42	3%
Settlement Area 2 - Commercial Core	13,455	897	73%
Settlement Area 3 - Birkenhead	1,831	122	10%
Settlement Area 4 - Bromborough and Eastham	1,868	125	10%
Settlement Area 5 - Mid-Wirral	230	15	1%
Settlement Area 6 - Hoylake and West Kirby	135	9	1%
Settlement Area 7 - Heswall	114	8	1%
Settlement Area 8 - Rural Area	253	17	1%
TOTAL	18,522	1,235	100%

Policy Option PO3B - Without Wirral Waters

8.15 Policy Option PO3B follows the assessed capacity of the urban areas without the additional capacity at Wirral Waters:

Policy Option PO3B - Without Wirral Waters	Total Number of Dwellings (gross) 2012/13 to 2026/27	Implied Annual Target	Proportion of Total Provision (percent)
Settlement Area 1 - Wallasey	636	42	7%
Settlement Area 2 - Commercial Core	4,228	282	45%
Settlement Area 3 - Birkenhead	1,831	122	20%
Settlement Area 4 - Bromborough and Eastham	1,868	125	20%
Settlement Area 5 - Mid-Wirral	230	15	3%
Settlement Area 6 - Hoylake and West Kirby	135	9	1%
Settlement Area 7 - Heswall	114	8	1%
Settlement Area 8 - Rural Area	253	17	3%
TOTAL	9,295	620	100%

Implications of Policy Option PO3

8.16 Policy Option PO3 would be able to accommodate Policy Option PO1, and both of the recovery scenarios assessed under Policy Option PO4 but would not be capable of meeting the overall needs assessed under Policy Option PO2, in the absence of Wirral Waters, unless additional sites could be secured⁽⁸⁰⁾.

Policy Option PO4 - Market Delivery Model

8.17 Policy Option PO4 provides an additional "reality check" based on an assessment of what could realistically be delivered over the plan period taking account of the current market downturn. The figures are presented as an indicative "best guess" of the likely potential performance of the housing market under two potential scenarios⁽⁸¹⁾:

Policy Option PO4A - Early Recovery

8.18 Policy Option PO4A assumes that the housing market will recover to pre-recession levels by 2016⁽⁸²⁾.

Policy Option PO4A - Early Recovery	Total Number of Dwellings (net) 2012/13 to 2026/27	Implied Annual Target	Proportion of Total Provision (percent)
Settlement Area 1 - Wallasey	234	16	3%
Settlement Area 2 - Commercial Core	4,954	330	73%
Settlement Area 3 - Birkenhead	674	45	10%
Settlement Area 4 - Bromborough and Eastham	688	46	10%
Settlement Area 5 - Mid-Wirral	85	6	1%
Settlement Area 6 - Hoylake and West Kirby	50	3	1%
Settlement Area 7 - Heswall	42	3	1%
Settlement Area 8 - Rural Area	93	6	1%
TOTAL	6,820	455	100%

Policy Option PO4B - Prolonged Recovery

8.19 Policy Option PO4B is a more pessimistic scenario which assumes a more gradual recovery to pre-recession levels by 2026⁽⁸³⁾.

80 this could include a contribution from unidentified windfalls; greenfield sites within the urban areas; and/or an increased density of development on selected sites

81 both the scenarios assume a recovery to the pre-recession annual housing target for Wirral of 500 net new dwellings

82 based on the expectation of the Regional Economic Forecasting Panel that recession impacts will continue to at least 2015

83 based on continued recession to 2015 and a gradual recovery over the following ten years

Policy Option PO4B	Total Number of Dwellings (net) 2012/13 to 2026/27	Implied Annual Target	Proportion of Total Provision (percent)
Settlement Area 1 - Wallasey	314	21	7%
Settlement Area 2 - Commercial Core	2,087	139	45%
Settlement Area 3 - Birkenhead	904	60	20%
Settlement Area 4 - Bromborough and Eastham	922	61	20%
Settlement Area 5 - Mid-Wirral	114	8	3%
Settlement Area 6 - Hoylake and West Kirby	66	4	1%
Settlement Area 7 - Heswall	56	4	1%
Settlement Area 8 - Rural Area	125	9	3%
TOTAL	4,588	306	100%

Implications of Policy Option PO4

8.20 The pace of any economic recovery will need to be closely monitored under all four of the Policy Options, as it will have a major impact on the ability to deliver the new homes required under any of the models and scenarios considered.

8.21 Policy Option PO4, nevertheless, shows that an early recovery in the housing market could be accommodated within the capacity of the urban areas assessed under Policy Option PO3, even without Wirral Waters but that an early recovery would still be likely to under-perform against the housing needs identified under Policy Option PO2. Policy Option PO1 could be accommodated under both the market delivery models.

Council's Current Assessment

8.22 The Council's current assessment is that Policy Option PO1 is likely to provide the best balance between the prospects of market delivery assessed under Policy Option PO4 and the need to offer flexibility within the capacity of available urban land under Policy Option PO3.

8.23 In line with Preferred Option 4 - Broad Spatial Strategy, the Council would be willing to support development ahead of the figures included under Policy Option PO1 within the Newheartlands Pathfinder and the Mersey Heartlands Growth Point, to reflect the additional potential capacity of vacant land within these areas but in the interests of urban regeneration, would not be willing to do so elsewhere. This approach would best support delivery against Preferred Spatial Objective 3 - Housing Growth and Market Renewal, which supports the revitalisation of the housing market in the older urban areas and the delivery of a growth in housing and population within the Mersey Heartlands Growth Point, including at Wirral Waters.

Consultation Question 6

Is this a fair assessment of the available Policy Options for the scale of new housing development over the plan period? Please give the reasons for your answer.

Do you agree with the Council's conclusion that Policy Option PO1 is most likely to be the preferred option for the future scale of new housing development? If not, please indicate which Policy Option you would prefer and explain the reasons for your preference.

8.24 The Council's Preferred Option for the future scale of new housing in Wirral during the plan period is set out below:

Preferred Option 5 - Local Housing Targets

The Borough wide target for new housing provision in Wirral will be 3,750 net new dwellings over the fifteen year period from April 2012 to March 2027, including affordable and specialist housing.

The target for April 2012 to 2017 will be 1250 net new dwellings.
The target for April 2017 to 2022 will be 1250 net new dwellings.
The target for April 2022 to 2027 will be 1250 net new dwellings.

The Core Strategy will set a target for each Settlement Area for each five year period to deliver the distribution of housing set out under Preferred Option 6 - Distribution of Housing based on the findings of the most up-to-date Strategic Housing Land Availability Assessment.

Annual targets within the Newheartlands Pathfinder and the Mersey Heartlands Growth Point will be minimum targets, which it will be acceptable to exceed to prevent urban regeneration being held back were the housing market to recover more quickly. Annual targets within the remaining areas of the Borough will be maximum targets which should not be exceeded, in the interests of promoting urban regeneration in areas where social, economic and environmental needs are greatest.

The mix of housing will be sought in line with the proportions set out in the Council's latest local housing needs assessment⁽⁸⁴⁾. Affordable housing and specialist housing will be sought in line with the proportions set out under Preferred Option 9 - Affordable and Specialist Housing.

Housing development will be phased across the plan period in accordance with Preferred Option 7 - Phasing Housing Development and Preferred Option 8 - Order of Preference to ensure that previously developed brownfield land is developed before previously undeveloped greenfield land.

The scale and pace of delivery against Preferred Option 5 - Local Housing Targets will be assessed on a regular basis within the Council's Annual Monitoring Report.

8.25 The revised sustainability appraisal shows that Preferred Option 5 is considered sustainable. The provision of high quality housing alongside employment opportunities as part of the Growth Point could have a positive impact on economic growth and social inclusion. It could reduce pressure for development in more sensitive areas to the west, protecting local biodiversity habitats and local distinctiveness.

84 Housing Market Assessment Update Report (Fordham Research, 2010), which for market housing is currently 19% one-bedroom; 37% two-bedroom; and 44% three-bedroom dwellings

However an increase in housing in regeneration priority areas could heighten traffic congestion, increase energy demand and the use of non-renewable energy, and generate more waste. The need for Preferred Option 5 to be operated alongside other control measures has therefore been identified⁽⁸⁵⁾.

8.26 The draft Habitats Regulations Assessment shows that Preferred Option 5 is capable of an adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽⁸⁶⁾.

Alternative Policy Option

8.27 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 5 not to be accepted. The next best performing option is Policy Option PO3 which reflects the assessed capacity of the urban areas, with or without the additional capacity at Wirral Waters. This has, however, not been preferred because it would assume that all sites with an assessed capacity would be brought forward; would offer little flexibility; and is unlikely to reflect the ability of the market to deliver, at least in the short to medium term.

Consultation Question 7

Do you agree with Preferred Option 5 - Local Housing Targets?

If not, please give the reasons for your answer and explain how you would like to see it changed.

9 Distribution of New Housing Development

9.1 The Council consulted on four main options and two-sub options for the distribution of housing in the Spatial Options Report:

- Policy Option HD1 - Inner Area⁽⁸⁷⁾ with restrictions elsewhere;
- Policy Option HD2 - Inner Area and Outer Area⁽⁸⁸⁾ with restrictions only in the Rural Area⁽⁸⁹⁾;
- Policy Option HD3 - Inner Area, Outer Area and Rural Area; and
- Policy Option HD4 - Inner Area (reduced contribution), with the remainder made up elsewhere.

85 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

86 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

87 defined by the boundary to the Newheartlands Pathfinder and the Mersey Heartlands Growth Point shown on Picture 6.2

88 the remaining areas to the east of the M53 Motorway outside the Inner Area

89 areas to the west of the M53 Motorway

9.2 Policy Option HD4 also contained two sub-options:

- Policy Option HD2A - Inner Area (reduced contribution) and Outer Area, with restrictions elsewhere; and
- Policy Option HD3A - Inner Area (reduced contribution), Outer Area and Rural Area.

9.3 The geographical division between the Inner Area, the Outer Area and the Rural Area were based on the geographical priorities set out in the former Regional Spatial Strategy⁽⁹⁰⁾. The assessment of the numbers likely to be involved was also based on the pre-recession targets for new dwellings set out in the former Regional Spatial Strategy and the Programme of Development for the Mersey Heartlands Growth Point.

9.4 The Council initially indicated that Policy Option HD1 was likely to be the Council's preferred option on the basis that this would be supported by the publicly funded programme of renewal within the Newheartlands Pathfinder and the ongoing commitment to increase the level of housing within the Mersey Heartlands Growth Point.

9.5 Public consultation showed that approximately half the people who responded preferred Policy Option HD1, on the basis that it was likely to be the most sustainable; would maximise the use of previously developed land; and would take pressure for development away from other areas. Policy Option HD2 was the next most preferred option, on the basis that it would better reflect the objectives of the former Regional Spatial Strategy; and the need to improve social housing outside the Newheartlands Pathfinder⁽⁹¹⁾. Only one response favoured Policy Option HD2A.

9.6 Critics of Policy Option HD1⁽⁹²⁾, believed that it would be too restrictive⁽⁹³⁾; too reliant on the proposals at Wirral Waters; fail to offer an appropriate range and choice of location; saturate the market; and place an unwarranted restriction on other sustainable locations. Others believed that it was undeliverable, given the numbers being talked about. A number of respondents were concerned about impacts on quality of life; greenspace; and the suitability of dockside developments for families with children.

90 North West of England Plan to 2021 (September 2008) revoked in July 2010

91 a number of supporters of Policy Option HD1 also felt that Policy Option HD2 would be an appropriate fall back position

92 a number of responses appeared to believe that Policy Option HD2 would have similar implications

93 one respondent suggested that it would be more restrictive than the Council's current Interim Planning Policy for New Housing Development

9.7 Supporters of Policy Option HD3 and Policy Option HD4 believed that allowing development across a wider area, including urban expansion, would be the only way to deliver the homes that were needed; address the decline in completions; re-use vacant land in other areas; support rural regeneration; stimulate the local economy; and ensure sustainable, mixed communities in all areas of the Borough⁽⁹⁴⁾.

9.8 The Council has re-appraised the options in light of the comments received and the emerging evidence base. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽⁹⁵⁾.

9.9 The Council's Preferred Option has now been amended to retain the emphasis on regeneration priorities previously expressed under Policy Option HD1 but to allow for some additional development in sustainable locations across a wider area of the Borough. The main elements of the Preferred Option for the distribution of new housing development are, therefore⁽⁹⁶⁾:

94 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

95 Core Strategy Preferred Options Assessment Report (2010)

96 the inclusion of an implied annual target is indicative only as the emphasis of Preferred Option 6 is only on the percentage distribution of housing, irrespective of the final annual target selected

Preferred Option 6 - Distribution of Housing

The broad distribution of new housing to deliver the Council's spatial objectives for urban regeneration; housing market renewal; and housing growth will be:

Settlement Area	Percentage Distribution ⁽⁹⁷⁾	Implied Annual Target (Net Additional)
Settlement Area 1 - Wallasey	7%	18
Settlement Area 2 - Commercial Core	45%	112
Settlement Area 3 - Birkenhead	23%	58
Settlement Area 4 - Bromborough and Eastham	18%	45
Settlement Area 5 - Mid-Wirral	1%	3
Settlement Area 6 - Hoylake and West Kirby	2%	5
Settlement Area 7 - Heswall	1%	3
Settlement Area 8 - Rural Area	3%	6
Total	100%	250

The Core Strategy will set a target for each Settlement Area to deliver the broad distribution of housing set out above based on the findings of the most up-to-date Strategic Housing Land Availability Assessment⁽⁹⁸⁾.

Land allocations for new housing development will be contained within a site-specific Development Plan Document.

9.10 The revised sustainability appraisal shows that Preferred Option 6 is considered sustainable. It would have a positive impact in relation to urban regeneration and economic growth, and could enhance the viability of centres through allowing limited development in areas in and around existing centres and along well-served transport corridors. The need for Preferred Option 6 to operate alongside other control measures is, however, identified particularly in relation to biodiversity, traffic intrusion, waste management, carbon reduction and local heritage⁽⁹⁹⁾.

9.11 The draft Habitats Regulations Assessment shows that Preferred Option 6 is capable of an adverse effect on European sites and will, therefore, require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽¹⁰⁰⁾.

97 the percentage figures are based on deliverable and developable sites and a conservative assumption about delivery at Wirral Waters, at half the rate shown in the Council's Strategic Housing Land Availability Assessment (Roger Tym and Partners, 2010)

98 through the Settlement Area Policies provided under Preferred Option 2 - Settlement Area Policies

99 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

100 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Alternative Policy Option

9.12 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 6 not to be accepted.

9.13 The re-distribution of new housing between the Settlement Areas will need to be closely related to the strength of the recovery of the housing market.

9.14 In the event of a strengthening market, the Council's preferred alternative would be to move closer towards the distribution shown for policy options for the scale of new housing development which include the additional assessed capacity at Wirral Waters⁽¹⁰¹⁾:

Alternative Policy Option 6A - Strong Housing Market	Percentage Distribution	Implied Annual Target (Net Additional)
Settlement Area 1 - Wallasey	3%	8
Settlement Area 2 - Commercial Core	73%	182
Settlement Area 3 - Birkenhead	10%	25
Settlement Area 4 - Bromborough and Eastham	10%	25
Settlement Area 5 - Mid-Wirral	1%	3
Settlement Area 6 - Hoylake and West Kirby	1%	2
Settlement Area 7 - Heswall	1%	2
Settlement Area 8 - Rural Area	1%	3
Total	100%	250

9.15 In the event of a continuation of weak market conditions, the Council's preferred alternative would be to rely on the distribution shown for policy options for the scale of new housing development which exclude the additional assessed capacity at Wirral Waters⁽¹⁰²⁾:

Alternative Policy Option 6B - Weak Housing Market	Percentage Distribution	Implied Annual Target (Net Additional)
Settlement Area 1 - Wallasey	7%	17
Settlement Area 2 - Commercial Core	45%	114
Settlement Area 3 - Birkenhead	20%	49
Settlement Area 4 - Bromborough and Eastham	20%	50
Settlement Area 5 - Mid-Wirral	3%	6
Settlement Area 6 - Hoylake and West Kirby	1%	4
Settlement Area 7 - Heswall	1%	3
Settlement Area 8 - Rural Area	3%	7
Total	100%	250

101 shown under Policy Option PO1A and Policy Option PO3A in section 8 of this document, which would be more closely in line with Preferred Spatial Objective 2 - Housing Growth and Market Renewal and the delivery of Preferred Spatial Objective 7 - New City Neighbourhood

102 shown under Policy Option PO1B and Policy Option PO3B in section 8 of this document, which are directly related to the assessed capacity of the urban areas without Wirral Waters

9.16 In practice, this is likely to be determined by the ability to maintain an acceptable five year supply of housing land to meet the proportions shown for each Settlement Area, as shown in the Council's Annual Monitoring Report.

Consultation Question 8

Do you agree with Preferred Option 6 - Distribution of Housing?

If not, please give the reasons for your answer and explain how you would like to see it changed.

10 Phasing of New Housing Development

10.1 The Council consulted on two main options in the Spatial Options Report:

- Policy Option HP1 - Borough wide phasing; and
- Policy Option HP2 - Settlement Area phasing

10.2 The Council initially indicated that Policy Option HP2 was likely to be the Council's Preferred Policy Option.

10.3 Public consultation did not show a clear preference for either Policy Option. Of those who gave reasons for their views, Policy Option HP2 appeared too complicated; could lead to the loss of valuable greenspace; would be less likely to support development in areas of greatest need; and would be difficult to implement, especially in the rural areas. By contrast, Policy Option HP1 would allow brownfield land to be used across the Borough before using greenfield land in the east, where open space is most lacking; and would not limit development to one particular area⁽¹⁰³⁾.

10.4 The Council has re-appraised these options in the light of the comments received and the emerging evidence base. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹⁰⁴⁾.

10.5 The Council's Preferred Option is now to adopt a Borough-wide approach because of the benefit of promoting the re-use of brownfield land in all areas of the Borough before any greenfield land is released for development. The main elements of the Council's Preferred Policy Option for the phasing of new housing development are, therefore:

103 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

104 Core Strategy Preferred Options Assessment Report (2010)

Preferred Option 7 - Phasing Housing Development

The Core Strategy will phase housing development across the Borough as a whole in support of Preferred Option 4 - Broad Spatial Strategy and to maximise the reuse of existing buildings and previously developed land.

The phasing of the release of housing land for development will be operated in line with Preferred Option 8 - Order of Preference and the need to ensure that any adverse impact on European sites is avoided.

10.6 The revised sustainability appraisal shows that Preferred Option 7 is considered sustainable. It is likely to have a positive impact on restructuring housing markets, supporting social inclusion and protecting local distinctiveness, through prioritising development in regeneration priority areas. Preferred Option 7 would, however, need to be applied in accordance with Preferred Option 8, which states the order of preference for the phasing of housing land⁽¹⁰⁵⁾.

10.7 The draft Habitats Regulations Assessment indicates that an additional commitment may be needed for measures to secure appropriate water treatment infrastructure and prevent disturbance to wildlife and loss of habitat, which would need to be phased alongside the delivery of new housing development to prevent an adverse impact on European sites.⁽¹⁰⁶⁾

Alternative Policy Option

10.8 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 7 not to be accepted. The next best performing option would be Policy Option HP2, which would phase development within each Settlement Area. This has, however, not been preferred because consultation responses indicated that Policy Option HP2 was too complicated and would be unlikely to maximise the reuse of previously developed brownfield land.

Consultation Question 9

Do you agree with Preferred Option 7 - Phasing Housing Development?

If not, please give the reasons for your answer and explain how you would like to see it changed.

105 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

106 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

11 Order of Preference for Housing Development

11.1 The Council also consulted on an order of preference for the development of different types of land for new housing based on nine different categories of land. The Council expressed no preferred option for the sequence of land that should be developed before other types of land are considered.

11.2 Public consultation showed clear support for using previously developed brownfield land before previously undeveloped green field land. Rural brownfield land was also generally preferred over urban greenfield land⁽¹⁰⁷⁾.

11.3 The order of preference can also be used to support the delivery Preferred Option 4 - Broad Spatial Strategy. The Preferred Option for an order of preference to guide the phasing of new housing development is, therefore:

107 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

Preferred Option 8 - Order of Preference

The Council's preferred order of preference for the phasing of housing land will be:

1. Urban brownfield land in identified regeneration priority areas⁽¹⁰⁸⁾
2. Urban brownfield land in east Wirral⁽¹⁰⁹⁾
3. Urban brownfield land in west Wirral⁽¹¹⁰⁾
4. Rural brownfield land in east Wirral⁽¹¹¹⁾
5. Rural brownfield land in west Wirral⁽¹¹²⁾
6. Urban greenfield land in east Wirral, subject to an assessment of the need for open space and other forms of green infrastructure within the locality⁽¹¹³⁾
7. Urban greenfield land in west Wirral, subject to an assessment of the need for open space and other forms of green infrastructure within the locality⁽¹¹⁴⁾

Land in a lower category will only be released where land of a higher category is shown to be inadequate to meet a five year supply of housing land as shown in the Council's latest Annual Monitoring Report when assessed against the overall Borough-wide targets set out under Preferred Option 5 - Local Housing Targets.

The Borough wide target for the re-use of previously developed land will be at least 80%.

11.4 The revised sustainability appraisal shows that Preferred Option 8 is considered sustainable. It is likely to have a positive effect in relation to urban regeneration and economic growth, and prioritising housing development in the urban east of Wirral could reduce the pressure for development in more sensitive areas. To ensure that sites in the urban area with biodiversity or local heritage value are

108 previously developed land within the areas identified under Preferred Spatial Objective 2 - Housing Growth and Market Renewal

109 previously developed land within urban settlements to the east of the M53 Motorway

110 previously developed land within urban settlements to the west of the M53 Motorway

111 previously developed land in Settlement Area 8 - Rural Area to the east of the M53 Motorway

112 previously developed land in Settlement Area 8 - Rural Area to the west of the M53 Motorway

113 previously undeveloped land within urban settlements to the east of the M53 Motorway

114 previously undeveloped land within urban settlements to the west of the M53 Motorway

not placed under greater pressure, Preferred Option 8 will, however, need to be operated in conjunction with Preferred Option 15 - Better Design and Preferred Option 16 - Development Management⁽¹¹⁵⁾.

11.5 The draft Habitats Regulations Assessment shows Preferred Option 8 is capable of a significant adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽¹¹⁶⁾.

Alternative Policy Option

11.6 Because of the flexibility already contained within the order of preference the Council has not identified an alternative policy option. The only realistic alternatives would be to re-order the order of preference to support an alternative spatial distribution or to simplify the approach to prioritise the use of previously developed land irrespective of any spatial priority.

Consultation Question 10

Do you agree with Preferred Option 8 - Order of Preference?

If not, please give the reasons for your answer and explain how you would like to see it changed.

115 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

116 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

12 Affordable and Specialist Housing

12.1 The Council consulted on two main options in the Spatial Options Report:

- Policy Option AH1 - Borough wide targets; and
- Policy Option AH2 - Settlement Area targets, where evidence shows specific local needs

12.2 The Council initially indicated that Policy Option AH1 was likely to be the Council's Preferred Policy Option.

12.3 Public consultation indicated a general support for Policy Option AH1. A number of people believed that Policy Option AH1 was likely to result in a more even distribution of affordable housing and would be easier to implement. Supporters of Policy Option AH2 felt that Policy Option AH2 would take greater account of local needs and allow affordable housing to be targeted to the most sustainable locations⁽¹¹⁷⁾.

12.4 The Council's latest housing needs assessment shows that the need for additional affordable housing has risen sharply since the recent economic downturn. The majority of this need falls in east Wirral. Approximately a third of the new housing will need to be specialist housing. The assessment recommends that the Council should also aim to secure 40% of new housing development as affordable housing⁽¹¹⁸⁾.

12.5 The Council's viability assessment indicates that a 40% target will need to be introduced gradually to take account of current market conditions⁽¹¹⁹⁾. The scale of need indicates that providing affordable housing should also be considered on small sites, subject to site-specific viability⁽¹²⁰⁾. Where this is not feasible, an equivalent commuted sum could be paid to contribute to alternative off-site provision.

12.6 The Council has re-appraised the options available in the light of the comments received and the updated evidence and has concluded that Policy Option AH1 is still the Council's preferred option. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹²¹⁾.

12.7 The main elements of the Council's Preferred Policy Option for affordable and specialist housing are, therefore:

117 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

118 Housing Market Assessment Update Report (Fordham Research, 2010)

119 Affordable Housing Viability Study (Fordham Research, 2010)

120 on sites which could provide less than 15 dwellings

121 Core Strategy Preferred Options Assessment Report (2010)

Preferred Option 9 - Affordable and Specialist Housing

A third of the future housing land supply set out under Preferred Option 5 - Local Housing Targets, should be set aside for the development of specialist housing⁽¹²²⁾.

The long-term aspiration will be to move towards a Borough wide requirement to provide up to 40% affordable housing⁽¹²³⁾ as part of new market housing developments, subject to site specific viability.

To begin with, a Borough-wide target of 20% affordable housing will be applied alongside a target of 10% within the Newheartlands Pathfinder, to reflect current market conditions. The Core Strategy will, however, include a provision to re-consider these targets on a regular basis to take account of national published data for house prices, building costs and alternative use values⁽¹²⁴⁾

The provision of affordable housing will need to be considered and secured on any site that will provide five or more dwellings, subject to site specific viability. A commuted sum will be sought where affordable housing is not to be provided on-site.

85% of any affordable housing provided should be secured for social renting with the remaining 15% secured as intermediate housing⁽¹²⁵⁾. The affordable housing secured should reflect the mix of house types for affordable housing set out in the latest local housing needs assessment⁽¹²⁶⁾.

The housing needs assessment and viability assessment will be periodically updated to ensure that the most appropriate type and proportion of affordable and specialist housing is being secured.

For land allocations, specific requirements will be included in a site-specific Development Plan Document.

-
- 122 any form of purpose-designed housing or communal establishment such as sheltered, supported, extra care or wheelchair standard housing which caters for people who are unable to live independently in ordinary housing
- 123 housing at a cost which is below that of housing typically available in the open market and available at a sub-market price in perpetuity
- 124 through the Council's published Annual Monitoring Report
- 125 housing at prices and rents above those of social rent but below market prices or rents
- 126 Housing Market Assessment Update Report (Fordham Research, 2010), which for social rented housing is currently 9% one-bedroom; 44% two-bedroom; 21% three-bedroom; and 27 % four or more bedroom dwellings

12.8 The revised sustainability appraisal shows that Preferred Option 9 is considered sustainable. The high specification to which affordable units are required to be built could have a positive impact on quality of life, energy efficiency, waste management and carbon reduction. The distribution of affordable housing across the Borough will help to create sustainable communities. In accordance with national policy, Preferred Option 9 should be flexible enough to respond to local circumstances relating to viability⁽¹²⁷⁾.

12.9 The draft Habitats Regulations Assessment shows that Preferred Option 9 is considered to have no potential for effects on European sites⁽¹²⁸⁾.

Alternative Policy Option

12.10 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 9 not to be accepted. The next best performing option would be to apply a range of different targets within each Settlement Area under Policy Option AH2. This has, however, not been preferred because Policy Option AH2 was not favoured by the majority of respondents and Policy Option AH1 would be easier to implement.

Consultation Question 11

Do you agree with Preferred Option 9 - Affordable and Specialist Housing?

If not, please give the reasons for your answer and explain how you would like to see it changed.

13 Gypsies and Travellers

13.1 The Council consulted on two main options in the Spatial Options Report:

- Policy Option GT1 - Geographically specific target; or
- Policy Option GT2 - Borough wide criteria

13.2 The Council initially indicated that Policy Option GT2 was likely to be the Council's preferred option.

13.3 Consultation showed almost unanimous support for Policy Option GT2. Only one respondent appeared to favour Policy Option GT1, while a small number of others expressed no preference⁽¹²⁹⁾.

127 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

128 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

129 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

13.4 The Coalition Government has now indicated that regionally imposed figures will no longer apply. National grants to assist with the construction of new sites have also recently been withdrawn and national policy is to be revised.

13.5 The Council has re-appraised these options in the light of the comments received and the available evidence base and has concluded that Policy Option GT2 will remain the Council's preferred option. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹³⁰⁾.

13.6 The Preferred Option for the provision of accommodation for Gypsies and Travellers is, therefore:

Preferred Option 10 - Gypsies and Travellers

The Core Strategy will set out criteria for the determination of planning applications for Gypsy and Traveller accommodation⁽¹³¹⁾. The criteria are likely to include:

- evidence of need and demand, including travelling patterns
- highway access
- access to and impact on local services⁽¹³²⁾
- impact on local character and amenity
- other environmental considerations⁽¹³³⁾

Further advice on the application of these criteria will, where necessary, be set out in a Supplementary Planning Document.

13.7 The revised sustainability appraisal shows that Preferred Option 10 is considered sustainable. It could help to identify need and address deficiencies in provision and improve access to appropriate accommodation, services and employment opportunities. Preferred Option 10 would, however, need to be operated in conjunction with Preferred Option 15 - Better Design and Preferred Option 16 - Development Management to minimise any potential adverse impacts on biodiversity, waste management, pollution, local heritage or traffic congestion⁽¹³⁴⁾.

130 Core Strategy Preferred Options Assessment Report (2010)

131 to take account of specialist issues arising from the design, location and operation of Gypsy and Traveller sites in addition to Preferred Option 16 - Development Management

132 including medical, care, education and community services

133 including flooding, biodiversity and landscape

134 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

13.8 The draft Habitats Regulations Assessment shows Preferred Option 10 is capable of a significant adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽¹³⁵⁾.

Alternative Policy Option

13.9 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 10 not to be accepted. The only alternative would be to set a geographically specific target. This has, however, not been preferred because the evidence base would not support the identification of a geographically specific target.

Consultation Question 12

Do you agree with Preferred Option 10 - Gypsies and Travellers?

If not, please give the reasons for your answer and explain how you would like to see it changed.

14 Distribution of Employment

14.1 The Council consulted on three main options in the Spatial Options Report:

- Policy Option EL1 - Concentrate on identified strategic locations in east Wirral
- Policy Option EL2 - Concentrate on existing industrial areas and town centres across all of Wirral
- Policy Option EL3 - Identify a new long term strategic location outside the existing urban area

14.2 The Council initially indicated that Policy Option EL1 was likely to be the Council's preferred option.

14.3 Consultation showed broadly equal support for Policy Option EL1 and for Policy Option EL2. The main limitations of Policy Option EL1 related to the need to provide for a more balanced pattern of growth; take account of the potential for additional development within other existing business locations; the need to address a wider range of needs; provide local jobs; reduce the need to travel; and support local centres. Policy Option EL3 received only limited support⁽¹³⁶⁾.

14.4 Recent regional and sub-regional job forecasts assume that the impact of the recession will last to 2015, with only modest job growth to 2030 but do not take account of policy aspirations or local interventions⁽¹³⁷⁾. The Council's Investment Strategy aims to drive forward the economic regeneration of Wirral, to improve sustainability; increase GVA; reduce worklessness; provide higher value jobs; and reduce the number of people that need to travel outside the Borough for work⁽¹³⁸⁾. The Investment Strategy also includes a general target to reach an employment rate of 76%, equivalent to an additional 27,500 jobs⁽¹³⁹⁾.

14.5 Council studies have consistently shown a need to provide additional modern space for small and medium enterprises and start-up businesses; a lack of high quality sites and premises; and a shortage of immediately available employment land. High levels of income and employment related need continue to persist in large areas of the Borough because of a wide range of barriers to employment, including a lack of the skills now required by the jobs market. The justification for seeking a higher level of new commercial development also includes the training and employment opportunities they will present to existing local communities, where worklessness is greatest.

136 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

137 Regional Economic Forecasting Panel (2010) and The Mersey Partnership (2009)

138 Employment For All A Full Employment Strategy for Wirral (2006)

139 based on Office of National Statistics Job Density (2008)

Core Strategy for Wirral - Draft Preferred Options Report (Cabinet 23 September 2010)

14.6 The Council's latest assessment recorded a total stock of employment land of 204 hectares and a potential long-term shortfall of up to 177 hectares, based on historic take-up rates and the aspirations of the Council's Investment Strategy⁽¹⁴⁰⁾. The current distribution of available employment sites is shown below:

Settlement Area	%
Settlement Area 1 - Wallasey	1%
Settlement Area 2 - Commercial Core	41%
Settlement Area 3 - Birkenhead	1%
Settlement Area 4 - Bromborough and Eastham	43%
Settlement Area 5 - Mid-Wirral	11%
Settlement Area 6 - Hoylake and West Kirby	<1%
Settlement Area 7 - Heswall	<1%
Settlement Area 8 - Rural Area	3%
Total	100%

14.7 The Council's latest assessment was undertaken at the height of the market. The take-up of employment land has been lower over recent years; additional sites have become available; and the land supply will need to be re-assessed before the draft Core Strategy is prepared.

14.8 There is, for example, significant additional capacity for job creation within the Birkenhead Dock Estate; further capacity at Wirral International Business Park; and emerging potential in other key projects in and around Birkenhead Town Centre, which may all go some way towards addressing identified shortfalls. A greater focus on Birkenhead is also supported by a new major study, which identifies the provision of modern business accommodation as a key priority⁽¹⁴¹⁾.

14.9 The Council has re-appraised the options in the light of the comments received, the updated evidence base and the wider aspirations of the Council's Investment Strategy and has concluded that a mix of Policy Option EL1 and Policy Option EL2 should now be the Council's Preferred Option. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹⁴²⁾.

14.10 The main elements of the Preferred Policy Option for the distribution of employment are set out below:

140 Wirral Employment Land and Premises Study (BE Group, 2009)

141 Birkenhead Integrated Regeneration Study (GVA Grimley, 2010)

142 Core Strategy Preferred Options Assessment Report (2010)

Preferred Option 11 - Distribution of Employment

The Core Strategy will seek to secure the equivalent of up to 177ha of additional development land for new employment-related development during the plan period to March 2027⁽¹⁴³⁾.

The Council will resist the loss of designated employment land and premises to non-employment uses⁽¹⁴⁴⁾ unless a Borough wide employment land review has identified them as no longer viable and surplus to requirements.

The broad distribution of new employment development will be:

- Commercial Core - 50%⁽¹⁴⁵⁾
- Bromborough - 40%⁽¹⁴⁶⁾
- Other estates and centres - 10%⁽¹⁴⁷⁾

To enable new and existing businesses to grow successfully, the supply of suitable, available and fully serviced employment land should not fall below a 10-year supply at past rates of development.

The following priorities for locations, uses and activities will be contained within Settlement Area Policies⁽¹⁴⁸⁾:

- Land at Twelve Quays, West Float, Cammell Lairds and Eastham will be reserved for port-related requirements and activities
- Land at Bromborough will primarily be reserved for large and medium scale industrial and campus-style office developments
- Small and medium scale commercial and industrial activities will be directed to the dockside hinterlands at Poulton, Seacombe and the Cleveland Street Corridor in Birkenhead; Priory Industrial Estate and the A41 Corridor in Tranmere; Tarran Industrial Estate and the employment complexes at

143 defined as land for business uses including offices, research and development, general industry and storage and distribution falling within Use Classes B1, B2 and B8 of the national Use Classes Order 1987 (as amended)

144 including uses which would be more appropriate within a town centre

145 this figure has been increased to reflect the need to provide employment in the most accessible locations and to reflect the scale of the development opportunities within and surrounding Birkenhead Town Centre and the Birkenhead Docklands

146 including Wirral International Business Park and the industrial and research complex at Port Sunlight. This figure has been reduced from recent past performance to reflect the more limited land supply now available in these locations

147 to reflect the more limited scope for infill development and the re-use and re-development of existing land and premises

148 in line with Preferred Option 2 - Settlement Area Policies

Pasture Road and Reeds Lane in Moreton; Carr Lane Industrial Estate in Hoylake; Arrowse Brook Road, Upton; North Cheshire Trading Estate in Prenton and Cross Lane in Wallasey

- Wirral Waters and the areas immediately surrounding Birkenhead Town Centre will be promoted for larger scale commercial, office and service activities⁽¹⁴⁹⁾
- Smaller, more locally based office and service activities will be directed to other existing centres⁽¹⁵⁰⁾

Precise locations and boundaries will be determined by a site-specific Development Plan Document⁽¹⁵¹⁾.

The Council will, wherever possible and feasible, also negotiate with developers to provide training and job opportunities for the local community, in the demolition and construction phases of new developments as well as their subsequent operation. Relevant agreements will, where appropriate, be secured in line with Preferred Option 17 - Developer Contributions.

14.11 The revised sustainability appraisal shows that Preferred Option 11 is considered sustainable. It is likely to have a positive impact on urban regeneration and economic growth, through directing employment growth to sustainable locations and enhancing employment opportunities. It should, however, be operated in conjunction with Preferred Option 16 - Development Management and Preferred Option 20 - Waste Management to mitigate any adverse impacts in relation to biodiversity, pollution, traffic intrusion and waste management⁽¹⁵²⁾.

14.12 The draft Habitats Regulations Assessment shows Preferred Option 11 is capable of a significant adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options.⁽¹⁵³⁾

Alternative Policy Option

14.13 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 11 not to be accepted. The only realistic alternative is to concentrate on a smaller number of strategic locations in line with Policy Option EL1. This would include the designated Strategic Regional Sites at Birkenhead and

149 which could not be accommodated in more sequentially preferable locations

150 in line with Preferred Option 4 - Broad Spatial Strategy and the hierarchy of centres in Preferred Option 12 - Retail Network

151 the boundaries to most of these areas are already delineated as Employment Development Sites and Primarily Industrial Areas on the Unitary Development Plan Proposals Map and will only be amended through the adoption of a site-specific Development Plan Document

152 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

153 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Bromborough, which the Council's latest assessment confirmed as the two most attractive business locations in the Borough⁽¹⁵⁴⁾. Policy Option EL1 has not, however, been preferred because it would offer a more limited choice of development opportunity; would be less likely to provide the capacity necessary to deliver the amount of land and number of jobs that will be necessary; and would offer fewer opportunities to support local centres and provide jobs across a wider area of the Borough, with a lower impact on reducing the need to travel.

14.14 The Council has already resolved not to consider pursuing a replacement site in the Green Belt for the quality and capacity previously provided by Wirral International Business Park, which would now also be contrary to the stated intentions of the Coalition Government.

Consultation Question 13

Do you agree with Preferred Option 11 - Distribution of Employment?

If not, please give the reasons for your answer and explain how you would like to see it changed.

15 Town Centre Hierarchy

15.1 The Council consulted on a revised Town Centre Hierarchy in the Spatial Options Report, to translate the centres listed in the Unitary Development Plan adopted in February 2000⁽¹⁵⁵⁾ into a hierarchy more consistent with the definitions set out in national planning policy⁽¹⁵⁶⁾.

15.2 Public consultation indicated additional centres that should be included within the network; concerns over where individual centres sat within the hierarchy; and the role of existing out-of-centre facilities in meeting local shopping needs and providing local employment⁽¹⁵⁷⁾.

15.3 The Council has, therefore, sought to provide greater clarity on the role of centres within the wider network; on the implications of the hierarchy for future growth and development; and included two additional local centres within the network⁽¹⁵⁸⁾.

154 Wirral Employment Land and Premises Study (BE Group, 2009)

155 identified under UDP Policy SH1, UDP Policy SH2 and the associated Primarily Commercial Areas designated under UDP Policy SH6

156 then Planning for Town Centres (PPS6, 2005)

157 Further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

158 at Eastham (Mill Park Drive/New Chester Road) and at Greasby

15.4 The Council's latest retail assessment revealed that many existing centres are showing signs of weakness and that the poorest performers were generally located within the older urban areas⁽¹⁵⁹⁾. The recession has also had a visible impact on some centres, resulting in the increased closure of shops, contributing to further decline by creating negative perceptions and a general sense of neglect.

15.5 National planning policy now states that:

- the town centre network and hierarchy should be defined on the basis of choices about the centres that will accommodate any identified need for growth in town centre uses;
- deficiencies in the network should be addressed by promoting centres to function at a higher level in the hierarchy, giving priority to deprived areas where there is a need for better access to services, facilities and employment;
- consideration should be given to the scope for consolidating and strengthening declining centres, by focusing on a wider range of uses and environmental improvements
- where reversing decline is not possible, consideration should be given to reclassifying the centre at a lower level within the hierarchy⁽¹⁶⁰⁾.

15.6 Taking these matters into account, the Council's preferred network is now set out under Preferred Option 12 - Retail Network. Further details about the definitions used to classify the main role of each centre are provided in the accompanying Assessment Report⁽¹⁶¹⁾. Further guidance on the role of each centre will be included under Preferred Option 2 - Settlement Area Policies.

15.7 The Borough's higher order centres are already shown on the Proposals Map for the Unitary Development Plan. There is, therefore, no pressing need to give them any further geographical expression in the statutory Development Plan. Detailed local boundary changes would need to be consulted on as part of a site-specific Development Plan Document.

Local Centres Implementation Plan

15.8 Private sector investment and the careful use of available public funding will be needed to halt or reverse the decline of some of these centres. The first stage will be an economic appraisal to inform the preparation of a Local Centre Implementation Plan to identify the package of measures and local improvements that will be necessary within each centre.

159 Wirral Town Centres, Retail and Commercial Leisure Study (Roger Tym & Partners, 2009)

160 Planning for Sustainable Economic Development (PPS4, 2009), which was issued following the completion of the Council's latest study and the Core Strategy Spatial Options Report

161 Core Strategy Preferred Options Assessment Report (2010)

Out of Centre Retailing

15.9 While the role of existing out-of-centre facilities is recognised⁽¹⁶²⁾, additional retail and leisure development will not be appropriate within these facilities other than to modernise and enhance the shopping environment, provided that such proposals would not have a detrimental impact on the existing centres listed under Preferred Option 12 - Retail Network. The Council's Preferred Option for the Borough's retail network and hierarchy is, therefore, as follows:

162 such as Croft Retail and Leisure Park; Junction 1 Retail Park; Rock Retail Park; and Upton Retail Park

Preferred Option 12 - Retail Network

The Borough's shopping centre network will comprise the following types of centre, to support community regeneration and a sustainable distribution of shops and services:

Sub-Regional Centre - Birkenhead will function as the Borough's main comparison shopping destination and the focus for retail, office, leisure, service, cultural and tourist facilities, and other main town centre uses of Borough wide significance.

Town Centres - are second tier centres which function as important convenience and comparison retail and service centres below the Sub-Regional Centre. The objective will be to improve the environment and support investment to achieve a mix of uses (with retail as the principal use) to ensure the centres will continue to meet the needs of the local communities within the catchments that they serve.

District Centres - will provide the focus for district level shops, services and community facilities at a level above local neighbourhoods. The objective will be to improve the environment and support investment to achieve a mix of uses (with retail as the principal use) to ensure the centres will continue to meet the needs of the local communities within the catchments that they serve and to support diversification and specialisation where this can be shown to contribute to the overall vitality of the centre.

Local Centres - will be the focus for neighbourhood level shops and services to serve everyday needs. The objective will be to improve the environment and maintain the current level of investment and the range of neighbourhood services within these centres.

The Council will use the following network of centres to guide the distribution of town centre uses⁽¹⁶³⁾:

Hierarchy of Centres⁽¹⁶⁴⁾	
Sub-Regional Centre	
Birkenhead Town Centre (including Grange Road West, Oxtou Road and Argyle Street)	
Town Centres	
Heswall	Liscard
Moreton	West Kirby
District Centres	

163 including new retail development and other uses that would benefit from a town centre location accessible to local people

164 listed under each heading in alphabetical order and not in order of importance

Hierarchy of Centres⁽¹⁶⁴⁾	
Bromborough Village	Hoylake
Woodchurch Road (Prenton)	
Local Centres	
Borough Road (Prenton Park)	Claughton Village
Dacre Hill	Eastham (Mill Park Drive/New Chester Road)
Greasby	Irby Village
Laird Street	Lower Bebington
New Ferry	Oxton Village
Seacombe (Poulton Road)	New Brighton (Seabank Road)
Tranmere Urban Village	Upton Village
New Brighton (Victoria Road)	Wallasey Village

Initial priorities for each centre⁽¹⁶⁵⁾, including the approach to upper floor and residential uses, will be included in the relevant Settlement Area Policies⁽¹⁶⁶⁾.

The boundary to each of these centres will be defined in a site-specific Development Plan Document⁽¹⁶⁷⁾. In defining the boundaries to these centres, consideration will be given to:

- the need to provide a strong focus within each centre
- the function of the centre
- the location of potential development sites
- the range of shops and services
- transport accessibility
- the findings of a Local Centre Implementation Plan⁽¹⁶⁸⁾

164 listed under each heading in alphabetical order and not in order of importance

165 in line with findings of the Wirral Town Centres, Retail and Commercial Leisure Study (Roger Tym and Partners, 2009)

166 to be provided under Preferred Option 2 - Settlement Area Policies

167 the boundaries to these centres, with the exception of Eastham (Mill Park Drive/New Chester Road), Greasby and Oxton Village, are already defined in the Unitary Development Plan adopted in February 2000 and will only be amended through the adoption of a site-specific Development Plan Document

168 a Local Centre Implementation Plan will be prepared for each of the centres listed, as resources allow, to focus the future direction of public and private sector resources

Site-specific Development Plan Documents will also specify floorspace thresholds for the scale of any edge-of-centre and out-of-centre development that should be subject to an impact assessment under national planning policy⁽¹⁶⁹⁾; the areas to which these thresholds will apply; and any locally important impacts that should be assessed.

15.10 The revised sustainability appraisal shows that Preferred Option 12 is considered sustainable. Protecting the Borough's network of centres will help to ensure that residents have continued access to a wide range of employment opportunities and may reduce the need to travel. Local heritage and the provision of facilities for culture, sport and leisure should, however, be taken into consideration when defining the boundaries of centres⁽¹⁷⁰⁾.

15.11 The draft Habitats Regulations Assessment shows Preferred Option 12 is capable of a significant adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽¹⁷¹⁾.

Alternative Policy Option

15.12 No alternative Policy Option has been suggested. The only real alternative would be to alter the list of centres and/or adjust their position in the hierarchy proposed, which can only be justified in the light of the evidence base and the results of public consultation. The Council does not, at this stage, believe that the available evidence base would support a change in the list or function of centres set out in Preferred Option 12 - Retail Network.

Consultation Question 14

Do you agree with Preferred Option 12 - Retail Network?

If not, please give the reasons for your answer and explain how you would like to see it changed.

16 Distribution of Retailing

16.1 The Council consulted on two main options for the distribution of new comparison retail floorspace in the Spatial Options Report:

169 Planning for Sustainable Economic Development (PPS4, 2009)

170 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

171 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

- Policy Option CR1 - Focus on Birkenhead Town Centre and Wirral Waters
- Policy Option CR2 - Focus on Wirral Waters

16.2 The Spatial Options Report included a detailed assessment of potential development opportunities in and around Birkenhead and concluded that none of the locations considered were able to support a major growth in comparison floorspace. The Council therefore initially indicated that Policy Option CR2 was likely to be the Council's preferred option.

16.3 Consultation showed concern that Policy Option CR2 appeared to be ignoring the scope for locating new development within existing centres; concern about the potential impact of a large scheme at Wirral Waters; and continued concern about the future of Birkenhead Town Centre. Clarification was also requested on the approach to future convenience retailing. Comments on the Spatial Portrait also indicated a need for enhanced policy coverage for the key centres within each Settlement Area⁽¹⁷²⁾.

16.4 The Council's latest retail assessment was formally reported in January 2010⁽¹⁷³⁾. The Council's Cabinet indicated its support for Option 5 (Policy Option CR1) and Option 6 (Policy Option CR2) for meeting future retail and leisure needs, in addition to an allowance for growth within existing retail centres across Wirral.

16.5 The Council has also adopted an integrated regeneration study which puts forward a spatial framework for the regeneration of Birkenhead based on three central themes:

- improving the attractiveness and legibility of key routes and enhancing the overall sense of connectivity through Birkenhead
- improving the quality of key areas of public realm, and the connectivity between important public open spaces
- developing a land use structure that can guide development decisions in a way that helps to improve the 'intactness' and coherence of Birkenhead's urban structure⁽¹⁷⁴⁾

16.6 The spatial framework for the regeneration strategy also includes proposals for Movement, Public Realm and Land Use, each supported by written strategies. In relation to Birkenhead Town Centre, the regeneration strategy indicates that the policy approach to the role and function of the wider town centre needs to change, away from being focused only on the retail precinct, to a wider central urban area that offers a range of high quality uses including among other things retail, business, culture, transport, services, recreation and residential uses. Diversification of uses is particularly important alongside the regeneration potential of the waterfront, to

172 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

173 the Wirral Town Centres, Retail and Commercial Leisure Study (Roger Tym & Partners, 2009)

174 Birkenhead Integrated Regeneration Study (GVA Grimley, 2010)

introduce higher value development; improve town centre connections; integrate development into the surrounding area; and ensure new uses complement the future role of Birkenhead Town Centre.

16.7 The Council has, therefore, re-appraised the options in the light of the comments received, the available evidence base and the publication of revised national planning policy⁽¹⁷⁵⁾. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹⁷⁶⁾.

Capacity for Additional Retail Floorspace

16.8 The Council's latest retail assessment assessed the need for additional retail floorspace in the period to 2021 and more indicatively to 2026.

16.9 In relation to convenience retailing, the assessment concludes that low forecasts of growth in future expenditure; low forecast population growth; the need to support existing businesses; and the turnover requirements of existing planning permissions indicated no capacity for additional convenience floorspace in the Borough in the period to 2026⁽¹⁷⁷⁾.

16.10 In relation to comparison floorspace, the assessment concluded that the effects of the recession on forecasts of future expenditure growth; low forecast population growth; the need to support existing retail businesses; and the turnover requirements of existing planning permissions; indicated that additional comparison floorspace could not be supported before 2014. Capacity for additional comparison floorspace was, however, likely to be generated in the medium term as expenditure growth increased. The assessed capacity for additional comparison floorspace is set out in Table 16.1 below:

Time Period	Gross Floorspace (sq.m)	Net Floorspace (sq.m)
2014-2016	3,558	2,491
2016-2021	58,664	41,064
2021-2026	59,592	41,715
Total	121,814	85,270

Table 16.1 Capacity for Comparison Retail Floorspace

16.11 In terms of accommodating the future growth in comparison floorspace, the Council's Preferred Option is now a balanced approach which focuses on both Birkenhead Town Centre and the regeneration opportunity at Wirral Waters as the

175 Planning for Sustainable Economic Development (PPS4, 2009)

176 Core Strategy Preferred Options Assessment Report (2010)

177 this was not to say that no new convenience floorspace would come forward but that this would have to follow a future up-to-date assessment of need and be justified on the basis of meeting a demonstrated local deficiency, perhaps in response to a change in existing provision, in line with a sequential approach to site selection

key locations for accommodating future comparison retail growth in line with the hierarchy set out under Preferred Option 12 - Retail Network, where opportunities arise and where growth reflects the priorities identified under Preferred Option 2 - Settlement Area Policies.

16.12 While Birkenhead Town Centre remains the most sequentially preferable location, the delivery of major retail development is dependent on suitable, available and viable development opportunities coming forward within the Centre. No additional locations within the Town Centre were identified during consultation in addition to those assessed in the Spatial Options Report. The main elements of the Council's Preferred Option for the distribution of new retail floorspace are, therefore, as set out below:

Preferred Option 13 - Retail Growth

Convenience Shopping Floorspace⁽¹⁷⁸⁾

There is no quantitative need for additional convenience floorspace in the Borough to 2026. Proposals for convenience retail floorspace which are intended to address a demonstrated local qualitative deficiency in provision will first be directed to existing centres in line with the hierarchy identified under Preferred Option 12 - Retail Network, having regard to considerations of scale and impact on existing centres. Any retail development at Wirral Waters including convenience floorspace should support the objectives of the Council's integrated regeneration study for Birkenhead and Wirral Waters⁽¹⁷⁹⁾.

Comparison Shopping Floorspace⁽¹⁸⁰⁾

New Comparison floorspace will be provided in line with the phasing set out in Table 16.1 up to a ceiling of 121,814 square metres gross by 2026. New floorspace will first be directed to existing centres in line with the hierarchy identified under Preferred Option 12 - Retail Network and then to Wirral Waters, having regard to considerations of scale and impact on existing centres. Any retail development at Wirral Waters should support the objectives of the Council's integrated regeneration study for Birkenhead and Wirral Waters⁽¹⁸¹⁾.

16.13 The revised sustainability appraisal shows that Preferred Option 13 is considered sustainable. New retail development directed towards Birkenhead and then Wirral Waters would provide jobs, services and facilities, and an enhancement in the vitality and viability of the hierarchy of town centres could have a positive effect

178 largely relates to perishable goods which are purchased on a regular basis

179 Birkenhead Integrated Regeneration Study (GVA Grimley, 2010)

180 non-food items including household goods, furniture, electrical goods and clothing

181 Birkenhead Integrated Regeneration Study (GVA Grimley, 2010)

on social exclusion and sustainable travel. New retail development may, however, have potential negative implications for the environment through increased pollution, surface run-off and waste generation. Preferred Option 13 would need to be operated alongside other Policy Options to ensure any adverse impacts were minimised⁽¹⁸²⁾.

16.14 The draft Habitats Regulations Assessment shows that Preferred Option 13 is considered to have no potential for effects on European sites⁽¹⁸³⁾.

Alternative Policy Option

16.15 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 13 not to be accepted.

16.16 The identified comparison goods need of 121,814 square metres gross is based on long-term need and is partly dependent on the the delivery of residential development at Wirral Waters to generate the demand to support it. The Council's latest retail assessment, included an assessment of comparison floorspace capacity which did not factor in the additional population growth generated by Wirral Waters. The comparison goods floorspace capacity under this scenario is set out in Table 16.2 below. The short term position is the same as "with Wirral Waters" - there is no capacity for additional floorspace before 2014; thereafter, the capacity for additional floorspace is reduced in line with the reduced population forecasts.

Time Period	Gross Floorspace (sq.m)	Net Floorspace (sq.m)
2014-2016	1,269	889
2016-2021	55,425	38,798
2021-2026	55,815	39,071
Total	112,510	78,757

Table 16.2 Alternative Capacity for Comparison Retail Floorspace (Without Population Growth at Wirral Waters)

16.17 This alternative has, however, not been preferred because it would not support the aspiration to establish the new city neighbourhood expressed under Preferred Option 3 - Spatial Vision and Preferred Spatial Objective 7 - New City Neighbourhood; would not take into account the impact of the potential additional growth in population generated by the Wirral Waters proposals; and would go against the general support for a more targeted approach to regeneration.

182 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

183 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Consultation Question 15

Do you agree with Preferred Option 13 - Distribution of Retailing?

If not, please give the reasons for your answer and explain how you would like to see it changed.

17 Renewable, Decentralised and Low Carbon Energy

17.1 The Council consulted on three main options in the Spatial Options Report:

- Policy Option RE1 - set a Borough wide target(s) to be achieved by all types of development
- Policy Option RE2 - set a Borough wide target(s) to be achieved by specific types of development
- Policy Option RE3 - set geographically specific targets for each Settlement Area

17.2 The Council initially indicated that a combination of these Policy Options was likely to be preferred.

17.3 Public consultation demonstrated wide support for a mixed approach but with little agreement over the detail. One respondent felt that insufficient information was available on which to base a choice. The majority of respondents, nevertheless, believed that Policy Option RE1 should remain the underlying assumption and that it was important that all types of development should at least be made to consider the possibilities. Supporters of Policy Option RE1 believed that any other approach would be too easy to avoid. The need to protect the environment based on an assessment of local impact was, however, also a strong underlying theme⁽¹⁸⁴⁾.

17.4 The national approach has been subject to significant change since the Spatial Options Report was prepared. A recent consultation document has indicated that Borough wide targets for single developments will be unnecessary following proposed changes to the Building Regulations⁽¹⁸⁵⁾. While the Coalition Government intends to increase the amount of energy generated from renewable sources, the revocation of the Regional Spatial Strategy has removed regional targets.

17.5 An emerging study of the capacity of the Borough to generate renewable energy is likely to identify the proposed New City Neighbourhood identified under Preferred Option 21 - Strategic Locations as a potential priority zone, with a capacity

184 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

185 Draft National Policy Planning for a Low Carbon Future in a Changing Climate (CLG, 2010)

for some 3.5MW of renewable energy through a district heating scheme⁽¹⁸⁶⁾. This appears to confirm that the most significant local sources of renewable energy are more likely to come from extensions to the off-shore wind farms in Liverpool Bay or the project currently being drawn up to exploit tidal power within the Mersey Estuary.

17.6 The Council has, therefore, re-appraised the options in the light of the comments received and the available evidence base and has concluded that the Preferred Option should be amended to encourage the development and use of decentralised energy and to focus on specific opportunities to provide it. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹⁸⁷⁾.

17.7 The main elements of the Preferred Option for renewable, decentralised and low carbon energy are, therefore set out below:

Preferred Option 14 - Decentralised Energy

The Core Strategy will include a general policy to encourage energy efficiency and the use and development of renewable, decentralised and low carbon energy⁽¹⁸⁸⁾.

The New City Neighbourhood identified under Preferred Option 21 - Strategic Locations, will be identified as a priority zone for the possible implementation of a district heating scheme.

Opportunities to use tidal power in the River Mersey will be encouraged subject to appropriate environmental controls including a project level Habitats Regulations Assessment to select the most suitable design and location and assess the impact of construction and operation.

Specific requirements for individual land allocations will be included in a site-specific Development Plan Document.

17.8 The revised sustainability appraisal shows that Preferred Option 14 is considered sustainable. Increasing energy efficiency and the use of renewable and decentralised energy is likely to have a positive impact on economic growth and climate change mitigation. While Preferred Option 14 may have an adverse effect on biodiversity and local heritage, ignoring climate change will, in any case, eventually damage biodiversity and natural habitats. Preferred Option 14 should, however, be operated in conjunction with Preferred Option 15 - Better Design and Preferred Option 16 - Development Management to mitigate any potential negative impacts⁽¹⁸⁹⁾.

186 Liverpool City Region Renewable Energy Capacity Study (Arup, 2010)

187 Core Strategy Preferred Options Assessment Report (2010)

188 which could be partly implemented under Preferred Option 15 - Better Design and Proposed Option 16 - Development Management

189 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

17.9 The draft Habitats Regulations Assessment indicates the need for an additional reference to a project level Habitats Regulations Assessment for any project to generate tidal power from the Mersey⁽¹⁹⁰⁾.

Alternative Policy Option

17.10 In light of the latest national consultation, no alternative has been suggested as targets for individual developments may no longer be necessary following planned changes to the Building Regulations and it would not be appropriate for the Core Strategy to duplicate existing controls.

Consultation Question 16

Do you agree with Preferred Option 14 - Decentralised Energy?

If not, please give the reasons for your answer and explain how you would like to see it changed.

18 Better Design

18.1 The Council consulted on three main options in the Spatial Options Report:

- Policy Option DE1 - Integrate requirements for improved design across all the other policies within the Core Strategy
- Policy Option DE2 - Include a separate Borough wide design policy in the Core Strategy
- Policy Option DE3 - Include provision for geographically specific design policies within the Core Strategy

18.2 The Council initially indicated that a mixed approach using elements from every Policy Option was likely to be the Council's Preferred Option.

18.3 Consultation showed wide support for a mixed approach. The main concern was to ensure that new development matched the character and visual amenity of existing areas and secured elements of sustainable design. The general consensus appeared to be for an overarching design policy to be included in the Core Strategy, supported by policies and guidance in lower level Development Plan and Supplementary Planning Documents⁽¹⁹¹⁾.

18.4 A Places Matter Design Panel Workshop was held in April 2010 to advise the Council on the best approach for the Core Strategy. The Panel also advised a mixed approach but concluded that the Core Strategy needed to place a greater emphasis on the many unique assets of the area, such as the quality and distinctiveness of the Borough's views, heritage, landscape, countryside and coast⁽¹⁹²⁾.

18.5 The Panel believed that the wide variety in the nature of these features would require a variety of policy responses, rather than a single over-riding approach, to provide greater control over the design and quality of new development. Development should only be permitted where it could be shown to strengthen and enhance the character of the assets identified or where development could be used to secure, re-establish or reinforce local character or provide environmental improvements. This would strongly support a Settlement Area based policy approach, which would need to be embedded across the whole of the Core Strategy.

18.6 The Council has re-appraised the options in the light of the comments received. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹⁹³⁾.

191 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

192 the Panel particularly stressed the need to reflect the findings of the more recently completed landscape and historic character assessments and conservation area appraisals

193 Core Strategy Preferred Options Assessment Report (2010)

18.7 The Council's Preferred Option is still to develop design policies using a mix of Policy Option DE1, Policy Option DE2 and Policy Option DE3. This approach has now also been further embedded within the Preferred Option 3 - Spatial Vision, the Preferred Spatial Objectives and Preferred Option 2 - Settlement Area Policies. The main elements of the Preferred Option for the better control of design are, therefore, set out below:

Preferred Option 15 - Better Design

The Core Strategy will include an overarching design policy that will promote the maintenance and enhancement of local distinctiveness and sustainable construction and design⁽¹⁹⁴⁾.

Local requirements will be based on an assessment of the character of the assets identified under Preferred Option 2 - Settlement Area Policies⁽¹⁹⁵⁾.

Detailed requirements will be based on additional guidance contained within separate Supplementary Planning Documents and design guides.

Design requirements for land allocations will be set out in a site-specific Development Plan Document. Major developments may be supported by a site-specific Supplementary Planning Document.

18.8 The revised sustainability appraisal shows that Preferred Option 15 is considered sustainable. It could support economic revitalisation, social inclusion and the integration of biodiversity enhancement, water efficiency, carbon reduction and sustainable transport measures into new development. Preferred Option 15 should ensure that development respects its setting, protects and enhances local heritage, as well as preventing any adverse impact on residential amenity⁽¹⁹⁶⁾.

18.9 The draft Habitats Regulations Assessment shows that Preferred Option 15 is considered to have no potential for effects on European sites⁽¹⁹⁷⁾.

194 taking account of the issues and opportunities identified in the Settlement Area Policies, including appearance, scale, layout, the quality of public and private spaces, landscaping, accessibility, local amenity, crime prevention, energy and water conservation, sustainable waste management and drainage, and adaptability to accommodate technological, climatic, social and economic change

195 including visual, landscape, biodiversity and heritage assets

196 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

197 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Alternative Policy Option

18.10 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 15 not to be accepted. The next best performing option would be Policy Option DE3. This has, however, not been preferred because a partial, variable approach based on geographically specific areas may not be sufficient to deliver high design standards in the most consistent and effective way.

Consultation Question 17

Do you agree with Preferred Option 15 - Better Design?

If not, please give the reasons for your answer and explain how you would like to see it changed.

19 Development Management

19.1 The Council consulted on two main options in the Spatial Options Report:

- Policy Option DM1 - include no specific policy in the Core Strategy
- Policy Option DM2 - set out a list of general criteria within the Core Strategy

19.2 The Council initially indicated that Policy Option DM2 was likely to be the Council's preferred option.

19.3 Consultation showed strong support for Policy Option DM2. Only one respondent favoured Policy Option DM1, on the basis that Policy Option DM2 would simply provide room for confusion, duplication and over-complication. Another did not believe that any policy on development management was appropriate for a Core Strategy. Most appeared to see Policy Option DM2 as an opportunity to provide additional clarity on a wide range of local issues⁽¹⁹⁸⁾.

19.4 The Council has re-appraised the options in the light of the comments received. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽¹⁹⁹⁾.

19.5 The Council's Preferred Option is still an approach based on Policy Option DM2 on the basis that this would provide improved clarity to Council officers, applicants and the public. The main elements of the Preferred Option for development management are, therefore, set out below:

¹⁹⁸ further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

¹⁹⁹ Core Strategy Preferred Options Assessment Report (2010)

Preferred Option 16 - Development Management

The Core Strategy will set out a list of the main issues that will need to be addressed when considering the appropriateness of any new development proposal or land allocation. The list of main issues will include:

- contribution to the delivery of Spatial Vision⁽²⁰⁰⁾
- contribution to the delivery of Spatial Objectives⁽²⁰¹⁾
- compliance with the Broad Spatial Strategy⁽²⁰²⁾
- impact on local distinctiveness⁽²⁰³⁾
- impact on protected sites and species⁽²⁰⁴⁾
- impact on mitigation, adaption and resilience to climate change⁽²⁰⁵⁾
- impact on the reuse of buildings and previously developed land⁽²⁰⁶⁾
- impact on transport, access and servicing⁽²⁰⁷⁾
- impact on sustainable travel choices⁽²⁰⁸⁾
- impact on public safety⁽²⁰⁹⁾
- impact on the capacity of local infrastructure and services⁽²¹⁰⁾
- impact on design and amenity⁽²¹¹⁾
- impact on wider environmental requirements⁽²¹²⁾
- the results of community consultation⁽²¹³⁾

The requirements of Preferred Option 16 - Development Management will be applied in accordance with national planning policies, guidance and best practice.

Further advice on the application of these requirements will, where necessary, be set out in Supplementary Planning Documents.

19.6 The revised sustainability appraisal shows that Preferred Option 16 is considered sustainable, although there are a number of uncertainties depending on how the final policy is drawn up and implemented. However, operated in conjunction with other Policy Options, Preferred Option 16 has the potential to mitigate a number of potential adverse impacts⁽²¹⁴⁾.

19.7 The draft Habitats Regulations Assessment indicates that an additional commitment may be needed to prevent an adverse impact on European sites through measures to prevent disturbance to wildlife and loss of habitat, which could include suitably located green infrastructure, habitat management, enhanced access management, appropriate water treatment infrastructure and the prevention of development that would require a change in coast defence policy that might compromise natural coastal processes including cross-boundary effects⁽²¹⁵⁾.

Alternative Policy Option

19.8 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option DM2 was not to be accepted. The only alternative would be to have no development management policy in the Core Strategy. This has, however,

200 in line with Preferred Option 3 - Spatial Vision

201 in line with Preferred Spatial Objectives 1 to 7

202 in line with Preferred Option 4 - Broad Spatial Strategy

203 including local features and characteristics such as townscape, heritage, archaeology, bio- and geodiversity, landscape, views, green infrastructure and statutory designations

204 including European Sites and their supporting habitats

205 including impact on flood risk, coast protection, river maintenance, sustainable drainage, water and energy conservation and emissions

206 previously developed land is defined in national planning policy in PPS3 - Housing (CLG, June 2010)

207 including traffic management, road safety, parking and provision for disabled people

208 including the need to travel and access by public transport, walking and cycling

209 including crime prevention, the separation and protection of sensitive uses, airport safeguarding, unstable land and other hazards

210 including foul and surface water drainage

211 including local character, visual amenity, living conditions, noise and other disturbance

212 including environmental improvements; the quality of air, land and water; protection of water resources; sustainable construction and waste management; and natural processes

213 to satisfy the Council's adopted Statement of Community Involvement and/or the requirements of national policy

214 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

215 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

not been preferred because reliance on national policy alone is unlikely to be sufficient to deliver high quality development in the most consistent and effective way in line with the Spatial Vision and Spatial Objectives of the emerging Core Strategy.

Consultation Question 18

Do you agree with Preferred Option 16 - Development Management?

If not, please give the reasons for your answer and explain how you would like to see it changed.

20 Developer Contributions

20.1 The Council consulted on two main options in the Spatial Options Report:

- Policy Option DC1 - an enabling policy to support requirements through legal agreements and obligations
- Policy Option DC2 - an enabling policy to support requirements both through legal agreements and obligations and as part of a Community Infrastructure Levy Charging Schedule.

20.2 The Council initially indicated that Policy Option DC2 was likely to be the Council's preferred option.

20.3 Consultation showed strong support for Policy Option DC2, primarily on the basis of its greater flexibility. The few supporters of Policy Option DC1 favoured site by site negotiation, believing it to be the easiest and cheapest to operate. One respondent expressed doubts about the effectiveness of the Community Infrastructure Levy and the level of detail required, especially at sub-regional level⁽²¹⁶⁾.

20.4 Regulations for the Community Infrastructure Levy came into force on 6 April 2010. The Levy is a new charge that authorities can decide to apply to most types of new development in their area. The proceeds of the Levy can be used to provide new infrastructure to support the development of an area. Separate advice on the operation of section 106 agreements, which has been published for consultation, states that a planning obligation may now only be used if it is necessary to make a development acceptable in planning terms, is directly related to it and is fair and reasonably related to it in scale⁽²¹⁷⁾. The Coalition Government has indicated that they are likely to favour a more simplified system of tariffs and incentives.

216 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

217 New Policy Document for Planning Obligations (CLG, 2010)

20.5 If the Council were to decide to adopt the Community Infrastructure Levy or another tariff based charging system, a separate charging schedule would need to be prepared based on the infrastructure shown to be necessary in the Core Strategy⁽²¹⁸⁾.

20.6 The Council has re-appraised the options in the light of the comments received and the potential intentions of the Coalition Government. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽²¹⁹⁾. The Council's Preferred Option is still an approach based on Policy Option DC2. The main elements of the Council's preferred approach are set out below:

218 the draft charging schedule for the Community Infrastructure Levy would need to be published for public comment and submitted to independent public examination

219 Core Strategy Preferred Options Assessment Report (2010)

Preferred Option 17 - Developer Contributions

The Core Strategy will require new development to contribute to new or replacement facilities where they are needed to serve the development proposed or to mitigate its impact. The types of provision likely to be required will include:

- transport⁽²²⁰⁾
- water services⁽²²¹⁾
- public realm⁽²²²⁾
- affordable housing⁽²²³⁾
- green infrastructure⁽²²⁴⁾
- local employment and training opportunities⁽²²⁵⁾
- education⁽²²⁶⁾
- health⁽²²⁷⁾
- community services⁽²²⁸⁾
- sustainability considerations⁽²²⁹⁾
- measures to avoid and mitigate an adverse impact on European sites

A full list of the key infrastructure necessary to support the delivery of the Core Strategy will be included alongside an indication of the Settlement Area and uses to which they will apply. The levels of contribution and the uses and thresholds against which they will be applied will be contained in a separate Supplementary Planning Document.

Any requirements will be applied in accordance with an assessment of the viability of the development proposed.

For land allocations, site-specific requirements will be set out in a Development Plan Document.

The mechanisms used to secure provision, in payment or in kind, could include planning conditions, Section 106 legal agreements, agreements under the Highways Acts, the Community Infrastructure Levy or other development-based tariffs⁽²³⁰⁾.

The funding raised and the facilities provided will be published for public scrutiny.

20.7 The revised sustainability appraisal shows that Preferred Option 17 is considered sustainable. Securing community benefits as part of any new development will have a positive impact on the local environment, including local heritage and biodiversity, and may assist in addressing local deficiencies or inequality in service or facility provision. Securing improved and adaptable infrastructure, including sustainable waste and water management, transport improvements and carbon-reduction measures as part of any new development, is likely to have a positive effect on the local economy and environment⁽²³¹⁾.

20.8 The draft Habitats Regulations Assessment indicates that an additional commitment may be needed to prevent an adverse impact on European sites through measures to prevent disturbance to wildlife and loss of habitat which could include suitably located green infrastructure, habitat management, enhanced access management and appropriate water treatment infrastructure⁽²³²⁾.

Alternative Policy Option

20.9 To ensure flexibility, the Council must also indicate a preferred alternative Policy Option were Preferred Option DC2 not to be accepted. The next best performing option would be Policy Option DC1 but the limits now placed on the scope of planning obligations by the Community Infrastructure Levy Regulations and the current uncertainty over public funding means that Policy Option DC2 may be the only option that will be capable of providing the infrastructure necessary to meet the Borough's ambitions. The Community Infrastructure Levy Regulations also mean that the Council would not be able to pool contributions towards items of infrastructure after 2014.

220 including lorry routes and facilities for public transport, walking and cycling

221 including flooding, supply, disposal, sustainable drainage and prevention of pollution

222 including proper integration with surrounding facilities, public art and street furniture

223 in line with Preferred Option 9 - Affordable and Specialist Housing

224 in line with Preferred Option 18 - Green Infrastructure

225 in line with Preferred Option 11 - Distribution of Employment

226 including primary, secondary, higher and further education

227 including hospitals and GP Services

228 including sports and leisure, community and cultural facilities

229 including sustainable waste management, contributions to off-site renewable energy generation where appropriate schemes are available, use of low carbon technologies

230 depending on any changes introduced by the Coalition Government

231 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

232 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Consultation Question 19

Do you agree with Preferred Option 17 - Developer Contributions?

If not, please give the reasons for your answer and explain how you would like to see it changed.

21 Green Infrastructure

21.1 The Council consulted on two main options in the Spatial Options Report:

- Policy Option GI1 - identify Borough wide numerical standards for different types of green infrastructure
- Policy Option GI2 - identify specific priorities within each Settlement Area to reflect local needs and characteristics

21.2 The Council initially indicated that Policy Option GI2 was likely to be the Council's preferred option, primarily because this approach would be better able to reflect the distinctiveness of each of the Settlement Areas.

21.3 Consultation showed strong support for Policy Option GI2 but a number of respondents still wanted some sort of standards to be included. Otherwise, respondents wanted a stronger emphasis on protection; on standards of management; and assurances that the multi-functional value of a fuller range of green infrastructure would be included⁽²³³⁾.

21.4 An assessment of the more formal types of open space has now been completed⁽²³⁴⁾. Further work is being undertaken to join up data for landscape, river corridors, biodiversity, heritage and other related green infrastructure including the identification of important off-site feeding and roosting areas for qualifying species from European sites.

21.5 Sub-regional studies are now further advanced but have not yet reported⁽²³⁵⁾. A wider cross-boundary partnership may also be needed to deliver suitably located green infrastructure, habitat management and enhanced access management to address the potential cumulative impact on European sites.

21.6 The Council has re-appraised the options in the light of the comments received, the findings of the emerging evidence base and relevant sub-regional initiatives. The results of this re-assessment can be viewed in the accompanying Assessment Report⁽²³⁶⁾.

21.7 The Council's preferred Option is now primarily based on Policy Option GI2 to reflect the often unique character of the sites, habitats and features within in each Settlement Area but with elements of Policy Option GI1 where it would still be

233 further details on the comments submitted and the Council's response are contained within the Report of Consultation on Spatial Options (2010)

234 Wirral Open Space Assessment (Strategic Leisure, 2010) is subject to public consultation alongside this Preferred Options Report

235 including a Green Infrastructure Framework prepared by The Environment Partnership for the Mersey Dee Alliance; and a City Region Green Infrastructure Framework for the Liverpool City Region prepared by the Mersey Forest

236 Core Strategy Preferred Options Assessment Report (2010)

appropriate to apply a numerical standard. The main elements of the Preferred Option for the protection and provision of green infrastructure are, therefore, set out below:

Preferred Option 18 - Green Infrastructure

The Core Strategy will set Borough-wide standards for the quantity⁽²³⁷⁾, quality⁽²³⁸⁾ and accessibility⁽²³⁹⁾ of parks and gardens; natural and semi-natural greenspace; outdoor sports facilities including playing fields, bowling greens and tennis courts; amenity greenspace; provision for children and young people; and allotments.

A hierarchy of provision will differentiate between Borough wide⁽²⁴⁰⁾; district⁽²⁴¹⁾; and local facilities⁽²⁴²⁾.

The standards will be used to protect existing features and facilities; identify priorities for improvements; and to support new provision⁽²⁴³⁾. Requirements will include the protection and maintenance of natural features; hard and soft landscaping; and facilities for recreation, sport or play. Contributions for new or improved provision arising from the demands of new development will be sought under Preferred Option 17 - Developer Contributions.

The implications for local areas will be included in Settlement Area Policies⁽²⁴⁴⁾, which will set out local priorities and characteristics including issues related to natural features; trees and woodland; soils and geology; coastal character and influences; landscape and heritage; habitats and species; corridors and linkages; public rights of way; formal and informal recreation; water courses and drainage.

All development proposals and land allocations will be assessed against their contribution to:

- the standards set out under Preferred Option 18 - Green Infrastructure
- the priorities for the Settlement Area(s) concerned⁽²⁴⁵⁾
- the delivery of the Council's overall Strategy for Green Infrastructure
- the delivery of any other related initiatives and strategies⁽²⁴⁶⁾
- the avoidance and mitigation of an adverse impact on European sites

Site-specific requirements for land allocations; including land allocations for green infrastructure, will be included in a site-specific Development Plan Document⁽²⁴⁷⁾.

This approach will, where necessary, be supported by additional background information and mapping provided in Supplementary Planning Documents.

21.8 The revised sustainability appraisal shows that Preferred Option 18 is considered sustainable. It could improve the environmental quality of an area, making an area more attractive for investment while helping to create healthy sustainable communities. Preferred Option 18 could also help to reduce flood risk and mitigate the impacts of climate change, have a positive impact on the water cycle, and provide attractive open spaces for recreation and leisure⁽²⁴⁸⁾.

21.9 The draft Habitats Regulations Assessment indicates that the delivery of suitably located green infrastructure, habitat management and enhanced access management may be necessary to prevent disturbance to wildlife and loss of habitat and supporting habitat at European sites⁽²⁴⁹⁾.

Alternative Policy Option

21.10 To ensure flexibility, the Council must also indicate a preferred alternative were Preferred Option 18 not to be accepted. The next best performing Policy Option would be Policy Option GI1. This has not, however, been preferred because it would only provide standards for restricted types of green infrastructure; would not be appropriate to apply to other significant types of green infrastructure; and would fail to take full account of local distinctiveness.

237 expressed as a rate of provision for every thousand people

238 expressed as a target quality score based on the range, condition and overall impression of the facilities and physical infrastructure provided

239 expressed as the distance that each facility should be from the residential properties it is intended to serve

240 larger facilities which may be intended to serve a wider than local catchment, including visitors from outside Wirral

241 intended to provide the main facilities within each Settlement Area

242 smaller facilities only intended to serve an immediate local neighbourhood

243 requirements for and within individual spaces including provision for disabled people will be informed by site-specific management plans prepared by the Council's Parks and Countryside Service

244 in line with Preferred Option 2 - Settlement Area Policies

245 set out under Preferred Option 2 - Settlement Area Policies

246 including river corridor and catchment area management plans; surface water management plans; flood alleviation; sustainable urban drainage; heritage characterisations; conservation area appraisals and management plans; and other local improvement plans

247 locally designated sites for urban greenspace, sports grounds, school playing fields, local wildlife and earth science sites are already shown on the Proposals Map for the Council's Unitary Development Plan adopted in February 2000 and will only be amended through a site-specific Development Plan Document

248 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

249 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

Consultation Question 21

Do you agree with Preferred Option 18 - Green Infrastructure?

If not, please give the reasons for your answer and explain how you would like to see it changed.

22 Additional Policy Options

22.1 The Spatial Options Report asked whether there were any other policy areas that should be included within the Core Strategy. Respondents indicated that the following areas should also be considered:

- minerals
- waste management
- disability issues
- parking
- anti-social behaviour
- allotments
- archaeology
- vacant properties
- watercourses and water management
- trees and woodland
- indoor leisure
- culture, arts and community facilities
- agriculture, including horticulture, market gardening, local production and food security
- the need for supporting infrastructure
- peak oil
- the provision of healthcare facilities
- care for the elderly

22.2 The Council has concluded that only issues related minerals and waste management need to be taken forward as new specialist policies, as the majority of the other issues could be dealt with as part of revisions to other areas of the Core Strategy.

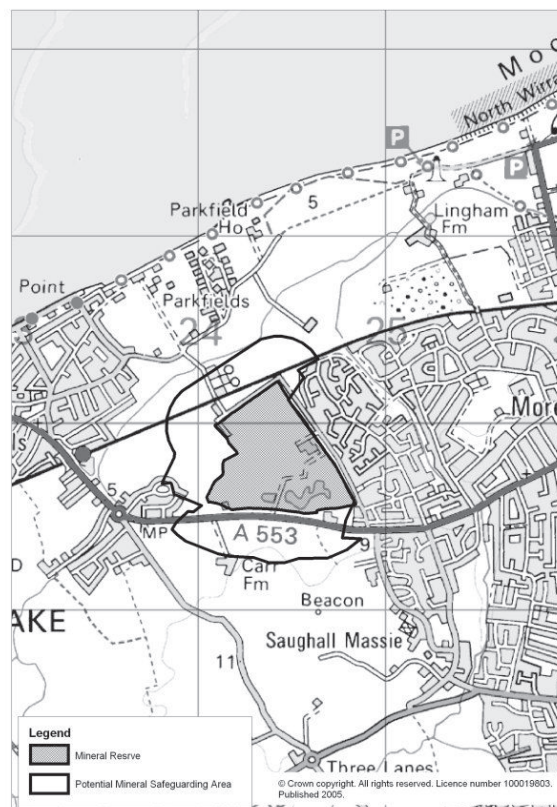
22.3 The following sections set out how policies for minerals and waste management will be taken forward:

23 Minerals

23.1 Government Office has stated that the Core Strategy must include provision for minerals⁽²⁵⁰⁾.

23.2 Minerals can only be worked where they are found. In Wirral, a combination of geological and environmental factors means that mineral working has historically been limited to small quarries for local sandstone and winnable brick clay reserves. Only two sites remain with planning permission to extract clay to 2042, at Carr Lane in Moreton; and at Prenton Dell.

23.3 The Merseyside Minerals Study 2008 recommended that a mineral safeguarding area should be identified at Moreton, to prevent incompatible development from sterilising the mineral reserve. The area that could be affected is shown on Picture 23.1. The area of search will, however, need to be more closely defined in a site-specific Development Plan Document.



Picture 23.1

23.4 It is therefore proposed to include a new Preferred Option as follows:

250 further details on the comments submitted are contained within the Report of Consultation on Spatial Options (2010)

Preferred Option 19 - Minerals

The Core Strategy will indicate the intention to safeguard an area, based on the area of search shown on Picture 23.1, to prevent incompatible development from sterilising the existing mineral reserve at Carr Lane Moreton⁽²⁵¹⁾. The area of search will be shown as a symbol on the Core Strategy Key Diagram. A more detailed boundary will be included in a site-specific Development Plan Document.

The Core Strategy will also include additional criteria for development management to take account of specialist issues related to the design, construction, operation, restoration and aftercare of mineral sites⁽²⁵²⁾.

Further advice on the application of these requirements will, where necessary, be set out in Supplementary Planning Documents.

23.5 The revised sustainability appraisal shows that Preferred Option 19 is considered sustainable. Preventing existing mineral reserves from being sterilised to enable future extraction, could create jobs and improve local economic performance. However, Preferred Option 19 would need to be operated in conjunction with Preferred Option 16 - Development Management to ensure any potential negative impacts relating to biodiversity, residential amenity and local heritage can be mitigated⁽²⁵³⁾.

23.6 The draft Habitats Regulations Assessment shows that Preferred Option 19 is considered to have no potential for effects on European sites, as this issue would be addressed through a subsequent site-specific Development Plan Document⁽²⁵⁴⁾.

Alternative Policy Option

23.7 No alternative Policy Option is suggested. The only alternative is not to include a policy in the Core Strategy.

Consultation Question 21

Do you agree with Preferred Option 19 - Minerals?

If not, please give the reasons for your answer and explain how you would like to see it changed.

251 the boundary to the mineral reserve is already shown on the Unitary Development Plan Proposals Map adopted in February 2000

252 in addition to Preferred Option 16 - Development Management

253 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

254 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

24 Waste Management

24.1 Government Office has stated that the Core Strategy must include provision for waste management⁽²⁵⁵⁾.

24.2 A Joint Waste Development Plan Document for Merseyside and Halton is currently in preparation, which will identify and allocate the sites needed to accommodate sub-regional and district scale facilities; waste processors and smaller scale facilities; and include a series of specialist policies for development management, to ensure a consistent approach across the wider sub-region⁽²⁵⁶⁾.

24.3 It is, therefore, proposed to include a new Preferred Option as follows:

Preferred Option 20 - Waste Management

The Core Strategy will support provision for sustainable waste management solutions to promote the prevention, minimisation, re-use, recycling and recovery of waste and to minimise the need for residual landfill, subject to the requirements of Preferred Option 16 - Development Management.

New waste management facilities will primarily be directed to industrial and commercial locations away from residential properties.

A Joint Waste Development Plan Document will include site-specific proposals for sub-regional, district and smaller scale facilities; and additional criteria for development management to take account of specialist issues related to the location, design, operation, impact, restoration, aftercare and monitoring of waste management facilities⁽²⁵⁷⁾.

Further advice on the application of these requirements will, where necessary, be set out in Supplementary Planning Documents.

24.4 The revised sustainability appraisal shows that Preferred Option 20 is considered sustainable. It could have a positive impact on economic productivity and the prevention, minimisation and recycling of waste. Preferred Option 20 should, however, be operated in conjunction with Preferred Option 16 - Development Management to ensure any potential negative impacts relating to biodiversity, residential amenity and local heritage can be mitigated⁽²⁵⁸⁾.

255 further details on the comments submitted are contained within the Report of Consultation on Spatial Options

256 documents related to the Merseyside Waste DPD can be viewed at <http://wasteplanningmerseyside.gov.uk/site.do>

257 in addition to Preferred Option 16 - Development Management

258 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

24.5 The draft Habitats Regulations Assessment shows that the potential for effects on European sites will be addressed through the separate Habitats Regulations Assessment for the Merseyside Joint Waste Development Plan Document⁽²⁵⁹⁾.

Alternative Policy Option

24.6 No alternative Policy Option is suggested. The only alternative is not to include a policy in the Core Strategy.

Consultation Question 22

Do you agree with Preferred Option 20 - Waste Management?

If not, please give the reasons for your answer and explain how you would like to see it changed.

25 Strategic Locations

25.1 The analysis of the available Policy Options has repeatedly highlighted the importance of a number of specific locations for the future delivery of the emerging Core Strategy. These include:

- Birkenhead and Wirral Waters; and
- the industrial areas in Bromborough, particularly Wirral International Business Park.

25.2 National policy states that Core Strategies can set out details of key sites that are considered central to the achievement of the strategy.

25.3 There are two options. A strategic allocation would require a high level of detail and certainty to be provided within the Core Strategy and would need to appear on the Proposals Map which will replace the Unitary Development Plan. A broad location would require only a symbol on the Key Diagram for the Core Strategy. More specific details would then be worked up later in a site-specific Development Plan Document or Area Action Plan⁽²⁶⁰⁾.

Wirral International Business Park

25.4 While the boundary to Wirral International Business Park is not shown on the Proposals Map for the Unitary Development Plan⁽²⁶¹⁾, the industrial areas in Bromborough⁽²⁶²⁾ are already well-defined as Primarily Industrial Areas. Although the pattern of site-specific land allocations for new employment development needs updating⁽²⁶³⁾ this would, be better dealt with as part of a site-specific Development Plan Document.

Birkenhead and Wirral Waters

25.5 An exception to this is the Birkenhead Dock Estate, where the pattern of land use could be significantly different from that envisaged in the Unitary Development Plan. The boundary to the Dock Estate (and the policy that went with it) was deleted

260 the difference between a strategic allocation and a broad location is set out in national planning policy in Local Development Frameworks (PPS12, June 2008)

261 the current boundary extends from the course of the river Dibbin to the north of Pool Lane in the north to the Green Belt boundary alongside the Leverhulme Sports Ground in the south and includes all of the industrial and commercial areas between the A41 and the Mersey coast, including Croft Retail and Leisure Park but excluding the residential areas at Port Causeway

262 which include the factory and research facilities at Port Sunlight and Quarry Road East to the east of the A41

263 as most of the site specific land allocations contained within the Unitary Development Plan have now been developed

from the Unitary Development Plan following a Direction by the Secretary of State in September 2007 as the first stage in the promotion of the area for a wider range of uses. The area is now effectively "white land" in the Unitary Development Plan⁽²⁶⁴⁾.

25.6 The area lies at the heart of major regeneration proposals including national initiatives such as the Newheartlands Pathfinder and the Mersey Heartlands Growth Point, which form part of a wider vision for regeneration at the heart of the Liverpool City Region. It also lies at the heart of the area where social, economic and environmental needs and the proportion of vacant land and premises is greatest.

25.7 The owners of the Dock Estate have aspirations based on their land interests extending from the now infilled Bidston Dock at Wallasey Bridge Road in the west, through the Dock Estate at the East and West Floats to Alfred Dock and the Twelve Quays Ferry Terminal on the Mersey waterfront, to Woodside in Birkenhead and Cammell Lairds at Tranmere. The East Float has already been subject to major planning applications and further applications are expected at Bidston Dock and at Woodside. The Core Strategy will be seeking to promote the majority of this area as a modern high-density, mixed-use, commercial location that will, over the longer term, deliver the physical and economic transformation of the area. Delivery will extend well beyond the plan period for this current Core Strategy.

25.8 These proposals will also have a major impact on the surrounding neighbourhoods, including the industrial and residential areas within the Dock hinterland and Birkenhead Town Centre⁽²⁶⁵⁾. The main areas affected are shown on Picture 25.1 and include:

Wirral Waters

- Bidston Dock - mixed use retail and leisure development
- West Float - industrial and port-related development
- East Float - mixed uses including residential, retail, office and leisure

Partnership Neighbourhoods

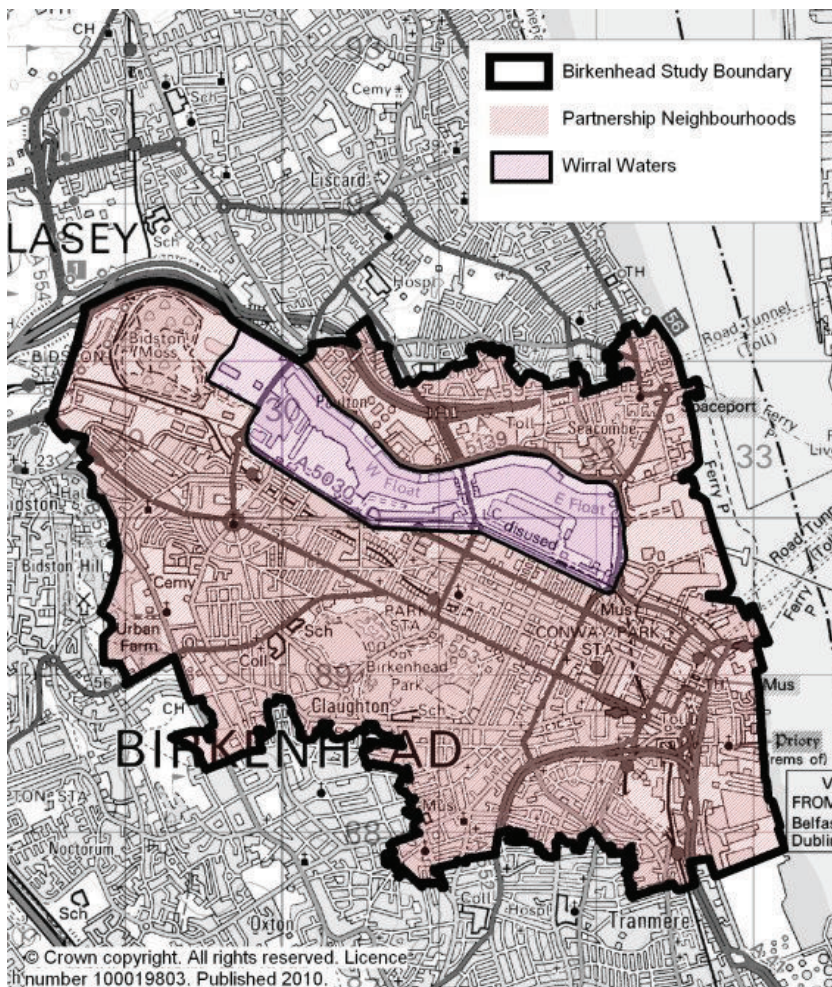
- Scott's Quay - mixed use, industrial, office and ancillary uses
- Twelve Quays - roll-on roll-off ferry terminal
- Woodside - mixed uses including residential, office, leisure and ancillary retail
- Cammell Lairds - industrial and port-related development
- Northside - mixed industrial and office development
- Southside - mixed industrial and office development
- Europa Boulevard - hotel, offices and leisure developments

264 "white land" is land with no notation in the Development Plan

265 these areas were identified in the initial Strategic Regeneration Framework for Wirral Waters, prepared and consulted on by the owners of the Dock Estate in 2006, which described them as Partnership Neighbourhoods outside the core Wirral Waters site

25.9 The heart of the area was designated as a Strategic Regional Site by the North West Development Agency in August 2010.

25.10 The Council has recently undertaken a major study into how best to secure the proper integration of these proposals with these surrounding areas⁽²⁶⁶⁾. The study area includes areas falling within the Newheartlands Pathfinder and the Mersey Heartlands Growth Point.



Picture 25.1

25.11 The study has created a new Vision for Birkenhead, underpinned by a number of guiding principles to inform the development of a single, integrated, comprehensive spatial plan to address the key social, economic and environmental issues of the area. The study sets out eight thematic principles, each supported by a series of objectives to guide future development. The next steps outlined in the study are to accelerate the implementation of the Newheartlands Pathfinder programme within the Birkenhead Priority Neighbourhood; advance the concept of an education cluster; prepare an integrated masterplan for Birkenhead Town Centre; develop an integrated strategy to tackle the underlying socio-economic problems of

the study area; and to develop an East Wirral traffic model and transport strategy for the Town Centre. The integration of these findings is expected to lead to the preparation of a series of Area Action Plans.

25.12 The Council therefore proposes to include a new Preferred Option as follows:

Preferred Option 21 - Strategic Locations

The Core Strategy will identify the area of Birkenhead and Wirral Waters, shown on Picture 25.1, with a symbol on the Core Strategy Key Diagram as a broad location for the development of a New City Neighbourhood⁽²⁶⁷⁾.

The Core Strategy will indicate the intention to prepare a series of Area Action Plans for the remaining areas in the surrounding Partnership Neighbourhoods.

Settlement Area Policies will set out the main priorities for the industrial locations in Bromborough and the Wirral International Business Park⁽²⁶⁸⁾.

Precise locations and boundaries will be included in a site-specific Development Plan Document, specifying timescales for delivery.

25.13 The revised sustainability appraisal shows that Preferred Option 21 is considered sustainable. It is likely to have a positive impact in terms of employment opportunities, accessibility to jobs, improved economic prosperity, standards of wellbeing, and the protection of greenfield sites. Preferred Option 21 should, however, be operated in conjunction with Preferred Option 15 - Better Design and Preferred Option 16 - Development Management to mitigate any potential negative impacts⁽²⁶⁹⁾.

25.14 The draft Habitats Regulations Assessment shows Preferred Option 21 is capable of a significant adverse effect on European sites and will require appropriate assessment. Avoidance and/or mitigation is, however, likely to be possible through amendments to other Preferred Options⁽²⁷⁰⁾.

Alternative Policy Option

25.15 To ensure flexibility, the Council must also indicate a preferred alternative Policy Option were Preferred Option 21 not to be accepted.

25.16 The next best performing option would be to identify one or more of the areas indicated as a strategic allocation. This has not been preferred because the designation of a strategic allocation would require a level of certainty which cannot currently be provided. As the realisation of these proposals is likely to extend well

267 in line with Preferred Spatial Objective 7 - New City Neighbourhood

268 in line with Preferred Option 2 - Settlement Area Policies

269 Core Strategy Preferred Options Revised Sustainability Appraisal (2010)

270 Core Strategy Preferred Options Habitats Regulations Assessment (2010)

beyond the fifteen-year period for the Core Strategy and the pace of delivery will be largely dependent on market conditions, it is not considered practical to provide the level of detail required to make a strategic allocation. The approach set out under Preferred Option 4 - Broad Spatial Strategy allows for the pace of development to be increased, if market conditions allow.

Consultation Question 23

Do you agree with Preferred Option 21 - Strategic Locations?

If not, please give the reasons for your answer and explain how you would like to see it changed.

26 Document List

Name	Summary of Content	Date	Prepared By
Building a New Mobility Culture - Challenges and Opportunities for Future Transport Provision in Merseyside	A consultation document setting out the issues that will need to be considered in the next Local Transport Plan for Merseyside.	2010	Merseyside Transport Partnership
Birkenhead and Wirral Waters Integrated Regeneration Study	A study to provide a comprehensive regeneration plan for the commercial heartland of Birkenhead	2010	GVA Grimley
Brand New Brighton Pier Feasibility Study	A study looking at the structural, environmental and financial aspects of reintroducing a pier at New Brighton including the nature of uses that a new structure could accommodate	2009	Faber Maunsell/AECOM
Catchment Flood Management Plan - Mersey Estuary	Sets out the policies that will be applied to control flood risk within the catchment of the River Mersey	2009	Environment Agency
Catchment Flood Management Plan - River Dee	Sets out the policies that will be applied to control flood risk within the catchment of the River Dee	2010	Environment Agency
Cheshire Heritage Landscape Characterisation Project	An assessment of the historic character of the Cheshire landscape which includes an assessment of Wirral's rural areas	2008	Cheshire County Council
Core Strategy - Report of Initial Consultation	A report setting out the findings of initial public consultation on strengths, weaknesses, opportunities, threats and local needs within the Borough to inform the preparation of the Core Strategy	2006	Wirral Council
Core Strategy - Second Report of Initial Consultation	A report setting out the results of public consultation to prioritise the issues identified in response to consultation on strengths, weaknesses, opportunities, threats and local needs within the Borough	2009	Wirral Council
Core Strategy - Issues, Vision and Objectives Report	A consultation report setting out the Council's initial proposals for the issues to be addressed in the vision and objectives for the Core Strategy	2009	Wirral Council

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Name	Summary of Content	Date	Prepared By
Core Strategy - Report of Consultation on Issues, Vision and Objectives	A report setting out the results of public consultation on the Issues, Vision and Objectives Report	2010	Wirral Council
Core Strategy - Spatial Options Report	A consultation report setting out what the Council believes are the main options that will need to be considered before deciding on the most appropriate long term spatial strategy for the Borough	2010	Wirral Council
Core Strategy - Spatial Options Interim Sustainability Appraisal Report	A report setting out the likely implications of each of the spatial options for the Core Strategy for the promotion of local sustainable development	2010	Wirral Council
Core Strategy - Habitats Regulation Initial Screening Assessment	A report setting out an initial assessment of the potential impact of the spatial options for the Core Strategy on designated European Sites	2009	Wirral Council
Core Strategy - Spatial Options Equality and Diversity Impact Assessment	A report setting out the potential impact of the spatial options for the Core Strategy on different social groups	2010	Wirral Council
Core Strategy - Report of Consultation on Spatial Options	A report setting out the results of public consultation on the Core Strategy Spatial Options Report	2010	Wirral Council
Core Strategy - Revised Spatial Portrait	A report setting out an updated spatial portrait of the Borough amended in response to public consultation	2010	Wirral Council
Core Strategy - Preferred Options Assessment Report	A report setting out an updated assessment of the spatial options for the Core Strategy amended in response to public consultation	2010	Wirral Council
Core Strategy - Preferred Options Sustainability Appraisal Report	A report setting out the likely implications of each of the preferred options for the Core Strategy for the promotion of local sustainable development	2010	Wirral Council
Core Strategy - Preferred Options Habitats Regulation Assessment	A report setting out an assessment of the potential impact of the preferred options for the Core Strategy on designated European Sites	2010	Wirral Council

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Name	Summary of Content	Date	Prepared By
Core Strategy - Preferred Options Equality and Diversity Impact Assessment	A report setting out the potential impact of the preferred options for the Core Strategy on different social groups	2010	Wirral Council
Core Strategy - Preferred Options Implications for Unitary Development Plan Policies	A report setting out the expected implications of the preferred options for the Core Strategy on the replacement of the policies and proposals contained within the the Wirral Unitary Development Plan	2010	Wirral Council
Core Strategy - Preferred Options - Delivery Framework	A consultation document setting out a summary of the main projects and developments that will contribute towards the delivery of the Core Strategy	2010	Wirral Council
Liverpool City Region Economic Forecasts: Recession & Recovery	A report setting out the long term economic prospects for the Liverpool City Region to 2030	2009	The Mersey Partnership
Economic Strategy for Rural Merseyside - Wirral Summary (also known as Green Zone 2025)	A strategy for sustainable economic development across rural Merseyside	2009	Rural Innovation
Embracing Change: Enterprise Strategy for Wirral	A strategy setting out short, medium and long term priorities for improving local enterprise and economic performance	2007	Wirral Council
Employment for All: Full Employment Strategy	This strategy identifies the key challenges facing employment within the Borough and suggests the steps required to work towards full employment	2006	Centre for Social Inclusion
English Index of Multiple Deprivation	An index which combines a range of social and economic indicators to provide a single deprivation score for local areas in England	2007	Office for National Statistics
Future North West Our Shared Priorities	A report setting out the vision and priorities for the North West Region over the next 20 years	2010	4NW and NWDA
Future Golf Resort - Detailed Needs Assessment	A report setting out the planning issues, likely catchment and mix of uses that could be contained in a new Golf Resort at Hake	2006	Capita Symonds

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Name	Summary of Content	Date	Prepared By
Future Golf Resort - Technical Assessment	A report setting out the technical and environmental considerations that may influence the potential location of a new Golf Resort at Hoylake	2007	Capita Symonds
Interim Planning Policy for New Housing Development	An interim policy to support the regeneration of identified priority areas in the east of the Borough, in line with the objectives of the Regional Spatial Strategy	2005	Wirral Council
Hoylake and Meols Promenade Masterplan	A study setting out a series of proposed improvements to the public realm in Hoylake and Meols	2009	Scott Wilson
Joint Waste Development Plan Document for Merseyside and Halton	A sub-regional Development Plan Document which will replace the policies and proposals for waste management contained within the Unitary Development Plan for Wirral	2010	Merseyside Environmental Advisory Service
Liverpool City Region Economic Strategy and Action Plan	A sub-regional strategic action framework to enhance economic development within the City Region	2005	The Mersey Partnership
Liverpool City Region Housing Strategy	A strategy for investment in future housing development across the Liverpool City Region	2007	GVA Grimley
Liverpool City Region Housing Strategy - Annual Monitoring Reports	A regular report monitoring the performance of the housing market within the sub-region	2009, 2010	MIS Mott MacDonald
Liverpool City Region Multi Area Agreement	A contract between central Government and sub-regional partners to deliver common goals for the City Region	2009	Liverpool City Region Cabinet
Liverpool City Region Economic Forecasts: Recession & Recovery	A report setting out the long term economic prospects for the Liverpool City Region to 2030	2009	The Mersey Partnership
Liverpool SuperPort	A prospectus setting out proposals to integrate air, port, logistics and transportation across the Liverpool City Region	2008	The Mersey Partnership

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Name	Summary of Content	Date	Prepared By
Local Development Framework for Wirral - Annual Monitoring Report	A regular report monitoring performance against national and local indicators and progress on the preparation of the Council's Local Development Framework	2009	Wirral Council
Mersey Coastal Park Strategy	A framework for the regeneration of the Mersey waterfront between Rock Ferry and Eastham Country Park	2010	Wirral Council
Mersey Heartlands Growth Point - Programme of Development	A report setting out the plans and ambitions, infrastructure requirements and funding needed to support the programme for the delivery of the Mersey Heartlands Growth Point	2008	Liverpool City Council, Wirral Council and Peel Holdings
Mersey Heartlands Growth Point - Strategic Housing Land Availability Growth Point Statement	An assessment of the housing land supply in Liverpool and Wirral to support the delivery of the Mersey Heartlands Growth Point	2010	Roger Tym and Partners and A.P. Sheenan
Merseyside Gypsy and Traveller Accommodation Assessment	An assessment of the need for gypsy and traveller accommodation in Liverpool, Sefton, Wirral and Knowsley	2008	Salford University
Merseyside Heritage Characterisation Project	An assessment of the historic character of the urban and rural landscape of the five local authorities of Merseyside which provides an assessment of Wirral's urban areas	2010	MAAS, National Museums Liverpool
Merseyside Mineral Resource Study	A review of mineral resources and reserves within Merseyside	2008	Urban Vision
North West of England Plan 2021 (revoked in July 2010)	The Regional Spatial Strategy for the North West which previously formed part of the statutory Development Plan for Wirral	2008	Government Office for the North West
North West of England and North Wales Shoreline Management Plan SMP2 Consultation Report	A management plan setting out priorities for coast protection along the North West coastline	2010	Halcrow Group
Regional Economic Strategy	A strategy setting out the key priorities for the delivery of economic growth in the North West	2006	NWDA

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Name	Summary of Content	Date	Prepared By
Regional Housing Strategy	A strategy setting out the key priorities and objectives for addressing the strategic housing issues facing the North West region	2005	North West Regional Housing Board
Regional Strategy (also now known as RS2010, which is now proposed for abolition)	A single regional strategy bringing together existing regional spatial, social, environmental and economic strategies to set out a new long term vision for the region (now replaced by Future North West Our Shared Priorities)	2010	NWDA and Regional Leaders Board
State of the Northwest Economy A Long-term Forecast for the Northwest 2010–2030	Assesses the current economic climate in the North West and provides a forecast taking into account threats and opportunities to the Northwest economy.	2010	Regional Economic Forecasting Panel
River Basin Management Plan for the North West River Basin	A management plan setting out priorities for managing water quality in the North West River Basin	2009	Environment Agency
River Basin Management Plan for the Dee River Basin	A management plan setting out priorities for managing water quality in the Dee River Basin	2009	Environment Agency
UK Low Carbon Transition Plan	A national strategy setting out proposals for cutting emissions and maintaining secure energy supplies	2009	Department for Energy and Climate Change
UK Renewable Energy Strategy	A national strategy setting out priorities for renewable energy use in electricity, heat and transport	2009	Department for Energy and Climate Change
West Kirby Public Realm Improvements Report	A study setting out a series of proposed improvements to the public realm in West Kirby	2007	Atkins
Wirral 2025 More Equal More Prosperous A Sustainable Community Strategy	A strategy setting out how local partners will work collectively to improve quality of life within Wirral	2009	Wirral Council
Wirral Biodiversity Audit	An audit of available information on the Borough's biodiversity resources including a review of the criteria for the selection of local wildlife sites	2009	Penny Anderson Associates

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Name	Summary of Content	Date	Prepared By
Wirral Climate Change Strategy	A strategy to tackle climate change by working with local businesses and communities to reduce Wirral's carbon emissions	2007	Wirral Council
Wirral Corporate Plan	Wirral Council's corporate priorities to deliver a more prosperous and equal Wirral	2009	Wirral Council
Wirral Country Park Improvements Study	A study setting out a series of proposed improvements to Wirral Country Park	2006	Atkins
Wirral Economic Regeneration Investment Framework	A comprehensive analysis of local economic regeneration and investment setting out the strengths and weaknesses of the Borough's economic performance	2005	GVA Grimley
Wirral Employment and Investment Framework	Includes recommendations on the interventions required to tackle employment, enterprise and skills, inform decisions on applications for external funding and provide a framework for commissioning projects under the Working Neighbourhoods Fund	2008	Regeneris Consulting
Wirral Employment Land and Premises Study	An assessment of the supply and demand for employment land and premises setting out recommendations on the future allocation of employment land to maintain economic growth	2009	Business Environments Group
Wirral Health Profile	A compendium of health-related statistics for the Wirral PCT administrative area	2009	Wirral NHS Primary Care Trust
Wirral Housing Strategy	A Strategy setting out local objectives and priorities for housing and related services and an action plan for achieving sustainable communities	2005	Wirral Council
Wirral Investment Strategy	A strategy that outlines local economic opportunities and constraints and key priorities to drive economic growth	2007	Wirral Council
Wirral Landscape Character Assessment	An assessment of the landscape and visual character of the countryside in Wirral	2009	The Environment Partnership

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Name	Summary of Content	Date	Prepared By
Wirral Open Space and Recreation Audit	An audit of the quantity, quality and distribution of recreational open space	2010	Strategic Leisure
Wirral Partnership Agreement 2008-2011	A local area agreement between central Government and local partners which sets out a three-year delivery plan for key elements of the Sustainable Community Strategy	2008	Wirral Partnership
Wirral Planning Application Validation Checklist	A checklist setting out the information that must be provided when submitting an application for planning permission		Wirral Council
Wirral Playing Pitch Assessment	An assessment of the supply and demand of playing pitches	2004	Wirral Council
Wirral Strategic Flood Risk Assessment	An assessment of areas at risk of flooding	2009	Faber Maunsell
Wirral Strategic Housing Land Availability Assessment	An assessment of the Borough's housing land supply to 2026	2010	Roger Tym and Partners and A.P. Sheenan
Wirral Strategic Housing Market Assessment Update	A revised assessment of local housing needs including the need for affordable and specialist housing, to take account of the impact of the economic downturn	2010	Fordhams Research
Wirral Strategic Housing Market Assessment - Affordable Housing Viability Study	An assessment of the viability of targets for affordable housing	2010	Fordhams Research
Wirral Town Centres, Retail and Commercial Leisure Study	An assessment of the function of retail centres across Wirral providing recommendations to inform the Local Development Framework	2009	Roger Tym and Partners
Wirral Unitary Development Plan	An old-style Development Plan adopted by the Council in February 2000, which will be progressively replaced by the new-style Development Plan Documents contained within the emerging Local Development Framework	2000	Wirral Council
Wirral Unitary Development Plan - Schedule of	A schedule of existing Supplementary Planning Documents and Supplementary Planning Guidance	2010	Wirral Council

Name	Summary of Content	Date	Prepared By
Supplementary Guidance	Notes related to the policies and proposals of the Wirral Unitary Development Plan		
Wirral Waters Strategic Regeneration Framework	A framework for the future development of the Birkenhead Dock Estate and its surrounding areas	2007	Turley Associates
Woodside Masterplan	A masterplan for the development and regeneration of land and buildings at Woodside in Birkenhead	2006	Building Design Partnership

27 Glossary

Terminology	Abbreviation	Explanation
4NW		The Regional Leaders Board including Council leaders from across the North West of England responsible for preparing a wide variety of regional strategies and initiatives including the former Regional Spatial Strategy
Air Quality Management Area	AQMA	An identified area for which an action plan must be prepared to improve air quality to meet national objectives
Affordable Housing		Housing at a cost below that typically available in the open market including social rented and shared-ownership housing
Allocation ²⁵		The identification of a specific piece of land for a specific type of development in a Development Plan Document or Unitary Development Plan
Amenity		A summary term for the quality of life and surroundings
Annual Monitoring Report	AMR	A written report, published by the Council towards the end of each calendar year, setting out progress on the delivery of the Local Development Scheme and the extent to which the policies set out in Local Development Documents are being achieved
Area Action Plan	AAP	A Development Plan Document setting out a more detailed programme of action within a specific location
Assisted Area		Area designated by the European Commission to receive additional Government funding to support employment and economic revitalisation
Atlantic Gateway		A framework for collaboration between the Manchester and Liverpool City Regions to promote the economic regeneration of the wider area, including major projects such as 'Wirral Waters'
Biodiversity		A collective term for the full variety of biological life on earth including plants, animals and eco-systems
Biodiversity Action Plan	BAP	A document setting out priorities for the conservation of nature and the enhancement of biodiversity
Building Research Establishment Environmental Assessment Method	BREEAM	An assessment method which sets the standard for best practice in sustainable design and measures a building's environmental performance
Broad Strategic Location		A general geographical area identified in the Core Strategy where a particular type of development is likely to take place

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Terminology	Abbreviation	Explanation
Brownfield Land		See 'Previously Developed Land'
Building for Life		A Government endorsed standard method for assessing the quality of new housing development. Sites are scored against a series of twenty criteria which can be viewed at http://www.buildingforlife.org/
Buildings and Monuments at Risk Register		The predecessor of the national 'Heritage at Risk Register'
Cabinet		A group of Local Councillors appointed by the Council to take executive decisions on behalf of the Council
Call for Sites		An exercise undertaken by the Council as part of the preparation of the evidence base for the Core Strategy, in which the public were invited to submit sites with potential for housing or employment uses
Charging Schedule		Related to the Community Infrastructure Levy. A schedule setting out the details of the charge(s) to be applied to each category of development as a cost per unit or site area
Code for Sustainable Homes		A code which measures a new home against nine categories of sustainable design, using a one to six star rating system. The code is expected to become mandatory for all new housing development in future
Commission for Architecture and the Built Environment	CABE	A national public body that advises on best practice in architecture and urban design
Communities and Local Government	CLG	The Government Department responsible for planning, building and the environment
Community Infrastructure Levy	CIL	A Government proposal which, if implemented, will empower local authorities in England and Wales to levy a financial charge on new development to pay for local infrastructure to be provided within the area
Comparison Goods		Non-food items including household goods, furniture, electrical goods and clothing
Compulsory Purchase Order	CPO	A legal function which enables certain public bodies to purchase land or property without the consent of the owner
Conservation Area	CA	An identified area designated by the Council to allow the character and appearance of that area to be protected and enhanced

Terminology	Abbreviation	Explanation
Control of Major Accident Hazards Sites	COMAH	A site which is subject to special statutory controls to minimise and prevent a potential hazard to public safety
Convenience Goods		Largely relates to perishable goods which are purchased on a regular basis. Some non-food goods are also classed as convenience such as newspapers, tobacco and alcohol
Core Strategy		A Development Plan Document setting out the spatial vision and general strategy for the future development of the Borough
Corporate Plan		A public document prepared by the Council setting out the Council's main priorities for the future
Decentralised Energy		A usually small scale energy supply from local renewable and/or low-carbon source which is not normally directly related to the national energy generation network
Developer Contributions		The provision of a payment or facility part or wholly funded by a developer to meet a specific planning requirement
Development Management		The function within the Council which processes and determines planning applications
Development Plan		The statutory Development Plan for the Borough is currently the Unitary Development Plan for Wirral adopted in February 2000, until the Unitary Development Plan has been replaced by the Development Plan Documents in the Local Development Framework. Individual planning decisions must be made in accordance with the Development Plan unless material considerations indicate otherwise
Development Plan Document	DPD	A Local Development Document with status as part of the Development Plan for the Borough
Dock Estate		An area of land owned and operated by a port operator
Economic Assessment		A duty placed on Local Authorities to prepare an assessment of the economic conditions of their area
Environment Agency	EA	A government body that aims to control and prevent a wide variety of harmful impacts on the environment
Equality and Diversity Impact Statement		A formal assessment indicating whether a local policy document is likely to have a disproportionate impact on different social groups
European Sites		Sites designated for their international importance for nature conservation

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Terminology	Abbreviation	Explanation
Evidence base		Information and data gathered to support the policy approach set out in Local Development Documents
Geodiversity		A collective term for the full variety of earth materials including minerals, rocks and sediments
Government Office North West	GONW	A government body responsible for national policies and initiatives within Cheshire, Cumbria, Greater Manchester, Lancashire and Merseyside
Green Belt		Land designated for protection to prevent urban sprawl and to safeguard surrounding countryside from further encroachment
Greenfield		Land that has not been previously developed. Includes land that is or has been occupied by agricultural or forestry buildings; developed for minerals extraction or waste disposal by landfill purposes; and undeveloped land in built-up areas such as parks, recreation grounds, allotments and gardens
Green Infrastructure	GI	Networks of public and private green spaces and habitats
Growth Point		An area identified by the Government in which an accelerated level of housing delivery will be promoted
Gross Value Added	GVA	A measure of the performance of the local economy.
Gypsies and Travellers		People of nomadic habit of life whatever their race or origin, including those who have ceased to travel temporarily or permanently
Habitat Regulations Assessments	HRA	An assessment of the impact of emerging policies and proposals on European Sites
Health and Safety Executive	HSE	A government agency responsible for promoting and enforcing health and safety including the control of hazardous substances and installations
Heritage at Risk Register		A national record of nationally designated heritage assets that are considered to be at serious risk of at harm of damage
Housing Market Renewal Initiative Pathfinder Area	HMRI	An area defined by the Secretary of State as a focus for public action to restructure the local housing market, also known as the Newheartlands Pathfinder, which in Wirral includes parts of Birkenhead, Tranmere, Seacombe, Bidston and Liscard

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Terminology	Abbreviation	Explanation
Index of Multiple Deprivation	IMD	A nationally calculated index which combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for local neighbourhoods in England
Infrastructure		Assets, services or facilities required to serve a new development such as new roads or drainage
Initial Consultation		The stage at which the scope and content of an emerging Development Plan Document or Supplementary Planning Document is decided in consultation with stakeholders
Integrated Pollution Prevention and Control	IPPC	A system that employs an integrated approach to control the environmental impact of emissions arising from industrial activities to land, water and air
Interim Housing Policy Area	IHPA	The area of the Borough defined in the Council's Interim Planning Policy for New Housing Development (October 2005) as the target area for new housing development, focused on New Brighton, Liscard, Seacombe, Leasowe, Birkenhead, Beechwood, Tranmere, Rock Ferry and parts of Bromborough
Interim Planning Policy for New Housing Development (October 2005)		A policy document adopted by the Council, following public consultation, which sets out the Council's policies for the location of new housing development until an appropriate Development Plan Document is adopted
Key Diagram		A summary plan used to illustrate the broad location for future development and/or protection
Limehouse Software		An internet-based computer software package designed to aid the more efficient handling of public consultation
Liverpool City Region		The Liverpool City Region comprises of Liverpool, Halton, Knowsley, Sefton, St Helens and Wirral.
Local Area Agreement	LAA	A formal agreement by the Council and other local service providers to meet a set of specific targets for the delivery of selected local services
Local Development Document	LDD	A document prepared as part of the Local Development Framework for the Borough
Local Development Framework	LDF	The overall name for the collection of adopted Local Development Documents for the Borough
Local Development Scheme	LDS	A document setting out the Council's proposals for the content of the Local Development Framework and the timetable for the preparation of individual Local Development Documents

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Terminology	Abbreviation	Explanation
Local Distinctiveness		The main features of an area which contribute to its unique character and sense of place
Local Enterprise Partnership	LEP	A new-style partnership of local authorities and business representatives intended to promote local economic development
Local Strategic Partnership	LSP	A non-statutory partnership of public, private, business, community and voluntary sectors intended to co-ordinate improvements within a local area
Local Transport Plan	LTP	A joint strategy for investment in the provision and management of transport infrastructure including buses, trains, ferries, freight, roads, footpaths and cycleways
Low Carbon Energy		Power that comes from sources that produce fewer greenhouse gases than traditional means of power generation
Multi Area Agreement	MAA	A cross-boundary Local Area Agreement bringing together key players in flexible ways to tackle issues that are best addressed in partnership, at a regional and sub-regional level
Mersey Heartlands Growth Point		An area, with the same boundary as the HMRI Pathfinder, which was designated as a New Growth Point in December 2008 to increase the national delivery of new housing
Mersey Dee Alliance	MDA	A partnership between the local authorities of Cheshire West and Chester, Denbighshire, Ellesmere Port & Neston, Flintshire, Wirral, Wrexham, the Welsh Assembly Government and Merseytravel
(The) Mersey Partnership	TMP	A sub-regional public/private sector partnership to promote economic development, investment and tourism across the Liverpool City Region
Merseyside		The land area covered by the local Councils of Liverpool, Wirral, Sefton, Knowsley and St Helens.
National Land Use Database	NLUD	A database of all previously developed land and buildings within England that may be available for development
New City Neighbourhood		A newly constructed neighbourhood including a wide range of uses which is intended to lead to the commercial transformation of the older urban area
Newheartlands		One of ten nationally designated Housing Market Renewal Pathfinder Initiative Areas, which in Merseyside includes parts of Liverpool, Sefton and Wirral, which are designed to tackle low demand and housing market failure in areas of greatest need

Terminology	Abbreviation	Explanation
Next Generation Access	NGA	The latest high-capacity, high-speed access system for the digital transfer of data and information
Nomis	NOMIS	A database of official labour market statistics, run on behalf of the Office for National Statistics
Nottingham Declaration on Climate Change		A declaration which all local authorities are invited to sign to commit to reducing the impacts of climate change
North West Development Agency	NWDA	A public body set up to promote economic development within the North West Region
Office of National Statistics	ONS	The Government Department responsible for collecting and publishing official statistics about the UK's society and economy
Partnership Neighbourhoods		The existing neighbourhoods immediately adjacent to the proposed development at 'Wirral Waters' within the Birkenhead Dock Estate
Permitted Development		Development that can be undertaken without the need to apply to the Council for planning permission
Planning Policy Statement	PPS	Documents produced by the Government to provide guidance to local authorities and others on national policy and the operation of the planning system
Preferred Options		The stage at which the development options preferred by the Council, for inclusion in a Development Plan Document, are published, alongside an explanation of why they have been chosen
Previously Developed Land	PDL	Land that is or was occupied by a permanent structure and associated fixed surface infrastructure. The full definition is set out in national advice published by the Secretary of State. Also known as 'brownfield' land
Private Finance Initiative	PFI	A Government promoted method for providing financial support for public projects through a partnership with the private sector
Proposals Map		An annotated map showing the areas of land where the policies and proposals contained within the Unitary Development Plan or contained within in a Development Plan Document will apply
Regional Planning Guidance	RPG13	An old-style document published by the Secretary of State to guide the preparation of local Development Plans which has now been replaced by the Regional Spatial Strategy for the North West

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Terminology	Abbreviation	Explanation
Regional Spatial Strategy	RSS	A statutory document, issued by the Secretary of State, setting out the vision and priorities for future development within the North West Region, which previously had status as part of the Development Plan for the Borough but which was formally revoked in July 2010
Regional Strategy	RS2010	A new-style single unified strategy which was initially intended to set out the long term strategic framework for the North West which the new Coalition Government now intends to abolish
Registered Social Landlord	RSL	An organisation registered as a provider of social housing to meet the needs of people unable to afford to own their own home
Renewable Energy		Energy that is generated from resources which can be naturally replenished such as wind, sunlight, rain, tides, geothermal heat and waste
RSS Inner Area		A geographical area defined in the former Regional Spatial Strategy, in Wirral referring to the boundary of the Newheartlands Housing Market Renewal Pathfinder Area
RSS Outer Area		A geographical area defined in the former Regional Spatial Strategy, in Wirral referring to the remaining areas to the east of the M53 Motorway outside the Inner Area
RSS Rural Area		A geographical area defined in the former Regional Spatial Strategy, in Wirral referring to the areas to the west of the M53 Motorway
Scheduled Ancient Monument	SAM	An identified area designated by the Secretary of State on the basis of its national importance for archaeology
Secretary of State		The person appointed by the Prime Minister to have overall responsibility for the operation of the national planning system, currently the Secretary of State for Communities and Local Government
Settlement Area		A geographical area used by the Council to represent one of the eight main groups of settlements within the Borough
Site of Biological Importance	SBI	A site designated in the Unitary Development Plan on the basis of its local importance for nature conservation
Site of Special Scientific Interest	SSSI	A site designated by the Secretary of State on the basis of its scientific importance for nature conservation and/or earth science
Site-Specific Development Plan Document		A Development Plan Document which identifies and allocates specific areas of land for new development

Terminology	Abbreviation	Explanation
Section 106 Agreement		A legal agreement between the Council and a developer to ensure that certain specified works will be undertaken if planning permission is granted for a particular development
Spatial Planning		A general process to achieve the most efficient use of land by balancing competing demands within the context of sustainable development, to enable the Council and other organisations to co-ordinate their activities to achieve agreed geographical objectives
Spatial Vision		A brief statement of the main aspirations for the future development and wellbeing of the Borough
Specialist Housing		Any form of purpose-designed housing or communal establishment such as sheltered, supported, extra care or wheelchair standard housing which caters for people who are unable to live independently in ordinary housing
Stakeholder		A person or organisation with an interest in the future planning and development of the Borough
Statutory		A document or process which has a special legal status, as set out in national law
Strategic Allocation		An area of land allocated in the Core Strategy for a specific type of development that is considered to be essential to delivery of the vision and spatial strategy for the area
Strategic Environmental Assessment	SEA	A written assessment of the potential of the proposals contained within a Development Plan Document or Supplementary Planning Document to have significant effects on the environment, undertaken as part of the Sustainability Appraisal process
Strategic Housing Land Availability Assessment	SHLAA	A document which examines potential sites for housing across the Borough and assesses them in terms of their suitability, availability and achievability
Strategic Housing Market Assessment	SHMA	A document which examines the key features of Wirral's housing market, including housing need, supply and demand
Strategic Regeneration Framework		A framework for the future development of Wirral Waters
Strategic Regional Site	SRS	An area of land identified by the North West Regional Development Agency as a priority location for the promotion of new business development

Core Strategy for Wirral - Draft Preferred Options Report (Cabinet 23 September 2010)

Terminology	Abbreviation	Explanation
Super Output Area	SOA	A geographical unit containing about 1,500 people used as the basis for the collection and analysis of national statistics
Supplementary Planning Document	SPD	A Local Development Document which provides additional information to assist in the delivery of an adopted policy within a Development Plan Document (or an adopted policy in the Unitary Development Plan until that policy has been replaced)
Sustainability Appraisal	SA	A written appraisal of the likely social, economic and environmental impact of the proposals contained within a Development Plan Document or Supplementary Planning Document
Sustainable Community Strategy	SCS	A strategy setting out the overall vision for the improvement of the area prepared under the Local Government Act 2000 by the Local Strategic Partnership
Sustainable Development		The idea of ensuring a better quality of life for everyone, now and for future generations
Twelve Quays		A former dockland area along the Mersey waterfront between the ferry terminals at Seacombe and Woodside to the east of Birkenhead Road, Tower Road and Canning Street which was previously identified as a Strategic Regional Site
Unitary Development Plan	UDP	An old-style Development Plan, which will be progressively replaced by the new-style Development Plan Documents contained within the emerging Local Development Framework
Water Cycle Study		An assessment of the potential impacts of future development on issues related to water resources including supply and treatment, flood risk and water quality
Water Framework Directive		A European Union Directive which requires that all coastal and inland waters within defined river basin districts must reach at least good status/ potential by 2015
Wirral Biodiversity Action Plan	WBAP	A document setting out local measures to enhance and safeguard the Borough's most important habitats and species
Wirral International Business Park		A designated Strategic Regional Site in Bromborough to the east of the A41 extending across the area between the watercourse at Bromborough Pool and Eastham Country Park

Terminology	Abbreviation	Explanation
Wirral Planning Applications Checklist		A checklist, prepared following public consultation, that sets out the type of information that must be submitted as part of an application for planning permission
Wirral Waters		A project to create an internationally recognised city waterfront, focused upon the East Float of the Birkenhead and Wallasey dock system, together with a distinctive leisure and retail destination at Bidston Dock, now designated as part of a Strategic Regional Site
Workshop		A meeting used for the purpose of public consultation to seek peoples views on particular issues related to the preparation of a Local Development Document

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Summary and Response to 'Future North West: Our Shared Priorities', the regional document replacing RS2010: A Regional Strategy for England's North West.

1. Executive Summary

- 1.1 This report provides a summary of Future North West: Our Shared Priorities published for consultation by the North West Development Agency (NWD) and the Regional Leaders Board 4NW. A proposed Wirral Council consultation response is attached at Appendix 1. Members are asked to support the response for submission.

2. Background

- 2.1 The Local Democracy, Economic Development and Construction Act in 2009 placed a statutory duty on 4NW (the Regional Leaders Board) and NWD to produce a single Northwest Regional Strategy which set out the long term strategic framework for sustainable economic growth. Cabinet has received reports on the development stages of RS2010 Northwest Regional Strategy process which are as follows:
- 23rd April 2009: Summary and response to RS2010: Principles & Issues Paper;
 - 4th February 2010: Summary and response to RS2010: Part 1 Higher Level Strategic Framework.
- 2.2 RS2010: Part 2: Detailed Policies and Implementation Plan was due for development and consultation in Spring 2010. In June 2010, the Coalition Government announced its intention to remove the statutory basis for Regional Strategies and transfer decision-making on planning and housing matters to local authorities. The North West Regional Strategy Advisory Group has however, agreed that there remains a need for a document presenting a shared vision and a set of integrated priorities for the region. As a consequence RS2010: The Northwest Regional Strategy had been redeveloped as a streamlined non-statutory, high level framework titled 'Future North West'.
- 2.3 Future North West was published in August 2010 and is open for feedback and comments until 8th October 2010. The final version, taking account of feedback, is planned for publication after the outcome of the Comprehensive Spending Review. It is anticipated that partners could use Future North West as a basis to help deliver regionally shared priorities.
- 2.4 Future North West has been published in the context of changing spatial structures. The Government signalled its intention to create Local Enterprise Partnerships (LEPs) in the emergency budget on the 22nd June 2010. Local Enterprise Partnerships represent a functional economic footprint and travel to work area. The Liverpool City Region Cabinet agreed in principle at its meeting on the 30th July 2010 to submit an LEP proposal to Government, subject to formal agreement from each Local Authority. As part of the Government's changes, Regional Development Agencies will be abolished and the LEPs will have a responsibility for improved co-ordination of public and private investment areas of economic development. In addition, funding for 4NW has ceased following the revocation by government of the Regional Spatial Strategy. Discussions are currently ongoing for a residual regional level body to continue in a supervisory capacity and support the integration between LEPs in the region and to effectively monitor residual

regional level issues such as planning and major transport schemes. Cabinet received a report on LEPs on 2nd September 2010 and endorsed Wirral's involvement in the Liverpool City Region LEP.

2.5 There is a need to address issues in the context of economic competitiveness at a regional level in the interim period before the LEPs are established. The current proposal by 4NW is to operate nine boards at the regional level to manage the transition from the removal of NWDA by March 2012 to the establishment of LEPs. These boards will include:

- RDA Assets and Liabilities
- Business Support
- Civil Contingencies
- Europe
- Planning
- Research Intelligence/Sectoral Development
- Inward Investment
- Staffing Issues
- Tourism

3. Future North West

3.1 Following the format of the two previous RS2010 documents, Future North West presents a vision of the region in 20 years time. The vision maintains the same content of RS2010 iterations condensed into the following statement:

'The quality of life for the people of the NW will be excellent and the area will become more prosperous, more equitable and low carbon. By 2030 it will be a better place to live, learn, work, visit and invest in with:

- *Job opportunities for all in a highly productive, well-skilled, internationally competitive, knowledge-based and resource efficient economy which is adapting to climate change and living within environmental limits; and*
- *High levels of health and social wellbeing, minimal deprivation and child poverty, good housing and excellent physical and digital connectivity.'*

3.2 The four overarching themes of RS2010 under which priority actions are proposed remain within Future North West. Each theme also retains consistent actions areas. The four themes are as follows:

- Capitalise on the opportunities of moving to a low carbon economy and society, and address climate change and resource efficiency;
- Build on our sources of international competitive advantage and distinctiveness;
- Release the potential of our people & tackle poverty;
- Ensure the right housing and infrastructure for sustainable growth.

3.3 The main area of difference in Future North West however, is the cementing of key spatial priorities and the inclusion of a definitive set of 'Big Ticket Issues' which are proposed as the 'absolutely fundamental issues for North West partners to put their collective weight behind.' Paragraphs 3.4 to 3.5 of this report provide a summary of these additions.

Key Spatial Priorities

3.4 Building on proposals in the development of RS2010, ten spatial priorities are presented within Future North West. Each spatial 'place' has a set of key priority areas for action. The spatial priorities are summarised as follows:

Greater Manchester as a key generator of wealth for the North West and driver of growth across the North:

- Expand and diversify the economic base through digital infrastructure, science and innovation;
- Improve transport connectivity including enhancement of public transport;
- Create quality places and housing to refurbish and/or replace obsolete stock;
- Achieve rapid transformation to a low carbon economy including retrofit of existing housing stock;
- Deliver critical infrastructure: digital, energy, water and waste;
- Consider the relationship with recreational destinations of the Peak District, East Cheshire and rural Lancashire;
- Support sustainable growth of Manchester Airport.

Liverpool as a world-class cultural city, a major driver of economic growth and international gateway:

- Development of low carbon sector including major initiatives such as tidal and wind power; biomass and waste-to-energy projects;
- Develop Liverpool Superport and associated linkages;
- Develop knowledge economy through international research and commercialisation;
- Develop culture and visitor economy including investment in infrastructure and new markets;
- Create quality places and housing to refurbish and/or replace obsolete stock including opportunities at Liverpool Waters and Wirral Waters;
- Deliver critical infrastructure: transport, digital, energy, and waste;
- Support sustainable growth of Liverpool Airport.

Develop international potential of the Liverpool-Manchester corridor through Atlantic Gateway concept:

- Develop cross boundary initiatives such as:
 - International trade through innovation in key sectors;
 - Create a globally connect gateway;
 - Create sustainable infrastructure;
 - Create places to attract and retain talent;
 - Create new Green Infrastructure;
 - Harness the role of Daresbury as world class research and innovation resource.

Capitalise on Preston's opportunity as a key regional growth centre:

- Encourage greater private sector investment as a key centre for the North West;
- Ensure higher education assets support growth;
- Enhance Preston's role as a public transport gateway to the North West.

Capitalise on Warrington's opportunity as a key regional growth centre:

- Expand Warrington as a business and commercial centre and capitalise on its Atlantic Gateway location;
- Promote Warrington as a regional public transport gateway and key hub.

Recognise Crewe, Chester, Lancaster and Carlisle's role as key sub-regional hubs:

- Reinvigorate the contribution of Chester to the cultural, heritage and visitor economy of the region and capitalise on residential and employment growth in Ellesmere Port;
- Promote Chester and Crewe as public transport gateways to the North West;

- Build on Chester, Wrexham and Deeside hub cross border relationships;
- Encourage growth and investment in Crewe to increase economic prosperity;
- Encourage growth and investment in Lancaster;
- Support Carlisle to achieve growth city aspirations.

Enhance the role of the Lake District and other outstanding natural and heritage assets:

- Improve the tourism offer through investment;
- Support the Lake District World Heritage Site case;
- Further capitalise on the landscape and heritage assets.

Recognise parts of Pennine Lancashire, Blackpool, Barrow and West Cumbria as well as areas of Manchester and Liverpool conurbations which face substantial economic and social challenges:

- Support for Lancashire's advanced manufacturing sector, linking opportunities to areas of need;
- Support Pennine Lancashire regeneration priorities;
- Develop Blackpool as a 21st century resort;
- Increase skill levels, participation and attainment in parts of Pennine Lancashire and the Fylde Coast;
- Improve rail connectivity between Pennine Lancashire, Preston and Manchester;
- Support Barrow and West Cumbria to strengthen and diversify their economies through the Energy Coast initiative;
- Provide high quality housing through replacement and refurbishment in the Manchester and Liverpool conurbations.

Recognise the contribution, challenges and opportunities of the North West's rural areas:

- Maximise economic potential of rural businesses;
- Ensure innovative NGA broadband solutions in rural areas;
- Support the delivery of social goods and ecosystem services contributing to climate change;
- Support the modernisation of agriculture;
- Address the social and economic needs and opportunities for rural communities.

Secure excellent physical and digital connectivity regionally, nationally and internationally including between:

- Manchester, Liverpool and Leeds/Sheffield;
- North Cheshire and Liverpool and Manchester;
- Pennine Lancashire and Preston and Manchester;
- Preston and Liverpool and Manchester;
- Rural areas and nearby towns/cities;
- North West and Scotland, Wales and West Midlands;
- North West and South East, Europe and rest of world.

Big Ticket Issues

- 3.5 Future North West contains an appendix of detailed issues and areas for focused action under each of the four themes subject to resources and commitment being available. It is proposed that these action areas can be progressed subject to the outcome of the Comprehensive Spending Review 2010. With a rationale that not everything can be tackled with equal priority, 12 action areas have been identified for North West partners to put their collective weight behind. These priority areas are referred to as 'Big Ticket

Issues,' fundamental to the achievement of an excellent quality of life and a world class sustainable economy in the North West. The 12 Big Ticket Issues (BTI) are:

- BTI 1: Develop the enterprising capabilities of our people through education and skills;
- BTI 2: Develop our world leading advanced manufacturing, biomedical and digital and creative industries;
- BTI 3: Develop our world class research, science and innovation capability, particularly at Daresbury;
- BTI 4: Develop our low carbon energy offer, especially in nuclear, and marine renewables, for example through the Energy Coast initiative;
- BTI 5: Develop Next Generation Access digital connectivity;
- BTI 6: Improve rail connectivity and tackle transport pinch points across the North West, especially the Northern Hub and securing High Speed Rail access;
- BTI 7: Improve international connectivity via Manchester Airport and Liverpool Superport;
- BTI 8: Reduce levels of ill health, health inequalities, poverty and worklessness;
- BTI 9: Increase the number of private and third sector jobs and social enterprise;
- BTI 10: Develop our sporting, cultural and quality of place offer, based on our world famous places, heritage and environmental assets, particularly Manchester, Liverpool, Chester and the Lake District;
- BTI 11: Enhance our natural environment and resolve emerging pinch points in our critical utilities and green infrastructure;
- BTI 12: Ensure high quality, energy efficient and affordable housing in the right locations.

4. Wirral Council Response to Future North West

- 4.1 The publication of Future North West raises some significant issues around potential replacement functions for Regional Strategies and Regional Development Agencies. This report updates Members at paragraphs 2.4 to 2.5 on the transitional arrangements proposed for managing the changes to the current regional infrastructure. However, in line with Government policy to improve the coordination of public and private investment at a more appropriate economic geography, we recommend that Wirral supports interim arrangements only and not continuation into the medium term. As outlined, the Future North West document is not statutory and therefore can only carry minimal weight if used as a material consideration in the determination of planning applications.
- 4.2 Members are advised that early work has been conducted on developing a Sub Regional Spatial Strategy for the Liverpool City Region. However, Wirral Officers are concerned how this document will add value to the Governments localism agenda. The role of the document will need to be more clearly defined. For example, it is not clear what weight it would carry in a planning appeal; is it a bidding document or simply a joint statement of existing or future aspirations? Members are advised that these proposals are at a very early stage and further updates will be brought to Cabinet in due course.
- 4.3 A full proposed response to Future North West from Wirral Council is attached at Appendix 1.
- 4.4 As with our response to the Principles and Issues Paper 2009 and RS2010: Part 1 Higher Level Strategic Framework 2010, we question the spatial approach proposed in the document which omits Wirral as a key priority area. We have emphasised the importance of acknowledging the wider City Regions as opposed to a focus on the inner centres of Liverpool and Manchester as key areas for growth. This includes promoting

the development of Wirral Waters as a key opportunity to tackle issues of decline whilst offering highly attractive growth potential for the region.

- 4.5 We clearly demonstrate the scale of the challenge and need in Wirral in relation to the worklessness challenge and present the statistical argument for the boroughs inclusion as a significant priority area for investment. As part of this we also promote Wirral Waters as a realistic opportunity to reverse decline in our neighbourhoods with the highest levels of worklessness.
- 4.6 We acknowledge and welcome the significant opportunities for economic growth that the move towards a low carbon economy offers but highlight the clear challenges that a shrinking public sector investment capability could present. This is particularly apparent for land remediation interventions to attract private sector investment and housing adaptation measures that have traditionally benefited from public sector incentives.
- 4.7 As with our response to RS2010: Part 1 Higher Level Strategic Framework, we highlight the important role of maritime as an internationally competitive sector of importance to the region along with the need to reference Wirral Waters as a significant planned development with the influence to attract investment from high value added sectors into the region.
- 4.8 In our response to RS2010: Part 1 Higher Level Strategic Framework, we highlighted empty homes issues which did not feature significantly in the RS2010 draft. We welcome the stronger reference to this issue in Future North West and highlight the extent of the challenge in Wirral. There is still a lack of recognition in the document of the needs of vulnerable people in the housing market and we demonstrate the scale of need in this area.

5. Financial implications

- 5.1 There are no financial implications arising directly from this report.

6. Staffing implications

- 6.1 There are no staffing implications arising directly from this report.

7. Equal Opportunities/Equality Impact Assessment

- 7.1 Future North West will be subject to an Equality Impact Assessment.

8. Community Safety implications

- 8.1 There are no community safety implications arising directly from this report.

9. Local Agenda 21 implications

- 9.1 A sustainability assessment has been undertaken on behalf of NWDA/4NW.

10. Planning implications

- 10.1 Future North West has no statutory basis following the revocation of Regional Spatial Strategies (RSS). However, the Government has advised that the evidence underpinning RSS is still capable of being a material consideration in the determination of planning applications.

11. Anti-poverty implications

- 11.1 Future North West provides a regional framework for partners to tackle social deprivation and inequality.

12. Human Rights implications

- 12.1 There are no human rights implications arising directly from this report.

13. Social Inclusion implications

- 13.1 Future North West provides a regional framework for partners to promote social inclusion..

14. Local Member Support implications

- 14.1 There are no implications arising directly from this report.

15. Background Papers

- 15.1 Future North West and associated documents can be found at:
http://www.4nw.org.uk/whatwedo/?page_id=759
- 15.2 Cabinet Reports: Summary and Response to the RS2010 Regional Strategy for England's North West: Principles and Issues Paper, 23rd April 2010; Summary and Response to RS2010: Part 1 Higher Level Strategic Framework, 4th February 2010.

16 RECOMMENDATIONS

- 16.1 A cross departmental response to Future North West has been developed on behalf of Wirral Council. This response is attached at Appendix 1 of this report.
- 16.2 Members are recommended to:
- (1) consider the content of Future North West and endorse the proposed consultation response attached at Appendix 1 for submission to NWDA/4NW on behalf of Wirral Council.
 - (2) authorise officers to participate and support the transitional regional arrangements on a short term basis only and return further reports as appropriate.

K. ADDERLEY

Director of Corporate Services

Appendix 1

Wirral Council Proposed Response to Future North West

Regional arrangements

The national government has effected significant changes that will remove regional structures and transfer powers back to Local Authorities in establishing policy to empower local decision making on issues around planning and major development activity. This includes the removal of Regional Development Agencies (RDA'S), Regional Spatial Strategies (RSS), and returning relevant housing and planning powers to local councils

Whilst Wirral recognises the need to make transition arrangements from the existing Regional architecture alongside the development of Local Enterprise Partnerships (LEPs) we believe that the Government decision to remove the regional infrastructure does not include developing replacement groups that influence local decision making processes. We fully support moves to improve the coordination of public and private investment in transport, housing, skills, regeneration and other areas of economic development at a more appropriate economic geography.

Therefore, whilst recognising these transitional arrangements and the proposed publication of Future North West as important steps to ensuring that these changes are managed in the most appropriate way, Wirral does not wish to see the creation of long term policy boards which contradict the Governments localism agenda. Any residual functions should remain only for a limited period of time to manage the transition.

We do recognise that it is important for LEPs to work together across the North West in a voluntary arrangement and to maximise efficiencies and avoid duplication of functions, when dealing with those functions that will remain following the closure of GONW and NWDA. We support the Liverpool City Regional membership of the following boards on an interim basis:

- RDA Assets and Liabilities
- Business Support
- Civil Contingencies
- Europe
- Planning
- Research Intelligence/ Sectoral Development
- Inward Investment
- Staffing Issues
- Tourism

To this end, we present our comments on the publication: Future North West – Our Shared Priorities for your consideration.

Key Spatial Priorities

As highlighted in our response to RS2010: Part 1 Higher Level Strategic Framework, we strongly feel the listing of specific places and omission of others creates inconsistencies in the spatial approach. Once again, Liverpool and Manchester are dealt with as single entities, with an occasional use of the term 'conurbations of Liverpool/Manchester' whereas key towns in other 'sub-regions' are specifically identified. This remains an issue for significant concern.

Specifically:

'Liverpool as a world-class cultural city, a major driver of economic growth and international gateway.' With the inclusion of Wirral Waters, the knowledge economy, critical infrastructure and the visitor economy within the descriptor priorities, we would expect, as a minimum, that this spatial area is referenced as the Liverpool City Region.

'Develop international potential of Liverpool-Manchester corridor through Atlantic Gateway concept.' In our response to RS2010 Part 1, we proposed a re-wording of the phrase 'the international potential of the Liverpool-Manchester corridor through the Atlantic Gateway concept' to ensure that the geographical scope of this concept includes the full extent of its focus. We resubmit this assertion in support of the ambition for Liverpool Waters and Wirral Waters to form the Western anchor of the Atlantic Gateway. The current 'city to city corridor' phrase in this document excludes Wirral unnecessarily.

'Recognise parts of Pennine Lancashire, Blackpool, Barrow and West Cumbria as well as areas of Manchester and Liverpool conurbations which face substantial economic and social challenges.' With a population of 308,500, 191,100 of whom are working age, the rationale and geographical extent of the term 'Liverpool conurbation' is unclear. At the very least, we would expect the accepted Liverpool City Region terminology here. This still conceals the extent of Wirral's substantial economic and social challenges, clearly demonstrated as follows:

- The national indicator, NI 153 (rate of working age people claiming out of work benefits in the worst performing neighbourhoods) **nationally**, both Blackpool and Wirral have the highest and second highest rates respectively;
- Out of the 39 local authority areas in the North West region, Wirral is the third largest contributor to the worklessness challenge with 34,880 working age people claiming key out of work benefits;
- The 2007 Index of Multiple Deprivation ranks Wirral as 8th worst nationally for its employment domain behind 7 English cities;
- Wirral has the second largest business start up gap in the North West;
- Wirral has the second largest business stock gap in the North West;
- Wirral has the third largest self-employment gap;
- GVA per head in Wirral is the lowest in England @ £11,257.

Cross border relationships. As an additional point of note we reiterate Wirral's inclusion in cross border relationships with West Cheshire and North East Wales which remains omitted from Future North West, contrary to Mersey Dee Alliance commitments.

Big Ticket Issues

We are in agreement with the need to prioritise key issues and feel the 12 Big Ticket Issues are sufficiently broad to accommodate a range of activities as the need and opportunity arises. More detailed comments relating to particular action areas are covered on a theme by theme basis below.

Theme Specifics

We agree with continuing the use of the 4 key themes in Future North West as a structure for identifying priority areas for action. To further support our formal consultation responses to the previous stages of RS2010 development we would reiterate a number of points in each theme that we feel still require further consideration.

Theme 1: Low Carbon Economy & Climate Change

The inevitable focus on growing the economy and in particular a potential return to an increased level of 'manufacturing' of low-carbon solutions will have an impact on CO₂ emissions. North West companies will struggle to bear the full cost of this both in economic and environmental terms and there are economies of scale in undertaking a regional approach to supporting businesses to achieve this objective.

The recognition of the amount and variation of contaminated land and the potential contribution to the economy is made; together with the valuable role that cleaning it up will have. However, the environmental costs of dealing with the contamination are a significant issue for the North West. There is a risk that the private sector cannot realistically absorb the costs of such remediation and there is a tension between the need for investment and growth alongside reduced public sector financial intervention ability. This could result in a greater cost to the environment and the economy, together with the social implications inherent in the location of such land.

Similarly, the greatest CO₂ saving will be achieved in the future through the retrofitting and insulation of the existing housing stock. Emphasis is placed on the need to retrofit homes but this will depend on the private sector being willing to assist with the limited contribution to such initiatives that the public sector will be able to make in the future. Where incentives are not available, owner occupier investment in this area will also fall in an uncertain economic climate. Potentially, this could see CO₂ emissions rise if not addressed and facilitated appropriately.

This will also have implications for micro-generation and the development and take-up of potentially costly solutions to assist with adaptation and mitigation and may therefore have a significant negative impact. Assistance with adaptation measures will need to be focussed and provided in those areas disproportionately affected by the impacts of climate change and also least able to contribute

We welcome the greater emphasis in Future North West to the importance of mitigation and clearer recognition of the various sustainable approaches and appropriate linkages. The document would further benefit from strengthening the following linkages:

- The significance and importance of transport plans in reducing CO₂ emissions needs to be more clearly linked to the aims of the objective;
- Working from home as a means to addressing need to travel and reducing CO₂ emissions needs to be emphasised more;
- In encouraging and promoting behavioural change, food security and reduction of food miles and the contribution this can make to the reduction of CO₂ emissions and adaptation is not specifically mentioned.

Theme 2: International Competitive Advantage & Regional Distinctiveness

Maritime is a key component of the Northwest economy and this isn't reflected enough as a key element of our regional distinctiveness and international competitive advantage. Liverpool City Region has a strong maritime heritage and the Port of Liverpool is the largest Freeport Zone in the UK, handling around 34 million tonnes annually. The Port of Liverpool is the top UK port for UK-USA and UK-Canada container trade and the UK's third largest container port overall. Additionally, Wirral's waterfront has seen massive investment at Twelve Quays Ro-Ro terminal carrying freight and passengers to and from Belfast and Dublin. We would expect maritime to feature prominently, particularly within Big Ticket Issue 2, as a world leading industry.

As highlighted in our response to RS2010: Part 1, planned development of high profile and high quality business locations warrant referencing as key actions to attract investment in higher value added sectors and higher value added functions (such as regional, national and divisional HQ functions). The creation of business locations with an international profile will attract and sustain higher levels of inward investment (domestic and FDI), securing expansion of the

regional economic base. As the largest planning application of this type in the UK, we would expect Wirral Waters to feature highly in this strand as a significant opportunity for the Northwest.

We agree that the Northwest's cultural offer is among the strongest, and as evidenced by the success of Capital of Culture in Liverpool, there are significant advantages to pushing this part of the offer. However we are disappointed that there has been no further debate on the omission of Birkenhead within the list of 'heritage cities' in this document. As highlighted in our response to RS2010 Part 1, Birkenhead was one of five 'Historic' towns and cities in the Northwest to be the focus of further study that looked into the town's potential to benefit from its wealth of cultural heritage. Birkenhead was identified in recognition of its superb industrial and maritime heritage - hailing its collection of warships, museums, green spaces and stunning architecture. Hamilton Square in Birkenhead has the greatest concentration of Grade One Listed Buildings in one place outside London and its park was the inspiration for New York's Central Park.

Theme 3: Releasing the Potential of Our People & Tackle Poverty

We welcome the greater emphasis on enterprise, business start-ups and the need to recognise the significant contribution high replacement demand occupational areas make to the growth potential of the North West in this document. We also welcome the recognition of the range of employment and skills opportunities from entry level through to higher skilled jobs. We feel that stronger emphasis and priority could be placed on linking areas of opportunity with areas of significant challenge in order to address employment and skills requirements within the most deprived communities. Complementary development that achieves both regeneration and economic growth by linking areas of opportunity and need should be supported.

As demonstrated within our response to the spatial priorities, both Blackpool and Wirral have the highest and second highest rates **nationally** for worklessness within their most deprived communities. It is essential for Future North West to identify these areas, acknowledge the significant contribution they make to the North West gap and make a continued commitment to address low/no skills and key employability skills to support workless residents from these areas into sustainable employment. Within the Liverpool City Region and the Northwest as a whole we also need to attract and retain skilled labour in order to meet core economic and regeneration objectives. Large scale ambitious developments such as Wirral Waters offer significant scope to create attractive, diverse and distinctive residential environments alongside an increased number, range and quality of employment opportunities which will attract and retain skilled workers in the region. As such, we feel there is a case for Wirral Waters to be referenced in this context, in addition to its current housing capability references in the document. This can be demonstrated through the key aspirations within the development of Wirral Waters which will create a wide range and high volume of opportunities for employment at entry, intermediate and higher levels underpinned with supportive action to maximise the impact for Wirral's most deprived communities which are in close proximity to the site. It is the scale and need of the challenge combined with the realistic opportunity to reverse decline in one of the most deprived and economically weak areas in the UK that identifies Wirral Waters as a priority strategic action for Future North West.

Future North West is weak on reference to accessibility to jobs, education and training opportunities to ensure that the North West Regions most deprived communities who face the most significant challenges can access the required services. Linkages with critical infrastructure are key to recognising that transport barriers must be removed to ensure that areas with high concentrations of worklessness can access major employment sites both within the locality, but also outside the North West Region. For example the electrification of the Wrexham to Bidston line and inclusion of the M53 as part of the strategic road network would

provide a major economic boost for the Liverpool City Region, enabling economic opportunities to be realised by significantly cutting journey times and access to employment opportunities in Cheshire West & Chester and North East Wales.

Theme 4: Ensure the Right Housing & Infrastructure

We welcome the reference to the need to tackle the number of empty homes alongside developing measures that improve the levels of under-occupation. The North West has the second highest number of empty properties in the country and represents a significant challenge for Wirral where the number of empty homes has increased between 2009 and 2010 by 19.9%. Whilst recognition of private sector vacants has been highlighted as an indicator to be tracked it is not currently a prominent feature in the key issues to be addressed.

It is good to see the recognition that housing plays a crucial role in a well functioning economy however there is no recognition of the need to ensure that there is a massive issue still to be addressed now and in the future in supporting access to home ownership, accessibility to appropriate mortgage and lending products and offering support to existing home owners; a significant factor in supporting economic growth and vibrant, mixed communities in places people choose to live.

It is good to see acknowledgement of the need for a substantial element of affordable housing in respect of growth numbers as we have seen demand for affordable housing in Wirral increasing significantly. Applications for social housing have increased in the last 4 years by 45.8% and last year alone 40.5% supporting the continued need for social housing.

There appears to be a removal of the explicit recognition of the private rented sector in meeting housing need and supporting economic mobility. Greater emphasis appears on empty homes to meet need alongside new provision. This may be due to the changes with the Local Housing Allowance (LHA) and the introduction of absolute caps which LHA rates cannot exceed and the cuts which will be imposed for those on Job Seekers Allowance for more than 12 months. It is early days; however vacancy rates may become a greater issue for the North West in terms of seeing migration from areas considered to be more desirable due to the changes in the LHA.

There still seems to be a lack of recognition of the needs of vulnerable people and the impact and opportunities which can be gained from economic and housing growth to address this need. Considering the long term population changes in the North West (in Wirral older people have the fastest rate of increase at 36%, the largest increase being 122% for those aged 85 and above) there does not seem to be any recognition of older people or vulnerability related to housing. The number of vulnerable people living in the private rented sector has increased from 26,200 in 2003 to 28,000 in 2008 however the percentage of vulnerable households living in a decent home has increased from 55% to just over 60% suggesting a need to continue investing in interventions such as targeted energy efficiency measures, home improvement agency low level improvement works.

With regards to critical infrastructure, we also need to ensure new growth, and where possible existing development, minimises pressure on power, water and waste management infrastructure, through the use of sustainable design and development solutions. A critical factor for the delivery of economic regeneration is developing the North West as a place where business can thrive and which is attractive to inward investors. There will need to be complementary investment in the relevant infrastructure in terms of power supply, transport and the information & communications technology network. In Wirral, more work has been undertaken to determine the borough's infrastructure needs in relation to power. Better engagement is needed with the utilities companies at a local level to ensure that future infrastructure requirements are met.

WIRRAL COUNCIL

CABINET

23 SEPTEMBER 2010

REPORT OF THE DIRECTOR OF FINANCE

BUDGET PROJECTIONS 2011-2015

1. EXECUTIVE SUMMARY

1.1. This report updates the projected budgets for the years from 2011 to 2015 in line with the decision of HM Treasury to undertake a four year Spending Review.

2. ASSUMPTIONS UNDERPINNING THE PROJECTIONS

- 2.1. Inflation – HM Treasury is assuming a return to a long term inflation rate of 2%. Therefore prices are assumed to increase by 2% per annum with income to continue to increase by 3% per annum. Pay awards will be limited to those employees earning less than £21,000 per annum for 2011-13.
- 2.2. Capital Financing – HM Treasury is assuming that the level of capital investment will reduce by 50% between 2009-10 and 2013-14. The annual increase in capital financing charges has therefore been reduced to £2.0m.
- 2.3. Pension Fund – the Department for Communities and Local Government (DCLG) has yet to finalise the proposed cost sharing arrangements which are now unlikely to be implemented before 2012-13. In advance of this decision the increase arising from the actuarial valuation currently underway is projected at 1.5% or £2m per annum. In addition the outsourcing of the highways and engineering services contract is likely to increase the contributions by £0.2m per annum.
- 2.4. Waste Disposal – the increase in the levy will be dependent on delivery of the waste disposal strategy. The Landfill Tax will increase by £8 per ton per annum, an increase of 50% between 2010-11 and 2014-15. The levy is assumed to increase by 8% per annum.
- 2.5. Merseytravel – the levy is assumed to increase by 3% per annum.
- 2.6. Private Finance Initiative – the latest projections are included.
- 2.7. Benefits – the Department for Work and Pensions is estimating an annual increase of 1.7% and has announced a review of Benefits.
- 2.8. Schools – it is assumed that the Schools Budget will vary in line with the Dedicated Schools Grant.
- 2.9. Adult Social Services Reform – the Reform Grant of £1.9m will cease in 2011-12 with the assumed implementation of the personalisation agenda.

- 2.10. Personal Care At Home – the Government has now abandoned this policy and reduced the Area Based Grant.
- 2.11. Carbon Reduction Commitment – payment of £1.0m commencing in 2011-12. It is assumed that the Authority will reduce the carbon footprint sufficiently to recover these payments.
- 2.12. National Insurance – the proposed 1% increase in the employers rate will not now be implemented.
- 2.13. Home Insulation – increased cost from 2011 of £1m.
- 2.14. Guinea Gap and Leasowe Recreation Centres – restoration into budget at a cost of £0.6m each.
- 2.15. Other Unavoidable Growth – a number of items of unavoidable growth of less than £0.2m will arise. These usually total about £1m per annum.
- 2.16. Efficiency Investment – in order to continue to deliver efficiencies in future years it will be necessary to continue to invest and therefore £2m per annum has been provided.
- 2.17 Area Based Grant (ABG) – Cabinet on 22 July 2010 agreed to reductions in expenditure for 2010-11 only to meet the £3.9m reduction in ABG.
- 2.18 Swimming - the Department for Culture, Media and Sport has deleted the grant of £0.3m to fund free swimming.
- 2.19. Government Grants – the DCLG has indicated that Government Grants will be reduced by 30% to 40% over the period 2011-15. I have only assumed a reduction of 30%.
- 2.20 Council Tax – the Government has announced a freeze in Council Tax increases for 2011-12, although Local Authorities could be permitted to increase Council Tax by upto 2.5%. From 2012-13 any proposed increase above the rate of inflation would be the subject of a local referendum.

3. GRANT NEGOTIATIONS

- 3.1. The Government has agreed to the following elements of the Local Government Finance Settlement being reviewed as part of the 2011 settlement:-
 - a. Area Cost Adjustment
 - b. Highways Maintenance
 - c. Day Visitors
 - d. Income Support/Tax Credits
 - e. Students
 - f. Concessionary Fares
 - g. Coast Protection/Flood Defence
 - h. Capital Financing
 - i. Dedicated Schools Grant
 - j. Housing Benefit

- k. Pensions
l. Schools Deprivation.
- 3.2. Consultation is currently underway on a number of options as part of the 2011 settlement.
- 3.3. The Local Government Finance Settlement due to be announced in December 2010 may cover 2011-15 as HM Treasury intends to deliver a four year Spending Review on 20 October 2010. However there is a possibility that the DCLG will issue a two year settlement covering 2011-13 with a subsequent two year settlement for 2013-15 announced after the completion of the review of Local Government Finance.
- 3.4. The Government has announced that it intends to conduct reviews of the following:-
- a) Local Government Finance
b) Public Sector Pensions
c) Welfare Benefits
- 3.5. During the course of this budgeting period the results of the Census 2011 will become available and will be incorporated into the grant distribution formulae. The Office for National Statistics has now released the Mid 2008 estimated populations. The reduction for Wirral is greater than for any other metropolitan or unitary authority. If this is confirmed in the Census 2011 then the reduction in grant receivable could be significant.

4. BALANCES

- 4.1. The budget for 2010-11 includes balances of £6.5m.
- 4.2. The financial out-turn for 2009-10 was reported to Cabinet on 24 June 2010 and showed an overspending of £1,385,000 offset by increased investment income of £1,185,000 and a contribution from the Collection Fund of £515,000 to produce a net surplus of £315,000.
- 4.3. The Government has announced that the Personal Care at Home scheme will not be proceeding. The revenue budget for 2010-11 will therefore be reduced by £2.6m with a reduction of £1.6m in Area Based Grant.
- 4.4. The Government announced on 10 June 2010 that there would be the following grant reductions for 2010-11:-

	£000
Area Based Grant	3,927
LAA Reward Grant	1,400
Local Authority Business Growth Incentive	<u>200</u>
	5,527

Cabinet on 22 July 2010 agreed that the reduced Area Based Grant will be matched by reduced expenditure in 2010-11.

- 4.5. The Insurance Fund Annual Report was presented to Cabinet on 24 June 2010 including the transfer of £2,471,000 to General Fund balances.
- 4.6. Cabinet on 24 June 2010 agreed that additional VAT of £240,000 recovered from HM Revenue and Customs should be placed in balances.
- 4.7. Cabinet on 26 August 2010 agreed to continue to provide free swimming after the withdrawal of the Government grant of £0.2m in 2010-11.
- 4.8. Cabinet on 2 September 2010 agreed to transfer £3.4m from the Insurance Fund to General Fund Balances following the actuarial valuation of the Insurance Fund.
- 4.9. The budget for 2010-11 provides for pay awards of 1% totalling £1.7m. No pay award has yet been offered.
- 4.10. The Cabinet has not agreed to any projected overspendings in 2010-11

	£m
4.11. Opening Balances	6.5
Out-Turn 2009-10	0.3
Personal Care at Home	1.0
LAA Reward Grant	- 1.4
LABGI	- 0.2
Insurance Fund	5.9
VAT	0.2
Free Swimming Grant	- <u>0.2</u>
	12.1

5. EFFICIENCIES

- 5.1. The previous Government increased the efficiency target for 2010-11 to 4% which for Wirral equates to £14.9m. The previous Government expected that this saving would be reinvested in order to enable delivery of increased efficiency requirements in 2011 to 2014.
- 5.2. The efficiencies that the Authority will need to deliver for 2011-15 are well in excess of the statutory efficiency target. The main mechanism for delivery of the required efficiencies is the change programme. Cabinet on 14 January 2010 agreed a revised change programme, progress on which was to be reported quarterly to the Cabinet.
- 5.3. Revised governance and programme management arrangements for the change programme were reported to Cabinet on 22 July 2010.
- 5.4. Cabinet has to date agreed a number of efficiencies:-
 - a. Cabinet agreed that £1m will be saved from office accommodation from 2011. Progress was reported to Cabinet on 24 June 2010.

- b. Cabinet on 15 October 2009 agreed to the implementation of an integrated Human Resources IT system with initial projected savings of £254,000 for 2011-12, £220,000 for 2012-13, £100,000 for 2013-14 and £20,000 for 2014-15.
- c. Cabinet on 22 February 2010 agreed to the creation of an integrated transport unit with projected savings of £130,000 in 2011-12, £340,000 in 2012-13 and £250,000 in 2013-14.
- d. Cabinet on 18 March 2010 agree to investment in an assistive technology project in Adult Social Services with projected additional savings of £8.8m over 2011-13 after additional investment from the Efficiency Investment Budget of £6.0m.
- e. Cabinet on 15 April 2010 agreed to investment in family group conferencing to deliver savings of £70,000 in 2011-12 and £130,000 in 2012-13.
- f. Cabinet on 22 July 2010 agreed to proceed with a parks and countryside service procurement exercise. Following a call-in on 31 August 2010 the estimated savings have been revised to £173,000 in 2011-12, £1,255,000 in 2012-13 and £1,255,000 in 2013-14.

6. FINANCIAL IMPLICATIONS

- 6.1. The assumptions outlined above are reflected in the budget projections in the Appendix.

7. STAFFING IMPLICATIONS

- 7.1. There are none arising directly from this report.

8. EQUAL OPPORTUNITY IMPLICATIONS

- 8.1. There are none arising directly from this report.

9. COMMUNITY SAFETY IMPLICATIONS

- 9.1. There are none arising directly from this report.

10. HUMAN RIGHTS IMPLICATIONS

- 10.1. There are none arising directly from this report.

11. LOCAL AGENDA 21 IMPLICATIONS

- 11.1. There are none arising directly from this report.

12. PLANNING IMPLICATIONS

- 12.1. There are none arising directly from this report.

13. MEMBER SUPPORT IMPLICATIONS

13.1. There are none arising directly from this report.

14. BACKGROUND PAPERS

14.1. Medium Term Financial Strategy 2010-13 – September 2009
Formula Grant Settlement 2010-11 – DCLG – January 2010
Estimates 2010-11 – March 2010
Budget – HM Treasury – March 2010 and June 2010

15. RECOMMENDATIONS

15.1. That the budget projections be kept under review.

15.2. That further efficiencies be delivered.

IAN COLEMAN
DIRECTOR OF FINANCE.

FNCE/162/10

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WIRRAL COUNCIL

CABINET

23 SEPTEMBER 2010

REPORT OF THE DIRECTOR OF FINANCE

WIRRAL COUNCIL & WIRRAL PARTNERSHIP HOMES - COMMUNITY FUND

1. EXECUTIVE SUMMARY

- 1.1 This report updates Cabinet on the arrangements for the management of the Community Fund and the schemes approved by Wirral Partnership Homes as administrators of the Fund.
- 1.2 It also seeks approval to amend the Council representation on managing the Fund and endorsement of the representatives to authorise, on behalf of the Council, the release of money from the Fund.
- 1.3 The report recommends that any Council bids for use of the Fund be assessed after the completion of the consultation – ‘Wirral’s future. Be a part of it.’

2. BACKGROUND

- 2.1 The Community Fund was established as a consequence of the transfer of the bulk of the Council housing stock to Wirral Partnership Homes (WPH) in February 2005. As part of the transfer a Development Agreement was entered into which enabled WPH to reclaim the VAT payable on certain works carried out as part of the WPH improvement programme. This money is paid into the Fund which also contains the balance on the Housing Revenue Account at the time it was closed; VAT arising from a similar Development Agreement between the Council and Beechwood & Ballantyne Community Housing Association (BBCHA); and interest earned on Fund balances.
- 2.2 The Council in transferring the stock retained a number of risks in the form of warranties given to WPH and the banks which financed them. The Fund acts as a self-insurance against the risk of any claims being made under these warranties and was one of the main reasons for the Fund being established.
- 2.3 A report setting out the arrangements for operating the Fund (Community Fund Deed) was agreed by Cabinet on 21 September 2006. The Deed sets out the framework of the purposes for which the Fund can be used and states that the Fund would be overseen by a Joint Working Group consisting of equal membership from WPH and Wirral Council. The Fund is administered by WPH and any expenditure has to be agreed by both WPH and the Council.

- 2.4 Cabinet has been regularly updated on developments over the management arrangements for the Fund with the latest report being on 28 May 2009. This set out the agreed arrangements after advice had been sought, and received, from H.M. Revenue & Customs and the Audit Commission and it was also recognised that the final decision on approving the use of the Fund was by Wirral Partnership Homes based upon the advice of the Joint Working Group.

3. MANAGEMENT ARRANGEMENTS

- 3.1 The Fund is administered by WPH and overseen by the Joint Working Group comprising of equal membership from the Council and WPH. The Council representatives currently comprise Councillor Chris Blakeley as Cabinet Member for Housing & Community Safety, Jim Wilkie as Deputy Chief Executive / Director of Corporate Services and Bill Norman as Director of Law, HR and Asset Management. It is recommended that Kevin Adderley as the Interim Director of Corporate Services now replaces Jim Wilkie. The Group meets quarterly to consider the financial position, review the progress of schemes approved for assistance from the Fund and consider any new submissions for recommending to WPH for approval.
- 3.2 The Fund continues to receive income from the VAT recovered on the housing improvement works which is dependent upon both WPH and BBCHA progressing with the works. As reported in May 2009 there have been changes to the WPH business plan around the proposals for tower blocks that reduce spending on these properties and consequently future receipts to the Fund.
- 3.3 The risk in terms of warranties was reviewed to assess whether an annual insurance premium may be more beneficial than retaining the £2.5 million set aside for warranties. This would require a new environmental survey which would potentially result in the same conclusions as the previous survey when the preferred option was to use the Fund and so the existing arrangements have been retained. The situation will be reviewed again when the improvement programme is further progressed.
- 3.4 All proposals to commit spend are via a grant submission to the Joint Working Group. Proposals are assessed against the purposes of the Community Fund Deed and the charitable objects of WPH (see the Appendix) with WPH receiving advice from Anthony Collins their appointed legal advisors. A recommendation is then made to the WPH Board. Those proposals approved are the subject of a formal grant agreement with progress on schemes monitored by the Joint Working Group.
- 3.5 In order to comply with banking requirements the sums released from the Community Fund to WPH and the Council require a formal bank mandate. The authorised signatories are two (out of the three) Joint Working Group representatives from each organisation which for the Council are the named individuals in section 3.1 above.

4. POSITION AS AT SEPTEMBER 2010

- 4.1 Since the report to Cabinet on 28 May 2009 both WPH, through their legal advisors, and the Council have sought a resolution to ensure the bids previously submitted by the Council to meet the desired criteria and are compliant with the charitable objectives of WPH. This latter point has become more of a concern since the initial decisions by Cabinet were taken in 2007. The application for the Community Asset Transfer was approved by the WPH Board on 2 March 2010. After extensive work, the Board confirmed approval of the Regeneration / Investment and Housing Support submissions on 8 June 2010 which are for spend to 31 March 2011.
- 4.2 The balance in the Community Fund at 31 March 2010 was £19.5 million. After setting aside the £2.5 million to cover any potential warranties and the Your Wirral Scheme around £17 million was available to support schemes of which £8.5 million was available for Council schemes. Further receipts will arise as the improvement programme continues and VAT is reclaimed. However, future amounts are dependent upon the progression of the WPH works programmes which are presently under review. In overall terms the total is likely to be between £25-30 million over a ten year period with £19.5 million of this having been received by 31 March 2010.
- 4.3 Based upon the submissions the following have now been approved by the WPH Board. Any unspent sums at the end of each financial year are returned to the Community Fund for re-distribution in accordance with the management arrangements:-

Description of activity	Time period	Total (£)
Community Asset Transfer	2009/12	4,500,000
Regeneration / Investment Team	2008/11	2,561,000
Housing Support Services	2008/11	1,000,000
Total		8,061,000

- 4.4 In respect of Your Wirral £250,000 was allocated for 2010/11 to support community based projects with a further £30,000 agreed for costs incurred in supporting and managing the scheme.

5. FUTURE SUBMISSIONS TO THE COMMUNITY FUND

- 5.1 Whilst funding has been secured for the Community Asset transfer project that for the Regeneration / Investment Team and Housing Support Services is only for the period to March 2011. With future resources to the Fund declining there will ultimately be a need to meet the costs from Council budgets taking into account the outcomes from these areas of activity against Council priorities.

5.2 The Council is currently undertaking a consultation exercise which will determine future priorities and the outcome of this will be known by early December. Informed by the outcome of the consultation, the Council members of the Joint Working Group will then be able to discuss priorities for the Community Fund when the next meeting of the Group is scheduled. Whilst the outcome of the consultation is awaited those areas which would be compliant areas for the use of the Fund include:-

Regeneration / Investment Team	continuation submission.
Housing Support Services	continuation submission.
Anti-Social Behaviour Team	new submission.
Community Safety	new submission.

5.3 The Your Wirral Fund is a jointly agreed initiative which in 2010/11 has £250,000 'top-sliced' from the Fund to provide small community grants to local organisations. It is recommended that the Council continues to support this initiative.

5.4 On 7 September 2010 the Joint Working Group reviewed the progress made to date, discussed the current position of both organisations and agreed that the December meeting would consider proposals for future support from the Community Fund. With the resources at 31 March 2010 essentially committed the future income to the Fund is being assessed by WPH as part of their review of the improvement programme. An update should be available in the near future but a rough estimate of the Council share is around £1 million per year at best over the next four years.

6. FINANCIAL IMPLICATIONS

6.1 The Community Fund represents a finite and time-limited resource to support schemes in line with the Community Fund Deed and the charitable objects of WPH. Income is dependent upon the improvement works undertaken by WPH and BBCHA, and WPH are re-assessing future business plans given the current economic situation. At this stage the total is projected to be in the region of £25-30 million but this could be over a longer time period than by 2012 as initially envisaged.

6.2 The Council has been allocated grants to date, which effectively use the Council share of the Community Fund balance at 31 March 2010, for:-

Description	Time Period	Grant £000
Community Asset Transfer	2009/12	4,500
Regeneration Investment	2008/11	2,561
Housing Support	2008/11	1,000

6.3 The future income to the Fund is declining and is based upon the progression of the WPH improvement programme. This programme is presently under review and whilst confirmation is awaited an estimate of the Council share is around £1 million per year at best over the next four years. Future Council bids for the use of the Community Fund will be considered following the completion of the 'Wirral's future. Be a part of it' consultation.

7. STAFFING IMPLICATIONS

7.1 These are none arising directly from this report but there could be implications as funding from the Community Fund decreases.

8. EQUAL OPPORTUNITIES IMPLICATIONS

8.1 There are none arising directly from this report.

9. COMMUNITY SAFETY IMPLICATIONS

9.1 There are none arising directly from this report.

10. LOCAL AGENDA 21 IMPLICATIONS

10.1 There are none arising directly from this report. However, projects funded through the Community Fund may have beneficial impacts for the environment and the well being of people in Wirral.

11. PLANNING IMPLICATIONS

11.1 There are none arising directly from this report.

12. ANTI-POVERTY IMPLICATIONS

12.1 The use of the Fund to develop and enhance the Investment Strategy and homelessness and housing advice will have benefits for this area.

13. SOCIAL INCLUSION IMPLICATIONS

13.1 The use of the Fund to develop and enhance the Investment Strategy and homelessness and housing advice will have benefits for this area.

14. LOCAL MEMBER SUPPORT IMPLICATIONS

14.1 This report could have implications for all Members and Wards as funding from the Community Fund decreases.

15. BACKGROUND PAPERS

15.1 Community Fund Deed and Wirral Partnership Homes (extract from the Memorandum and Articles of Association on the Objects) - see Appendix.

16. **RECOMMENDATIONS**

- 16.1 That the arrangements for the management of the Community Fund be noted.
- 16.2 That Council be requested to approve that Kevin Adderley, as the Interim Director of Corporate Services, replaces Jim Wilkie on the Joint Working Group.
- 16.3 That the Council representatives on the Joint Working Group be the Council authorised signatories for the bank mandate needed to release money from the Fund.
- 16.4 That the grants awarded to the Council for the period 2008/11 be noted.
- 16.5 That submissions for use of the Community Fund be considered by the Joint Working Group following completion of the Council consultation exercise.
- 16.6 That the Council continue the Your Wirral initiative for 2011/12 at a cost of £250,000.

IAN COLEMAN
DIRECTOR OF FINANCE

FNCE/171/10

COMMUNITY FUND DEED

Schedule 1 states the defined purposes for the use of the Fund.

'The following purposes to the extent only that they are within the charitable objects of the Company from time to time:

- a) The development of additional units of social housing to meet established need and/or the acquisition of owner occupied property in areas of redevelopment together with the cost of demolition to create sites for redevelopment.
- b) Securing that land is brought into effective use.
- c) Creating an attractive and safe environment.
- d) Contributing to and encouraging economic regeneration and development.
- e) Preventing crime, or the fear of crime, by secure-by-design principles.
- f) Providing employment and training for local people.
- g) Benefiting local people who have special needs due to disability or discrimination.
- h) Provision of training opportunities in the borough of Wirral including the purchase of training workshops and other suitable premises.
- i) Any other purpose as agreed by the working group that is within the charitable objects of the Company from time to time'.

WIRRAL PARTNERSHIP HOMES

Extract from the Memorandum and Articles of Association on the Objects

'The objects of the Company shall be:

- 1 to provide houses or hostels and any associated amenities for persons in necessitous circumstances upon terms appropriate to their means;
- 2 to provide for aged, disabled or chronically sick persons in need thereof houses or hostels and any associated amenities specially designed or adapted to meet the disabilities and requirements of such persons;
- 3 to provide services, advice or assistance upon terms appropriate to their means to aged, disabled, or chronically sick persons in need thereof and provide any associated amenities specially designed or adapted to meet the disabilities and requirements of such persons;
- 4 to provide recreation or other leisure facilities in the interest of social welfare with the object of improving the conditions of life for the residents of the local authority areas in which the Company owns or manages housing stock;
- 5 to relieve poverty amongst residents of the local authority areas in which the Company owns or manages housing stock;
- 6 the advancement of education, training or retraining, particularly among unemployed people and providing unemployed people with work experience;
- 7 to maintain, improve or provide public amenities for the public benefit in the interests of regeneration in areas of social and economic deprivation in which the Company owns or manages housing stock.'

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WIRRAL COUNCIL

CABINET: 23 SEPTEMBER 2010

REPORT OF THE DIRECTOR LAW, HR AND ASSET MANAGEMENT

RESTRUCTURE OF THE REGENERATION DEPARTMENT

Executive Summary

This report provides an update on the staff consultation exercise undertaken following the proposal to Cabinet 24 June 2010 to make permanent the temporary reassignments of Housing and Regeneration Division, Regulation Division and the Cultural Services Division following the deletion of the post of Director of Regeneration.

1 Background

- 1.1 The Director of Regeneration retired on 31 March 2010 and an interim Management arrangement for the Department of Regeneration was implemented.
- 1.2 Cabinet on 24 June 2010 requested that staff consultation was undertaken on a proposal of making permanent the temporary reassignments of the Housing and Regeneration Division to the Corporate Services Directorate and the Regulation Division to the Law, HR and Asset Management Directorate.
- 1.3 Cabinet also requested that staff were consulted on the reassignment of all asset management responsibilities relating to the built assets of the Council's Leisure Estate to the Law, HR and Asset Management Directorate.
- 1.4 Cabinet also asked for consultation on options for the future assignment of the Cultural Services Division, in that the Division remained with the Technical Services Department with the exception of the Library service which was to be located within the Finance Department.

2 Employee Consultation

- 2.1 Following Cabinet a letter was sent to all employees within the Regeneration Department outlining the intention to consult with the employees. A number of employees sent in responses and responses have been written to address the issues and concerns raised.
- 2.2 UNISON also submitted a response to the employee letter, with specific regard to the Library service arrangements. A subsequent meeting was held with the Management team and representatives from UNISON, with commitment being given to further meetings.

3 Outcome of Consultation

- 3.1 Further to the consultation undertaken there were no significant issues identified, it is therefore proposed to make permanent the interim arrangements and implement the management revisions immediately.
- 3.2 As a result of making permanent the revised management arrangements and reporting lines, there will need to be consequential changes made to the Scheme of Delegation of Functions to Officers,.

4 Proposal

- 4.1 The proposal outlines that the following Management reassignments take affect with immediate effect.
- Housing and Regeneration Division to the Corporate Services Directorate
 - Regulation Division to the Law, HR and Asset Management Directorate
 - All asset management responsibilities relating to the built assets of the Council's Leisure Estate to be reassigned to the Law, HR and Asset Management Directorate
 - Cultural Services Division (with the exception of the Library service) to be reassigned the Technical Services Department
 - The Library service to be reassigned to the Finance Division

5 Financial Implications

- 5.1 None directly arising.

6 Staffing Implications

- 6.1 None directly arising.

7 Equal Opportunities Implications/Health Impact Assessment

- 7.1 None directly arising.

8 Community Safety Implications

- 8.1 None directly arising.

9 Local Agenda 21 Implications

- 9.1 None directly arising.

10 Planning Implications

- 10.1 None directly arising.

11 Anti Poverty Implications

11.1 None directly arising.

12 Social Inclusion Implications

12.1 None directly arising.

13 Local Member Support Implications

13.1 None directly arising.

14 Background Papers

14.1 None

15 Recommendations

15.1 That the Management arrangements as outlined in section 4 of this report are implemented with immediate effect.

15.2 The Director of Law, HR and Asset Management be instructed to instigate the necessary consequential revisions to the Scheme of Delegation of Functions to Officers and reports these to Cabinet and Council, as appropriate.

BILL NORMAN

Director of Law, HR and Asset Management

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WIRRAL COUNCIL

CABINET – 23 SEPTEMBER 2010

REPORT OF THE DIRECTOR OF LAW, HR AND ASSET MANAGEMENT

OFFICE RATIONALISATION

1. EXECUTIVE SUMMARY

- 1.1 This report reviews issues arising from the identification of a preferred option for office rationalisation; informs Cabinet of a possible opportunity to dispose of Westminster House; and seeks approval to the way forward. It also identifies where further work is being undertaken.

2. BACKGROUND

- 2.1 At its meeting on 24 June 2008 Cabinet considered a business case produced by EC Harris for the rationalisation of the Council's office accommodation.
- 2.2 Cabinet resolved to provide in principle support to option 3 as set out in the report, but recognised that there is still further work to be done to refine the alternatives within this option. It therefore instructed officers to:
- (i) As a matter of priority, bring forward a fully costed action plan to implement those aspects of option 3 that are not dependent on new build. The action plan to be presented to Cabinet for approval at the earliest opportunity.
 - (ii) Further investigate those aspects of option 3 that require new build along with Acre Lane, and to produce an options report for Cabinet to consider.
 - (iii) Refer the EC Harris report to the Council Excellence Overview and Scrutiny Committee for their consideration.
- 2.3 The scope of the business case covered 22 buildings. Option 3 recommended retention of Wallasey Town Hall, Solar Campus, Cheshire Lines, Acre Lane and a refurbished Westminster House.
- 2.4 Administrative accommodation identified for vacation and demolition/disposal is:
- Bebington Town Hall
 - Bebington Town Hall Annexe
 - Birkenhead Town Hall

- Bedford Road
- Conway Centre
- Devon Gardens
- Finance Municipal
- Moreton Municipal
- Liscard Municipal
- Hamilton Building
- Pennant House
- Rock Ferry Centre
- Old Court House
- Treasury Building
- North Annex
- South Annex
- Willowtree

2.5 The business case proposed that the retained buildings would be refurbished to address disrepair and intensify their use wherever possible. It then proposed that the balance of accommodation required for staff relocated from the vacated buildings would be provided by newly built offices.

3. THE CHANGING CONTEXT

3.1 The context in which future accommodation requirements will be considered has been changing.

3.2 Nationally there has been a change of government, with the new government adopting a more concerted approach to deficit reduction. The Comprehensive Spending Review is awaited in October, with the expectation that local government will see a reduced financial settlement for the next 4 years.

3.3 The Director of Finance reported to Cabinet on 2 September 2010 updating the Council's budget projections for the years 2011-2015. The total projected shortfall for the four years is £108.6m, which will be subject to change following the Comprehensive Spending Review and Local Government Finance Settlement.

3.4 Locally, the Council is undertaking its biggest ever public consultation to set budget priorities for the next financial year, engaging with staff, residents, stakeholders, businesses and community groups across Wirral. This will inform the Council's future service priorities. Some service realignment is under way, with consultation taking place on future arrangements for the services of the Regeneration Department. Further realignment is in prospect, for example changes arising from the abolition of Primary Care Trusts and a greater role for local government in public health care. The Council is also considering how services and decision making can be further devolved to a local level.

3.5 Taken together these factors suggest

- limited capacity for major investment in accommodation at the present time
- limited priority for investment in administrative accommodation [subject to any feedback from the public consultation exercise]
- uncertainty about the future size and shape of the organisation
- a requirement for further work to clarify which services should be centralised and which should be located in communities for reasons of efficient and effective service delivery
- a need for any proposals implemented at this time to offer flexibility to accommodate future change.

3.6 Some time after the EC Harris report was considered by Cabinet, Wirral Partnership Homes (WPH) informed Officers that they are evaluating a number of options to consolidate their administrative functions in one location and they would like to work with the Council to evaluate the option of their buying Westminster House for this purpose. If this option were to be pursued, upgrading and enhancing both the North and South Annexes in Wallasey would be required to provide the capacity necessary to vacate Westminster House. This report considers this option as well as the previously preferred option of enhancing the accommodation at Westminster House.

4. ISSUES ARISING FROM THE PREFERRED OPTION

Buildings identified for retention

- 4.1 Westminster House, Cheshire Lines and, to a more limited extent, Wallasey Town Hall and Solar Campus are the core buildings from option 3 which offer an opportunity without new build to intensify use and free space in other buildings.
- 4.2 Wallasey Town Hall has been identified as the future location for the 'democratic core' of the Borough (i.e. the venue for the meetings of the Council and its committees etc). It is to be kept for the foreseeable future. Further work needs to be done to determine the most appropriate use of space within the building having regard to the potential to intensify the use of administrative space and to develop community use where appropriate. This is currently in hand, but at this stage options with estimated costs are unavailable.
- 4.3 Cheshire Lines is currently the most densely occupied of the Council's office buildings, showing an average space allocation of 7.5 sqm per workstation. There are still areas within the building where there is some potential to install a limited number of additional desks, but the greatest improvement in space use would be by driving forward agility and desk sharing.

- 4.4 Vacant accommodation next to the Council's existing offices may be suitable for expansion. Discussions will be held with the Council's landlord to explore opportunities this may offer in the context of a future strategy, and any suitable opportunities will be the subject of further reports. Capital costs of realising such opportunities are however likely to be high.
- 4.5 Retention of Cheshire Lines means that consideration must be given to the future management of capacity within the Archive Service, and an option appraisal undertaken on the different routes available to meet future storage requirements.
- 4.6 Option 3 proposes more intensive use of the administrative accommodation element at Solar Campus. This will be investigated and will be the subject of a further report. Otherwise, any proposals to vacate this site would not be achievable in near future and would need to take account of appropriate re-use of the buildings. For Acre Lane, it is recommended that options for a replacement facility should be separately examined in more detail. Again, proposals to vacate this site would not be achievable in the near future.
- 4.7 Westminster House is identified within option 3 as providing the opportunity for an early scheme of comprehensive refurbishment and enhancement to create modern open plan accommodation which could be used more intensively than at present and allow the vacation of space elsewhere. Such a scheme would 'kick start' significant change. Intensification of use in this location supports a consolidation of functions within Birkenhead that will help to deliver the unquantified efficiencies identified in the business case such as reduced CO2 emissions, savings in mileage costs, savings in travel time etc. Comprehensive building refurbishment and enhancement also provides the opportunity to create a positive working environment for staff in line with the approach previously agreed.
- 4.8 A proposal to refurbish and enhance Westminster House is set out later in this report.

Buildings identified for vacation

- 4.9 The schedule attached as Appendix A identifies issues associated with each of these buildings.
- 4.10 Locality based working is developing strongly across the borough and this will be taken into account in the development of a wider programme. When undertaken in the context of overall accommodation requirements locality working can contribute to the rationalisation of building stock. A report elsewhere on this agenda recommends approval of a scheme at Pensby Park that will support the vacation and disposal of administrative accommodation in the scope of the business case.

- 4.11 A wider programme will be developed and will be the subject of a further report.

5. ICT PROVISION TO SUPPORT THE ADMINISTRATIVE ESTATE

- 5.1 Upgraded ICT provision will be essential to support new ways of working. Cabinet has separately considered and approved reports to prepare for necessary changes. In addition to the future of the Council's data centres, Cabinet on 14 January 2010 approved actions to revise the Council's approach to infrastructure and desktop equipment provision. In addition, Cabinet on 27 May 2010 agreed to enter into a new contract for the provision of a replacement telecommunications network. Arrangements have therefore been put in place to move forward with appropriate IT to support rationalisation.
- 5.2 Development of the Council's ICT network was driven in its early stages by the requirements of individual departments. The existing cabling in most buildings has been installed in a piecemeal fashion. Standards have not always been adhered to, which may result in cable failure, extended fix times and poor performance. The existing cable infrastructure may not match desk/seating plans. Existing cabinets are difficult to work on and to upgrade/expand.
- 5.3 To drive agile working, which in turn will realise ongoing savings in building running costs, staff need to be able to communicate and work efficiently and effectively in a variety of locations and, where appropriate, to work away from a fixed workstation. Given the nature of the existing infrastructure it is strongly recommended that where agile working is a key element in intensifying the use of a building the ICT infrastructure is renewed.
- 5.4 It would be impractical to attempt to effect major change to the IT infrastructure in all the retained buildings at the same time. A planned programme of change is required. This will be developed to support the agreed rationalisation programme.

6. FINANCIAL ISSUES

- 6.1 When considering the funding (and, potentially, the affordability) of building refurbishment it should be noted that in recent years there has been a greater focus on the distinction between capital and revenue expenditure.
- 6.2 Capital expenditure is defined as that incurred on the acquisition, creation or enhancement of an asset.

- 6.3 Enhancement works are defined as leading to at least one of the following:
- Substantially lengthening the useful life of the asset.
 - Substantially increasing the open market value of the asset.
 - Substantially increasing the extent to which the asset can be used in connection with the functions of the Local Authority.
- 6.4 Expenditure which purely maintains the useful life or open market value of an asset should be charged to revenue.
- 6.5 A comprehensive refurbishment and enhancement scheme offers the best prospect of substantially lengthening the useful life of a building and increasing the extent to which the asset can be used for the Council's functions.

7. REFERENCE TO COUNCIL EXCELLENCE OVERVIEW & SCRUTINY COMMITTEE

- 7.1 Following the referral of the business case to the Council Excellence Overview and Scrutiny Committee members of that Committee undertook a site inspection on 16 August 2010 of a sample of buildings affected by option 3.
- 7.2 A special meeting of the Committee on 24 August 2010 considered the business case and preferred option. Members had regard to the costs of the key works that were required, both short term and long term in relation to Westminster House and views were expressed as to whether it should be disposed of and, instead, to retain the North and South Annexes. Members also expressed concern about any proposal to mothball buildings in central Birkenhead, particularly the Conway Building, as it housed the main One Stop Shop.
- 7.3 The Committee resolved that the officers be requested to have regard to the views of the overview and scrutiny committee in relation to office accommodation as follows—
- A recognition of the importance of locality working
 - A recognition of the need to achieve savings as a matter of urgency, including taking some buildings out of use for early disposal, to achieve those savings.
 - The need to progress IT infrastructure/technology.
 - The need for a clear understanding of the level of upfront investment required and the levels of savings that may be achieved.
 - The importance of having a One Stop Shop in central Birkenhead was endorsed.
 - That the views of the Conservation Officers should be sought in relation to the Conway Building.

- That consideration should be given to an increased use of the Solar Campus.
- That consideration be given to the refurbishment of the North and South Annexes in order to accommodate more staff.
- That there should be either effective refurbishment or disposal of Westminster House.
- That more work should be undertaken in relation to savings associated with Facilities Management.
- That new build should not be considered at the present time
- That Wallasey Town Hall should remain as the Council's political centre.
- That there should be an increased use of Agile Working.
- That no further action should be taken at Cheshire Lines, other than to intensify its use.
- That the Council's Carbon Footprint should be reduced as a result of the proposals.

7.4 It further resolved that this report be presented to the meeting of the Committee scheduled for 21 September 2010, in order to allow the views of the Committee to be presented to the Cabinet at its meeting on 23 September 2010.

8. THE WAY FORWARD

Option 1 – Intensify the use of Westminster House

- 8.1 As indicated above, retention and comprehensive refurbishment and enhancement of Westminster House was envisaged in the EC Harris business case as the first element in creating significant additional capacity to facilitate office rationalisation.
- 8.2 Westminster House was built in 1985 and has a net internal area of approximately 3600 square metres. It is currently occupied by approximately 350 staff. Whilst it is the most modern of the Council's office buildings, it is now some 25 years old and many of its components require significant repair or replacement. The building was constructed to provide open plan accommodation, but over the years the floors have been partitioned and individual offices created, thus reducing the building's efficiency and impairing its performance.
- 8.3 Whilst the building requires some repair, if this is coupled with a programme of upgrading and enhancement then, depending on the works agreed, the opportunity arises to accommodate more staff and free up space in other Council buildings.

8.4 A comprehensive programme of work would include the following:

Item	Comment	Estimated Cost	Funding Source
Lift Refurbishment and DDA works		£160,000	Planned maintenance budget
Improvement and enhancement works	Replacement, modernisation and upgrading of boilers and heating, power lighting and electrical services, windows and ancillary improvements (including fees)	£1,910,000	Capital
Agile Working	Physical improvements, fittings and equipment to support agility.	£760,000	Efficiency fund (£266,000) IT revenue (£494,000)
IT infrastructure	Renewal and upgrading of ICT cabling	£445,000	IT capital
Total		£3,275,000	

8.5 The physical works outlined above, together with widespread implementation of agile working would provide for 500 workstations within the building and allow some 250 additional staff to be based there. The final number would depend on the nature of the functions located in Westminster House and the degree to which agility is appropriate to those functions.

8.6 It is judged that the buildings offering the earliest prospects for vacation and savings following refurbishment of Westminster House are the North and South Annexes. Given the serious budgetary position faced by the Council, the focus is on delivering the maximum amount of savings within the shortest possible time whilst at the same time improving service delivery and providing a positive working environment for staff. If the Annexes are vacated it is recommended that they be demolished, pending the development of a comprehensive approach to the future treatment of the wider area within which they are sited.

- 8.7 Savings realised from the closure of the Annexes would include annual running costs which total approximately £210,000; backlog maintenance totalling £742,000 and life cycle maintenance totalling £1,311,000.
- 8.8 Costs to be set against these savings would include removal costs, security, asbestos removal and demolition. These are estimated at a total of £523,500.
- 8.9 Alternative scenarios for Westminster House could see a minimal investment in the building fabric whilst maximising the use of space and investing in IT infrastructure and agility. Estimated costs of such an approach would still exceed £1.6m, and investment of this scale would then be made in a building where major elements are becoming obsolete. Such an approach is therefore not recommended.

Option 2 – Refurbish the Annexes and dispose of Westminster House

- 8.10 Discussion at Council Excellence Overview and Scrutiny Committee explored the possibility of retaining and upgrading the North and South Annexes and disposing of Westminster House as an alternative approach, particularly given that Wallasey Town Hall has been identified for retention.
- 8.11 In the current market, prospects for the sale of Westminster House are limited. Nevertheless, an opportunity has now emerged which could allow for the delivery of this approach. Discussions have recently taken place with Wirral Partnership Homes (WPH) who are considering options to meet their future needs for administrative accommodation. WPH have confirmed that they would like to work with the Council to evaluate the option of buying Westminster House and using it to consolidate their administrative functions on a single site.
- 8.12 If this option is pursued, upgrading both Annexes would provide the major element of capacity necessary to vacate Westminster House, increasing the total number of workstations from 281 to 366 and the number of staff based there from 281 to 515 (assuming that agile working is maximised).
- 8.13 The estimated costs of upgrading the two annexes and investing in IT to maximise agility are as follows:

North Annexe

Item	Comment	Estimated Cost	Funding Source
Lift Refurbishment and DDA works		£80,500	Planned Maintenance Budget
General Repairs		£86,250	Planned Maintenance Budget
Improvement and enhancement works	A comprehensive scheme to upgrade building fabric, including window renewal and ancillary improvements (including fees)	£839,500	Capital
Agile Working	Physical improvements, fittings and equipment to support agility.	£352,500	Efficiency Fund (£222,200) IT revenue (£130,300)
IT infrastructure	Renewal and upgrading of ICT cabling	£161,000	IT Capital
Total		£1,519,750	

South Annexe

Item	Comment	Estimated Cost	Funding Source
Lift Refurbishment and DDA works		£34,500	Planned Maintenance Budget
General Repairs		£34,500	Planned Maintenance Budget
Improvement and enhancement works	A comprehensive scheme to upgrade building fabric, including window renewal and ancillary improvements (including fees)	£811,900	Capital
Agile Working	Physical improvements, fittings and equipment to support agility.	£345,000	Efficiency Fund (£210,000) IT revenue (£135,000)
IT infrastructure	Renewal and upgrading of ICT cabling	£166,000	IT capital
Total		£1,391,900	

- 8.14 The total estimated cost of physical works and IT investment for both Annexes to maximise their use is therefore £2,911,650.
- 8.15 Disposal of Westminster House would realise a capital receipt which could be used to offset the majority of the cost of physical works to the Annexes, with the balance of the scheme costs being met from the planned maintenance budget, the Efficiency Fund and existing provisions for funding IT investment, as indicated in the tables above.
- 8.16 The sale of Westminster House would deliver annual revenue savings of approximately £350,000; together with savings in backlog repairs of £176,400 and lifecycle repairs of £1,860,000. Removal costs (estimated at £15,000) would be set against these savings.
- 8.17 Critical to WPH's view of this opportunity will be the Council's ability to vacate Westminster House to allow refurbishment and reoccupation of the building to an agreed timescale. WPH wishes to work with the Council to assess in more detail the issues and risks arising from this proposal. The intention would then be for their Board to consider an options appraisal at its meeting on 5 October to enable it to make a final decision.

9. RISKS

- 9.1 Negative economic impacts from withdrawal from existing buildings are considered to be low, but no formal evaluation of these has been undertaken
- 9.2 The rationalisation of the Council's offices will form a major programme linked to other aspects of the corporate change programme. A comprehensive approach to risk management will be developed within the delivery programme. The EC Harris report included an initial 'High Level' identification of risks:
- 9.3 Within the wider rationalisation project, the Council's policy framework to support agile working has been reviewed. Revised policies have been shared with Trades Unions and will be the subject of further discussion with them.
- 9.4 The disposal of Westminster House may not be completed: WPH may choose not to proceed, or they may select a different site.

10. CONCLUSIONS

- 10.1 The business case considered by Cabinet on 24 June 2010 advised that the provision of the Council's administrative accommodation in the present estate with the current level of expenditure is unsustainable. Cabinet resolved in principle to pursue Option 3 for future provision.

- 10.2 The financial context for office rationalisation has changed and the need for significant savings has increased.
- 10.3 Refurbishment of Westminster House was identified in the business case as the catalyst for office rationalisation. A comprehensive investment scheme would substantially increase the use of that building and allow the vacation and demolition of the North and South Annexes.
- 10.4 With the possible interest of WPH in buying Westminster House an opportunity may now exist to realise a capital receipt which could be invested in the North and South Annexes. This is contrary to the approach contained in the business case option 3 which sought to maximise the location of staff in Birkenhead. Nevertheless, against a backdrop of increasing financial pressures it could facilitate an alternative approach to drive building rationalisation which may deliver greater revenue savings. Further work is needed with WPH to thoroughly investigate this option, and it is recommended that this be done before a final decision is made on the office rationalisation programme.
- 10.5 Whichever option is chosen, comprehensive refurbishment and enhancement of a retained building will create opportunities to improve the sustainability and environmental performance of the building and reduce CO2 emissions. These opportunities will be addressed in the design of the scheme.

11. FINANCIAL IMPLICATIONS

- 11.1 Costs are indicative at this stage and are based on condition surveys and further work undertaken Westminster House. More detailed estimates will be provided as part of a Scheme and Estimate report. Estimates at this stage include all fees, but exclude contingencies.
- 11.2 **Option 1 – Intensify the use of Westminster House**
- 11.2.1 A full refurbishment and upgrading scheme for Westminster House is estimated to cost £3.275m, which could be funded from a mixture of capital and revenue sources.
- 11.2.2 Vacation and closure of the North and South Annexes will save an estimated £210,000 per annum of revenue costs. There will be one-off costs to decommission and secure the buildings and to demolish them, estimated at £523,500.
- 11.2.3 Annual revenue costs in Appendix A were those included in the EC Harris business case. They are based on the full year 2008/2009.
- 11.2.4 Backlog maintenance costs are estimated to total £742,000 for the North and South Annexes. Life cycle (10 year) maintenance costs are

estimated at £658,000 for the North Annexe and £653,000 for the South Annexe. Vacation and closure of the buildings will therefore avoid a potential maintenance liability of £2.053m.

11.3 Option 2 – Refurbish the Annexes and dispose of Westminster House

11.3.1 Full refurbishment and upgrading of both the North and South Annexes would cost a total of £2.911m to be funded from a mixture of capital and revenue sources.

11.3.2 Sale of Westminster House would realise a substantial capital receipt which would be available to reinvest elsewhere.

11.4 The scheme and estimate report will confirm funding sources for the preferred option. The Strategic Asset Review (SAR) proposed that necessary investment in buildings to improve efficiency could be made from the Efficiency Fund. Budgetary provision was also made following the SAR of £1.5m for four years for the cost of necessary IT infrastructure works to support office rationalisation. On 14 January 2010 Cabinet resolved to provide £750,000 for desktop IT to support agile working. Finally, the cost of the repair and maintenance works necessary within either option can be met from the Planned Maintenance Budget.

11.5 The business case showed that option 3 would deliver discounted average revenue savings to the Council in excess of £800,000 per annum over 25 years, on the modelling assumption of an overall reduction in staff of 10%. Additional and currently unquantified savings were also identified which, in the view of EC Harris should mean that the target annual saving of £1m per annum is achievable. That target will not, however, be achieved by 1 April 2011. When a way forward is agreed a revised timescale will be reported to Cabinet.

12. STAFFING IMPLICATIONS

12.1 All administrative staff will potentially be affected by the rationalisation of the Council's administrative estate and the implementation of new ways of working.

12.2 The design of new and refurbished offices together with new working arrangements will improve the quality of the workplace for staff. Effective communication and staff engagement are key to successful large scale workplace change, and a comprehensive communication strategy will be developed for the project. Communication about the overall office rationalisation project will be dealt with in the wider context of the Change Programme through the Strategic Change Programme Board. For team and service office redesigns and relocations, a more detailed communications plan is being developed.

- 12.3 Full engagement will take place with trades unions, and discussions have already begun on revised policies to support agile working.

13. EQUAL OPPORTUNITIES IMPLICATIONS

- 13.1 An equality Impact Assessment has been completed for the overall rationalisation project. More detailed assessments will be undertaken as workplace changes are implemented. Refurbishment of existing accommodation and new build will allow the development of more accessible environments than exist in current accommodation.

14. COMMUNITY SAFETY IMPLICATIONS

- 14.1 None arising directly from this report.

15. LOCAL AGENDA 21 IMPLICATIONS

- 15.1 Refurbishment and improvement of existing accommodation will allow the creation of a more sustainable administrative estate with lower environmental impact. In particular, the opportunity will be addressed in any programme of work to improve building efficiency and reduce energy consumption and CO2 emissions wherever possible. Potential will also be considered in any scheme for micro-generation and wider sustainable benefits.
- 15.2 Other benefits will be realised through new working arrangements, for example a reduction in business mileage and CO2 emissions due to the consolidation of offices and an increase in agile working.

16. PLANNING IMPLICATIONS

- 16.1 None arising directly from this report, although it should be noted that within the business case options Birkenhead Town Hall, Wallasey Town Hall and the Conway Centre are listed buildings.

17. ANTI POVERTY IMPLICATIONS

- 17.1 None arising directly from this report.

18. HUMAN RIGHTS IMPLICATIONS

- 18.1 None arising directly from this report.

19. SOCIAL INCLUSION IMPLICATIONS

- 19.1 None arising directly from this report.

20. LOCAL MEMBER SUPPORT IMPLICATIONS

20.1 This report will be of interest to all members.

21. BACKGROUND PAPERS

- Cabinet 9 July 2008 Strategic Asset Review
- Cabinet 16 October 2008 Transforming Wirral-Strategic Asset Review
- Cabinet 27 November 2008 Transforming Wirral-Strategic Asset Review
- Cabinet 15 January 2009 Transforming Wirral-Strategic Asset Review
- Council Excellence Overview & Scrutiny Committee 17 March 2010 – Office
- Rationalisation Project Update

22. RECOMMENDATION

22.1 That the Director of Law, HR and Asset Management be authorised to discuss the potential sale of Westminster House with Wirral Partnership Homes and report to Cabinet at the earliest opportunity the outcome of those discussions, together with a recommended approach to office rationalisation.

Bill Norman

Director of Law, HR and Asset Management

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BUILDINGS IDENTIFIED FOR VACATION

Building	Nos. of staff.	Annual revenue cost	Backlog maintenance	Life cycle maintenance	Comments
Bebington Town Hall	112	96,452 ⁽¹⁾	140,000	156,000	Location of a communications node. Not available for immediate closure
Bebington TH Annex	63	52041 ⁽¹⁾	111,000	167,000	Development of Localisation Agenda may free this building.
Birkenhead Town Hall	19	190,000	1,734,000		Options to be developed for future use. Hamilton Partnership proposals to be further considered.
Bedford Road	18				Service delivery building. Possible alternative locations for service to be considered
Conway Centre	171	176,000	652,000	538,000	Vacation would require identification of new One Stop Shop facility. Listed building. Alternative uses to be considered.
Devon Gardens	4	9,500			Ground floor accommodation. To be considered within CYPD localisation agenda
Finance Municipal	292	294,000	305,000	497,000	No significant building issues. Reducing staff occupation would require significant service re-engineering.
Moreton Municipal	60	86,000	270,000	178,000	Currently used by CYPD – links to Pensby Park scheme. Would be vacated within 12 months. Remaining issue of One Stop Shop.
Liscard Municipal	73	91,000	201,000	295,000	Used by both CYPD & DASS for local Teams. Not immediately available for closure. Location of a communications node.
Hamilton Building	227	230,500	405,500	441,600	Location of substantial computer hub. Links to data centre review. Requires re-location and will be subject of future report to Members on Data Centres.
Pennant House	11	39,781 ⁽¹⁾	214,000	120,000	Location of One Stop Shop. No Administrative Staff in

BUILDINGS IDENTIFIED FOR VACATION

					Occupation. Part of a wider complex of buildings. Options for future use to be considered.
Rock Ferry Centre	56	122,000			Offices on first floor with Library & OSS on Ground Floor. CYPD locality office, not to be considered for closure
Old Court House	54	87,000			Close and dispose as soon as current occupants can be relocated
Treasury Building	185	380,000	441,000	552,000	Main Computer installation would require relocation on closure. Prudent to plan for a 5 year timeframe.
North Annex	143	114,000 ⁽¹⁾	371,000	658,000	No significant issues
South Annex	138	120,000 ⁽¹⁾	371,000	653,000	No significant issues
Willowtree	56	55,000			Cabinet approved creation of a centre of excellence at Rosclare House. Intention to relocate staff to Pensby Park. Likely to be available for closure summer 2011.
Total		1,915,000	5,215,500	4,255,600	

Notes 1. Annual revenue costs are estimated as actual costs are recorded for the whole Complex of buildings rather than building specific.

WIRRAL COUNCIL

CABINET - 23 SEPTEMBER 2010

REPORT OF THE DIRECTOR OF LAW HR & ASSET MANAGEMENT

COMMUNITY ASSET TRANSFER - GROSVENOR BALLROOM AND LISCARD COMMUNITY CENTRE, WALLASEY

1. EXECUTIVE SUMMARY

- 1.1 This report seeks approval for a transfer by lease of The Grosvenor Ballrooms Community Centre, Wallasey in accordance with the Council's Community Asset Transfer Policy.

2. BACKGROUND

- 2.1 Cabinet, at its meeting on 15th January 2009 identified a number of facilities that should be transferred to community management, where the community expresses an interest.
- 2.2 Cabinet, at its meeting on 19th March 2009, approved the Community Asset Transfer policy. The policy is used to pass over the ownership and control of assets to community based groups and explains in detail the key principles and basis for transfer. The minute also resolved that Community Centres first be offered to the established and viable Joint Management Committees.

3. GROSVENOR BALLROOMS

- 3.1 The Grosvenor Ballrooms were opened in 1906, constructed in red pressed brick with ornate detailing. Purpose built as a ballroom, this two storey building has been operated latterly as a community hall. It is identified on plan A.
- 3.2 The ground floor consists of a large ballroom with capacity to accommodate 300 people, and there is a licensed bar facility and a buffet room. There is also a small office, based at the front of the building and a small storage area on the ground floor. There is a large training kitchen which can deliver commercial catering.
- 3.3 This facility is currently in operation seven days a week and provides activities which include: Pensioners Luncheon Club, ballroom dancing, line dancing, tai chi, tea dances, keep fit, church group, children's dance groups, weddings, parties, theatre group, concerts, blood donors, conferences and educational training. Upstairs, at the front of the building, there is a dance studio and the rear of the building there is a recording studio.

4. LISCARD COMMUNITY CENTRE

- 4.1 The centre was originally built circa 1970 as a sports hall / gymnasium and was constructed in brick under a flat roof. It is identified on plan B.

- 4.2 Liscard Community Centre comprises one large main hall, a smaller upstairs meeting room, kitchen facilities and a small office with limited storage space.
- 4.3 There is an environmentally friendly garden area to the rear which has recently been improved through a Fairshare grant. Activities provided are Pre-School, Out of School Club, Holiday Club, Tai Chi, Tae-Kwon-Do, dancing, children's parties, keep fit, theatre group and limited private hire. The garden area is held on a 25 lease by the Joint Management Committee granted in 2006 at a peppercorn rental which was created to enable access to funding.

5. PROPOSAL

- 5.1 Both premises are operated by the Joint Management Committee for the Liscard Community Facilities Complex and in accordance with the Community Asset Transfer policy the group was invited to submit a proposal for Community Asset Transfer. The group has established Grosvenor Community Associates Ltd to go forward with the transfer and it originally considered the potential to take a transfer of both buildings. However, for the reasons outlined later in this report, its preferred option is now to incorporate all its activities at one site, the Grosvenor Ballroom.
- 5.2 In order for the organisation to relocate to one site and maintain the same level of activity and income, it would need to replace the space lost at Liscard and re-provide it at the Grosvenor Ballroom. To achieve this, the proposal assumes the construction of an extension at Grosvenor Ballroom to be funded through the asset transfer process from the Community Fund.
- 5.3 In arriving at its decision to deliver its community activities from one location, the group has identified the following benefits:
- Achieve a sustainable transfer of community facilities to a credible, established community organisation.
 - Remove ongoing local authority capital, revenue and management commitments for two community facilities.
 - Ensure community services continue to be offered in the long term in the Liscard area.
 - Ensure high quality child care provision is enhanced by high quality facilities in the area.
 - Develop a partner to work with the local authority and other service providers to localise services and provision to vulnerable and hard to reach communities (a key priority in Big Society).
 - Preserve a significant local building with cultural and historical significance.
 - Enhance Grosvenor as an anchor organisation for the area, providing facilities and space for smaller community groups and support to small organisations and individual citizens (a key priority in Big Society).

The group has also provided a value for money case for the transfer which is outlined as follows:

- Grosvenor Ballroom is a successful local community facility with the capacity to generate sufficient income to be self sustaining. This means that services can continue to be offered to the local community without the Council having the cost

of staffing, running costs and management – a significant long term saving, especially in the current economic climate.

- The plan involves reducing from two community buildings to one building. Whilst initial capital outlay is required, the re-siting to one facility means that the local authority is no longer meeting the staffing, revenue, repairs, maintenance and management costs of the Liscard Centre.
- The vacant site created by the demolition of Liscard Community Centre will have a residual value which can be recovered by the Council should it proceed to sale. (The future of this building has not yet been determined and demolition may not necessarily be the outcome).
- The cost of the extension to the Grosvenor Centre can be seen as an investment. The additional space will ensure that the facilities at Liscard are properly relocated, but the additional space will also provide an additional revenue income opportunity for Grosvenor, further ensuring sustainability.
- The existing childcare facilities at Liscard are poor. Although the service has received an excellent Ofsted report, the ongoing suitability of the building has been called into question. The re-siting to Grosvenor ensures that high quality childcare provision continues, but within a high quality environment, rather than a 'make do' environment. This contributes fully to the Council's priorities for high quality childcare and pre school learning (previously key elements of Every Child Matters).
- Investment in Grosvenor is not anti competitive. Whilst it is true that private operators may question public sector investment in this childcare facility, it is also true that a private operator would make private gain from the investment. As a social enterprise and a charity, the trustees of Grosvenor will not receive any dividend or profit. Any profit generated as a result of the investment will in fact be reinvested into the charity, and can be used to increase the benefits to the local community, either through enhanced childcare facilities, or through the provision of other charitable services.
- The transfer of the Big Lottery funded garden will be completed at a cost to the Grosvenor Centre, and not the local authority. (The funders have advised the group that the grant will not need to be repaid if the garden is re-sited)

5.4 Within the Grosvenor complex are eight lock up garages, four of which are occupied by individuals on monthly licence agreements. These have been in place for some time, the earliest dating back to 1981. One of the garages is vacant and the other three are used by the Joint Management Committee for the Liscard Community Facilities Complex. The proposed extension to the Grosvenor Ballroom would require the vacation and demolition of the garages which would necessitate the Council serving notice to obtain possession of the four properties currently on licences.

6. COMMUNITY BENEFITS

6.1 The Liscard and Grosvenor facilities currently offer a wide range of activities and functions for the community. Many of the benefits of a transfer of the Grosvenor Ballroom with the proposed extension have previously been described. The group has, however, advised, within its business plan, that after transfer it proposes to offer community benefit by expanding the business in the following ways:

- *To widen participation in and by the community*
- *To develop the commercial opportunities for the catering facilities at the Grosvenor Ballroom.*

- *To provide vocational/non vocational accredited courses within the local community*
- *To enhance local residents employability*
- *To build on relationships with the PCT*
- *To enhance the services provided in the luncheon club*
- *By identifying down time and marketing new opportunity created*
- *Exploring new opportunities both within and outside the established buildings*

7. TRANSFER PROPOSAL

7.1 The business plan, which covers a five year period, has been assessed and is considered to show a viable and sustainable opportunity for Community Asset Transfer towards the end of the business plan period. In order to achieve this, support is required in for the first two years of the plan, which the proposal requires the Council to meet from the Community Fund.

7.2 The Community Asset Transfer Policy advises that the Council will, subject to the availability of funding and the anticipated economic life of the building, carry out essential repairs to the main elements of the building. Such repairs are identified through an independent condition survey. The proposal requires that the repairs are funded by the Council from the Community Fund.

7.3 The Joint Management Committee for the Liscard Community Facilities Complex has submitted the proposal on the basis of a transfer of Grosvenor Ballroom in accordance with the Community Asset Transfer policy which would involve a transfer by lease on the following terms:

- Term: 99 years
- Rent: Peppercorn
- Liabilities: The lessee to be responsible for all outgoing and maintenance.
- User clause: For use as a community centre.

The group would also be required to vacate Liscard Community Centre and to surrender its lease of the play area to the rear at no cost to the Council.

7.4 The retention of Liscard Community Centre will require its security or demolition. However, as can be seen from the attached plan, the centre is located adjacent to the Liscard Municipal Offices and would enable significantly improved flexibility should the municipal complex require remodelling or developing.

7.5 Members will be aware of the Council's obligation to obtain the best price reasonably obtainable on the disposal of its land and property. However, under the General Consent, the Council does have the power to restrict the value of land by imposing restrictions as to its use on the grounds that to do so is in the interest of the economic and / or environmental and / or social well being of the inhabitants of the Borough and provided also that any such restriction in value does not exceed two million pounds, per transaction. Members should be aware that the Grosvenor Ballroom, if offered for sale without restrictions, would produce a capital receipt.

8. CONCLUSION

8.1 The proposal submitted by the Joint Management Committee for the Liscard Community Facilities Complex centres on its preference for locating all its activities on one site, the Grosvenor Ballroom. This requires repair and extension to the building, as described, that will provide an upgraded, high quality, community facility. The cost of providing the extension is substantial, however, given the savings to the Council and the opportunities offered by the return of the Liscard Community Centre, transfer and extension of Grosvenor Ballroom is considered to be the best means of achieving a viable and sustainable community facility.

9. Financial implications

9.1 The council will support use of Community Fund monies for a grant for the following items:

- The repairs described in the report, which relate predominantly to the need for a heating system and new windows have an estimated cost of £155,000 plus fees and contingencies.
- The cost of the extension has been estimated at between £300,000 and £350,000.
- The business plan identifies a deficit in year one in the sum of £43,272 and a deficit in year two in the sum of £18,946.

9.2 The transfer of this asset on the terms described will result in savings relating to running costs of approximately £30,000 per annum for Grosvenor and £12,700 per annum for Liscard.

9.3 If the Council retained Grosvenor Ballroom it would have to address the Backlog maintenance estimated at £155,000.

9.4 Future life cycle maintenance costs are estimated at £164,000 over the next 10 years. The Council will no longer have responsibility to meet these costs after transfer.

9.5 If the Council were to sell the property it could achieve a significant capital receipt. The actual amount would be determined by a marketing exercise, but would not be expected to be less than £350,000.

9.6 The return of Liscard Community Centre to the Council would enable it to determine future options whether it should be retained or sold. If it was agreed that it was sold the value, which would be determined by a marketing exercise, would not be expected to be less than £100,000.

9.7 Relocation of the Big Lottery funded garden at the rear of Liscard Community Centre would be funded by the Joint Management Committee at considerable expense.

9.8 The lock up garages currently produce an income of £1,300 per annum which would end once they become vacant.

10. Staffing implications

- 10.1 The Council employs two part time janitors at the centres. Post transfer Grosvenor Community Associates Ltd will make their own arrangements for janitorial services and the Council will manage the staff under existing HR policies.

11. Equal Opportunities implications/Equality Impact Implications

- 11.1 The transfer lease will require the group to adhere to current legislation including equal opportunities.
- 11.2 An initial Equality Impact Assessment has been undertaken in respect of the wider Community Asset Transfer process.

12. Community Safety implications

- 12.1 None arising directly from this report.

13. Local Agenda 21 implications

- 13.1 In undertaking work to Grosvenor Ballroom consideration will be given to energy savings.

14. Planning implications

- 14.1 The proposed extension to the Grosvenor Ballroom will require planning permission. The site is a location designated as a Primarily Residential Area and any future application would be assessed against Policies HS15 and RE10 in the Unitary Development Plan.

15. Anti-poverty implications

- 15.1 None arising directly from this report

16. Human Rights implications

- 16.1 None arising directly from this report

17. Social Inclusion implications

- 17.1 The building is used by a wide cross section of the community.

18. Local Member Support implications

- 18.1 The properties are located within the Liscard Ward.

19. Background Papers

- 19.1 Cabinet reports:

15 January 2009 – Transforming Wirral
19 March 2009 – Asset Management Update

20. RECOMMENDATIONS

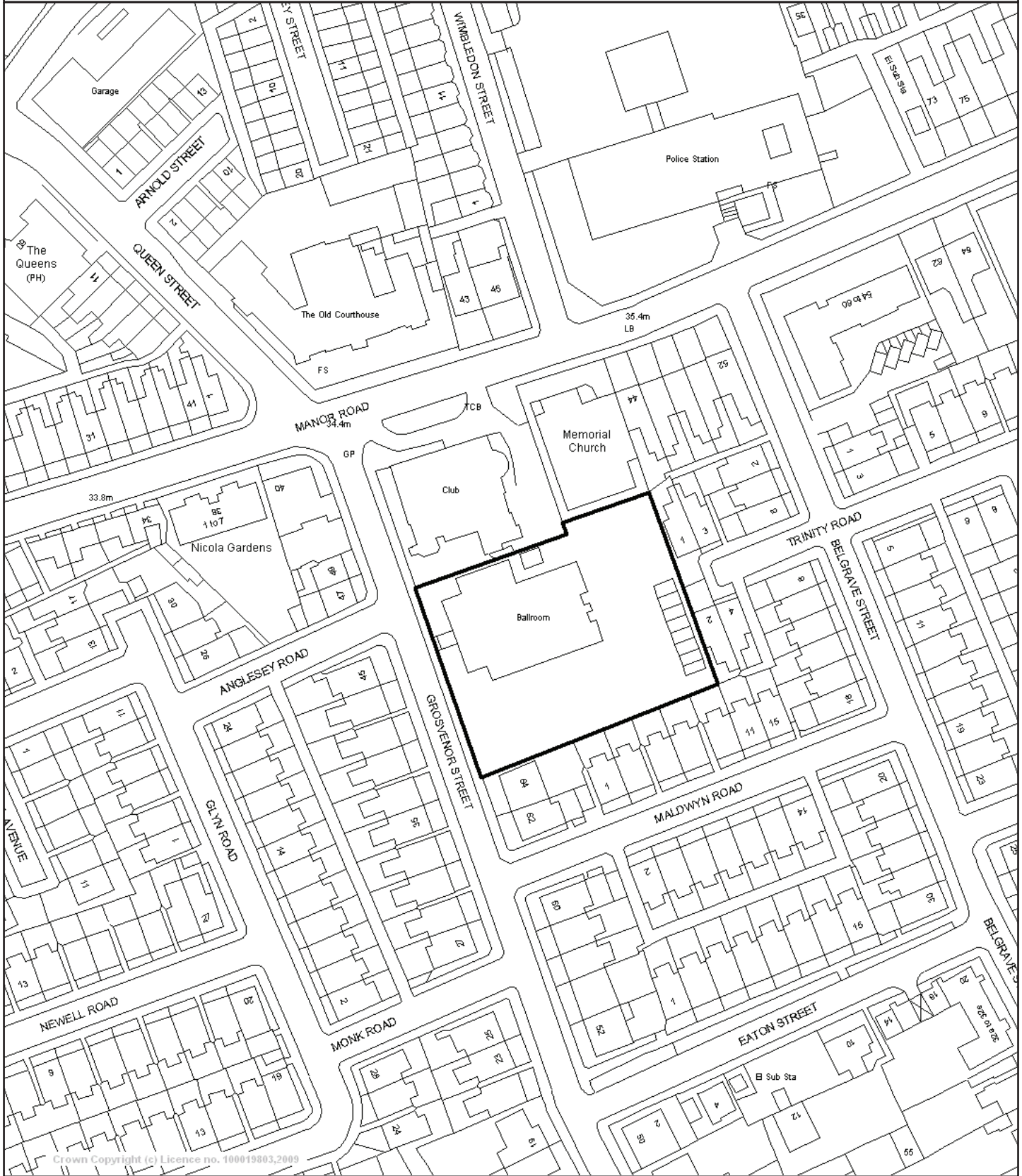
- 20.1 That a transfer by lease of the Grosvenor Ballroom be agreed and the Director of Law, HR and Asset Management be authorised to complete the necessary lease on the terms set out in this report.
- 20.2 That, following vacation by the group, the Council accepts a surrender of the existing interests in Liscard Community Centre and the adjacent garden area.
- 20.3 That the agreed works and extension to the property, together with the transitional costs for the first two years of the business plan, be funded from the Community Fund.
- 20.4 The Director of Law, HR and Asset Management be authorised to obtain possession of the garages as described in the report.

Bill Norman

Director of Law HR & Asset Management.

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PLAN A Grosvenor Ballroom, Grosvenor Street



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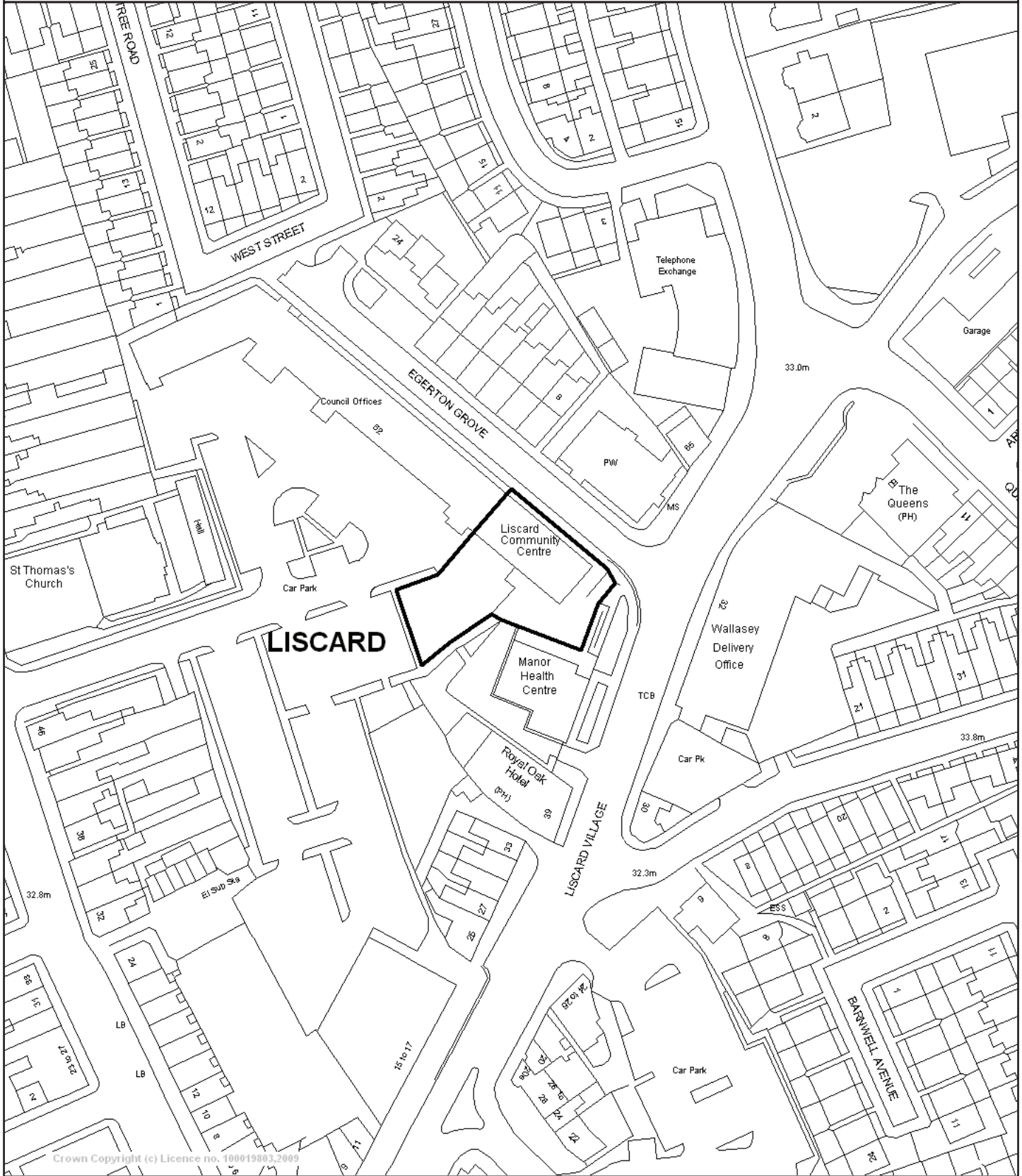
Date 3/9/2010

Dept: Law HR & Asset Management
Section: Asset Management

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PLAN B Liscard Community Centre



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Date 3/9/2010

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Section: Asset Management

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WIRRAL COUNCIL

CABINET - 23 SEPTEMBER 2010

REPORT OF THE DIRECTOR OF LAW HR & ASSET MANAGEMENT

COMMUNITY ASSET TRANSFER

1. EXECUTIVE SUMMARY

- 1.1 This report advises Members of the current status of the Community Asset Transfer programme and seeks authority to make budgetary adjustments for those centres which do not wish to pursue transfer.

2. Background

- 2.1 On 15th January 2009, Cabinet endorsed the proposed approach to Community Asset Transfer. It agreed a list of assets to be transferred and resolved that the two year time frame for Community Asset Transfer would expire on 16 January 2011.
- 2.2 On 19 March 2009, Cabinet agreed a Community Asset Transfer Policy and the mechanism for financial support for transfers to community groups through an application to the Community Fund.
- 2.3 Earlier this year, the Council's bid for £4.5million funding from the Community Fund to support the CAT programme was approved by WPH and the Community Fund Joint Working Group. This bid covers the financial years 2009/10 to 2011/12, inclusive. Accordingly it runs until 31 March 2012.

3. Current Position

- 3.1 Cabinet, at its meeting on 24th June 2010, considered a report by the Director of Law, HR and Asset Management on the Community Asset Transfer ('CAT') programme. The report identified issues that would be raised by a change to the previously agreed deadline, by which all transfers were to have been completed, and sought Cabinet's guidance on the way forward.
- 3.2 Cabinet resolved as follows:
- (1) the date for completion of Community Asset Transfer be extended until 31 March 2012 to align with the deadline for the availability of the Community Fund;
 - (2) it be emphasised to local community groups that financial support to transfer Assets from the Council to the Community beyond 31 March 2012 cannot be guaranteed and that access to the £4.5 million Community Fund will not be available after that date;
 - (3) the Council supports local community groups with asset transfer by assigning a named Council officer to assist them through the process who will report back to Cabinet members each month with an update on progress. This officer will also assist in the identification of suitable voluntary sector / faith based organisations with which community groups might wish to enter into partnership arrangements;

(4) Community Assets where communities are unwilling or unable to proceed with Asset Transfer are identified as a matter of urgency and removed from the programme, in order to enable a greater level of support to those groups willing and able to move forward with transfer and to enable the Council to budget more accurately for future levels of support;

(5) decisions on the future of the community centres or halls that cannot transfer by the revised 2012 date via the process outlined above be deferred until the Governance Commission has reported its findings and the extent of future delegation has been determined.

- 3.3 In response to resolution (4) each group involved with a building identified for CAT has been contacted to determine whether it wishes to proceed with the transfer, or whether it is unable or unwilling to proceed. The responses are summarised as follows:

Centres which have transferred:

- 3.4 Pensby Community Centre, Windsor Close and Moreton Community Centre. The Turntable Building is now occupied by the Merseyside Model Railway Society.

Centres for which transfer has previously been approved by Cabinet:

- 3.5 Bromborough Social Centre and Grange Road West Recreation Centre.

Centres where groups wish to continue with CAT are as follows:

- 3.6 Beechwood Community Recreation Centre, Beechwood Community Centre, Kylemore Community Centre, Greasby Community Centre, Noctorum Community Centre, Woodchurch Community Centre, Liscard Community Centre, Grosvenor Ballroom, Hoylake Community Centre, Westbourne Community Centre, Overton Community Centre, Vale House, New Ferry Village Hall, Delamere Community Centre, New Brighton Community Centre, Leasowe Lighthouse, Heswall Hall, Mayer Hall, Alexander Hall and Victoria Hall.

Centres where groups are unwilling or unable to proceed with the transfer:

- 3.7 Gautby Road Play and Community Centre, Livingstone Street Play and Community Centre, Seacombe Community Centre and Leasowe Community Centre.

Centres with no groups currently identified for transfer:

- 3.8 The Grange, Ivy Farm and 65 The Village.

4. Conclusion

- 4.1 In accordance with resolution (4) included at item 3.2, those centres where the groups have confirmed that they are unwilling or unable to proceed with CAT are to be removed from the process. Additionally, those centres with groups which wish to proceed with transfer be encouraged and assisted in doing so.

- 4.2 Of the centres identified as having no groups, two have been advertised for CAT in accordance with the policy and have generated no suitable interest. The other, Ivy

Farm, was an operational building until March this year and its future will now be considered in conjunction with adjoining assets in Arrowe Park. In all four cases, the properties present challenges and opportunities which require more detailed consideration as to their future requirements or uses. It is therefore recommended that these properties also be removed from the Community Asset Transfer process in order that they may be subject to property review and option appraisal.

5. Financial implications

5.1 Revenue savings to be achieved by vacating assets primarily relate to the actual running costs of buildings (e.g. rates, energy, water, insurance) and from the savings in staff costs that arise when direct service delivery ceases.

5.2 The budgets will need to be re-instated for the running costs of those buildings to be removed from the process:

	£
Gautby Road Play and Community Centre	13,100
Livingstone Street Play and community Centre	14,700
Leasowe Community Centre	6,500
The Grange	<u>13,100</u>
	<u>47,400</u>

Costs for Ivy Farm, 65 The Village and Seacombe Community Centre are currently met from budgets that are not specific to those facilities.

5.3 Retention of these seven assets will require the examination of the provision for expenditure on backlog repair and maintenance, together with future 'life cycle' maintenance costs.

5.4 The approved bid to the Community Fund for £4.5 million to support the CAT programme has a deadline for expenditure of 31 March 2012. There is no guarantee that if this funding is unused by 31 March 2012 that it will remain available.

6. Staffing implications

6.1 A mixture of community development staff and caretakers work as part of the Community Services Team. They will be directly affected by the Community Asset Transfer process as they will not have functions once the proposed number of community buildings is transferred.

6.2 These staffing issues will be managed through the Council's existing Human Resources policies and processes with reports being brought to the relevant Committee in due course.

7. Equal Opportunities implications/Equality Impact Implications

7.1 Transferring properties will be required within the terms of the lease to comply with all current legislation, including equal opportunities.

8. Community Safety implications

8.1 None arising directly from this report.

9. Local Agenda 21 implications

9.1 In undertaking works to properties as part of the transfer process, consideration will be given to energy savings.

10. Planning implications

10.1 None arising directly from this report.

11. Anti-poverty implications

11.1 None arising directly from this report

12. Human Rights implications

12.1 None arising directly from this report

13. Social Inclusion implications

13.1 None arising directly from this report.

14. Local Member Support implications

14.1 This report will be of interest to all members.

15. Background Papers

15.1 Cabinet reports:

15 January 2009 – Transforming Wirral – Strategic Asset Review

19 March 2009 – Asset Management Update

24 June 2010 – Community Asset Transfer

16. RECOMMENDATIONS

16.1 That properties with groups which have expressed an interest in proceeding with Community Asset Transfer, remain within the transfer process.

16.2 That those properties with groups unwilling or unable to proceed, or without existing groups, be removed from the transfer process.

16.3 That such groups which are unwilling or unable to proceed at present are reminded;

(i) that financial support to transfer assets from the Council to the Community beyond 31 March 2012 cannot be guaranteed and that access to the £4.5m Community Fund will not be available after that date, and;

(ii) decisions on the future of facilities that do not transfer by 31 March 2012 will be deferred until the Governance Commission has reported its findings and the extent of future delegation has been determined.

16.4 The Director of Finance be authorised to make the necessary budgetary adjustments as identified in 5.2 totalling £47,400 funds to be reinstated from balances in 2010/11 and a permanent increase in budget from 2011/12.

Bill Norman

Director of Law HR & Asset Management

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WIRRAL COUNCIL

CABINET – 23rd September 2010

REPORT OF THE INTERIM DIRECTOR OF CORPORATE SERVICES

INTERNATIONAL INVESTMENT MEETINGS

1. Executive Summary

1.1 This report seeks Cabinet approval for the Leader of the Council and officers to meet a request from Peel Holdings to accompany them to China to attend a number of meetings with potential International Investors into the Wirral Waters scheme.

2. Introduction and Background

2.1 Members will recall that Planning Committee on the 3rd August 2010 resolved to approve the Wirral Waters East Float Planning Application subject to consideration by the Secretary of State. As a result of that decision, Peel has been in the position to more actively promote the scheme to investors.

2.2 During their visit to China in May 2010, amongst other activities, officers accompanied Peel Holdings to a number of meetings with potential suppliers and investors into the Wirral Waters scheme. These meetings proved very fruitful in terms of demonstrating local government support for the Wirral Waters scheme and therefore, demonstrating that there was public support for the Peel promoted scheme.

2.3 Subsequent to those meetings in China, dialogue has continued between Peel and potential investors and there have been further meetings in the UK.

2.4 Peel has arranged a "Peel day" at the Shanghai World Expo on October 19th, at which it wishes to further promote the Investment opportunity offered by Wirral Waters to both existing and potentially new interested investors. A request has been made by Peel that the Leader of the Council and officers attend to both demonstrate their support for the scheme and help promote it to potential investors who will be attending the event (see attached letters). In order to demonstrate the extent of local government support, it is deemed vital that the Leader of the Council attends. The experience of both officers and Peel is that it is very important within the Chinese Government and businesses communities that the most senior of representation attends and engages in discussions as they reach an advanced stage.

2.5 In addition to "Peel day", meetings have been arranged in JiangYin and XuXiake with potential investors and again Peel has requested attendance at those meetings. These cities are in Jiangsu Province, which is also the location of Suzhou and Taicang, with whom Wirral is developing twinning arrangements. Should it be agreed that the Leader of the Council and officers should accompany Peel, we will also make arrangements to visit those two cities and promote the investment opportunity of Wirral Waters.

2.6 Peel has specifically requested that the Leader of the Council meets with representatives as it is felt this will be crucial to the success of Investment discussions. Meetings will also be arranged with up to twenty five companies which are considering locating to the North West and potentially, Wirral Waters.

2.7 Officers have also made introductions for Peel to meet with the vice president of international banking of a major bank, who they met with during their visit in May.

- 2.8 The proposed visit is from 16th (leaving UK on 15th) to 26th October.
- 3. Financial implications**
- 3.1 The estimated cost of this visit is £7,000 and will be paid out of the existing International Links Project Budget
- 4. Staffing implications**
- 4.1 There are no staffing implications arising directly from this report.
- 5. Equal Opportunities/Equality Impact Assessment**
- 5.1 There are none arising from this report at this time
- 6. Community Safety implications**
- 6.1 There are no community safety implications arising directly from this report.
- 7. Local Agenda 21 implications**
- 7.1 None arise at this time
- 8. Planning implications**
- 8.1 None arise from this report at present
- 9. Anti-poverty implications**
- 9.1 Potential Investment opportunities arising out of these meetings may address the creation of employment throughout the Borough
- 10. Human Rights implications**
- 10.1 There are none arising out of this report
- 11. Social Inclusion implications**
- 11.1 None arise out of this report at present, but any employment opportunities created in the Borough will impact positively on social inclusion
- 12. Local Member Support implications**
- 12.1 There are no implications arising directly from this report.
- 13. Background Papers**
- 13.1 Letters from Peel to officers of Wirral Council attached
- 14. RECOMMENDATIONS**
- 14.1 Cabinet agrees that the Leader of the Council and two officers visit China to attend meetings with Peel to discuss International Investment.
- 14.2 That the Wirral delegation visits Suzhou and Taicang in Jiangsu Province during their visit to China.
- 14.3 That an approved duty be agreed for the period of the visit.
- 14.4 That a report be brought to subsequent Cabinet outlining activity and outcomes from the visit.

K. ADDERLEY

Interim Director of Corporate Services

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26 August 2010

Dear Jeff, Jim and Kevin

Shanghai Expo – The Need to Attend

As you are all aware, the final month of the 6 month Shanghai Expo is October and from an inward investment into Wirral and an urban regeneration point of view, it is the most important month for Peel and Wirral.

Although this will be the end of this Expo, it is the start of what we hope will be a sound and prosperous business relationship with Shanghai and other parts of China. Of all the countries in the world, China seems to be the least affected by the recession, if affected at all, and its desire to do business with “English speaking countries” to help prosper must be captured.

Remember what was announced by the Leader of the Expo on television when it opened in May – it was made clear that those who had sponsored and helped “their Expo” can expect China’s help with business in their own country and those who did not will not be favoured. Thus, we need and have a continued opportunity to capitalise on this.

If I recall correctly a Wirral Council delegation has visited China twice. The first was with your former Leader Steve Foulkes who met with high level delegates from Suzhou and Taicang and the second was to attend the Shanghai Expo.

During both visits we attended and mutually supported most of each other’s meetings and to say we made good progress would understate what we achieved for Wirral in such a short period of time as a place to bring new business to.

It was quite clear that at such meetings the relationship between ourselves was also being measured ie. Wirral as the local government public sector and Peel representing the private sector and major investor in Wirral. Showing how we work together in partnership is important to them and our efforts being there were clearly appreciated.

My view is that it is extremely important that a Wirral Council delegation attends the Shanghai Expo this October and by this I mean senior Directors and new Leader, Jeff Green and perhaps other Councillors to support our pitch for inward investment into Wirral. It is both mine and John Whittaker’s view that Wirral’s attendance and particularly the personal endorsement by you Jeff, as new Leader, needs to show support and that you welcome the Chinese business community to Wirral and indeed to share your ideas, views, commitments and future strategies.

From my point of view, the fact that we have a unanimous vote for planning permission for Wirral Waters is something that we also should be shouting from the rooftops, on the basis that we are all getting ready to do business at a holistic scale that will stretch over decades but under a true and friendly partnership. I think that it is important that you Jeff need to be there to be giving support to this.

John Whittaker fully supports the concept of Wirral Waters as demonstrated by our continued endeavours to get planning permission for 17 million square feet of mixed use floor space which, let us remind ourselves, is the largest project in the UK and John is joining me at the Expo to continue this support. I will also have a team of at least 6 others from Peel with me.

Peel's support for Wirral needs the continued help and partnership of Wirral Council so myself and John ask that you seriously consider sending a delegation for at least the period of 13th to 20th October so that we can jointly continue to promote Wirral, Wirral Waters and port related activity and bring in new business.

The cost of such a visit is insignificant compared to the major future benefits that this could bring to Wirral.

Can you really afford not to go?

Yours sincerely

A handwritten signature in blue ink that reads "Lindsey".

LINDSEY E ASHWORTH
Director

Peel Developments (U.K.) Limited,

Peel Dome, The Trafford Centre, Manchester, M17 8PL

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9 September 2010

Dear Jim

Shanghai Expo – The Need to Attend

Following my letter of 26 August 2010 where I suggested your presence at the Shanghai Expo in October would be beneficial to both Wirral and to Inward Investment for the Northwest generally, I would like to update you on my teams' plans as we move forward.

Myself and colleagues will be leaving for Shanghai on the 12th October and I am involved with various events up to the 19th as a keynote speaker. Incidentally, the 19th will be Peel Day on Liverpool pavilion; this will be an on-going day of talks on various aspects that Peel are involved with, including Development, MediaCity and Energy. We would be delighted if you would attend and we would be happy for you to use this occasion as a useful tool in inviting any Chinese partners you think could benefit from hearing about Ocean Gateway and Wirral Waters.

From the 21st onwards we are planning a 3-day trip to JiangYin City and XuXiake Town in Jiangsu Province. We have made some important and interesting contacts here with a view to attracting investment into the Northwest and to Wirral and Liverpool Waters. Our principal contact Ms Stella Shiu is organising a formal meeting with the local Government, who already visited us in the Trafford Centre, and meetings with some of their Top 25 listed companies who have already expressed an interest in investing in the Northwest.

We feel this would be a wonderful opportunity for you and members of your team to be formally introduced to the JiangYin Government, again promoting the wider inward investment concept, and to assist us with our meetings with these possible investors. The presence of WMBC at meetings and events we set up in China, with a precise view of marketing Wirral and making sure it is portrayed in the best light, is always very beneficial. To make headway in China the private and public sector must appear as working together demonstrating a true partnership!

Our third day of permanence in JiangYin will be to conduct a series of site visits to factories and manufacturing sites who we may engage with either for possible partnerships in investment, or for relocation purposes in the UK, perhaps even to make use of some of their products for our own projects.

Naomi Peck, who is the Project Manager for Shanghai on my team, will be in touch with you this week to make sure you are correctly briefed on all dates and details for our October trip. We would very much appreciate you being there with your team, and hope to receive positive news from you soon so that we may press on with our arrangements through Stella Shiu.

Best regards.

Yours sincerely

A handwritten signature in black ink, appearing to read "Lindsey E. Ashworth". The signature is written in a cursive style with a large initial "L" and "A".

LINDSEY E ASHWORTH
Director

WIRRAL COUNCIL

CABINET: 23 SEPTEMBER 2010

REPORT OF THE JOINT DIRECTOR OF PUBLIC HEALTH

PUBLIC HEALTH ANNUAL REPORT 2009/2010

Executive Summary

The Annual Report of the Joint Director of Public Health for Wirral for 2009/2010 comprises four key documents. These are as follows:

- *Health & Wellbeing in Wirral: The Big Picture (2009/10)*
- *Wirral Compendium of Health Statistics 2010*
- *A Breath of Fresh Air: Reducing Smoking and Tobacco Use in Wirral (2009/10)*
- *Health Inequalities Annual Report (April 2010)*

1 Background

Each year the Joint Director of Public Health for Wirral produces a report that outlines key issues for the health and wellbeing of the Wirral population entitled Health & Wellbeing in Wirral: The Big Picture. In 2008, the first Wirral Joint Strategic Needs Assessment (JSNA), which is used routinely to inform the commissioning of services in Wirral, was launched and this now provides a constantly updated source of public health data and intelligence. A summary of this interactive web-based resource is attached at Appendix 1. It is through this web-based portal that the Joint Director of Public Health provides a public overview of the state of health and wellbeing and makes recommendations for future actions. The JSNA now replaces the need for an annual public health report that outlines all the key health issues in the area. Instead, the Joint Director of Public Health in Wirral has chosen to provide an analysis of selected priority health issues, to complement the JSNA. For 2009/10, these priority issues are tobacco and health inequalities.

1.1 Health & Wellbeing in Wirral: The Big Picture (2009/10)

The key issues identified within the JSNA for 2009/2010 are listed below:

- Wirral is not on track to meet the PSA Life Expectancy Target (December 2011). The relative gap from the baseline of 1995/97 has increased by 30% for men and 33% for women.
- The impact of deprivation on life expectancy appears to be greater for males than females and this should be examined in more detail to identify potential 'protective' factors.

- Action is needed to address the gap in life expectancy between the most deprived areas of Wirral and the more affluent areas. These are amongst the widest gaps between wards in the same borough in England.
- The male mortality rate from potentially preventable causes is higher than the England rate, which could be an indication that men in Wirral are not accessing health care services in a timely manner. It is however important to ensure that local healthcare services are designed to meet the needs of men in Wirral.
- Mortality from chronic liver disease (under 75's) is considerably high in Wirral, particularly in men. The rise in mortality from liver disease and other digestive disorders is mainly caused by alcohol and is contributing towards the failure to meet the target for a reduction in the life expectancy gap.
- Wirral has made considerable improvements in reducing mortality from cardiovascular disease (CVD); however death rates in the more deprived areas are almost twice as high as they are in Wirral as a whole. This is a key inequalities issue in Wirral.
- It is estimated that there are around 3,600 people in Wirral with undiagnosed Coronary Heart Disease (CHD). Wirral has established a Locally Enhanced Service (LES) to screen the population and identify undiagnosed cases of CHD; the number of undiagnosed cases should be reviewed in the future to evaluate the impact of the service over the longer term.
- Wirral is performing fewer coronary revascularisation procedures than expected, given the age and deprivation of the local population.
- Increasing numbers of people in Wirral surviving a stroke and heart attack and being left with a disability as a result is an issue that commissioners need to be aware of as it could have significant implications for health and social care services.
- There is a need to ensure women are being invited and are attending appointments for cervical screening. There has been a recent downward trend in the number of women attending appointments (this has been observed both nationally and locally).
- The gap in Chronic Obstructive Pulmonary Disease (COPD) mortality between England and Wirral does not appear to be closing for females. Based on the current picture, it is projected that incidence of COPD will show a steady increase over the next two decades, which could have a considerable impact on health and social care services in the future.
- People with diabetes living in the most deprived areas of Wirral are significantly more likely to be admitted to hospital as emergencies.

- It is estimated that there are approximately 1,800 undiagnosed diabetics in Wirral.
- It is estimated that nearly 38,000 people in Wirral have hypertension but are currently undiagnosed (approximately half of people diagnosed) and are at an increased risk of CHD and Stroke. Whilst this is in line with national figures this is still of concern.
- Whilst adult obesity estimates indicate that Wirral has slightly lower rates than national and regional averages, this still remains a key issue as rates are likely to increase significantly over the next few decades.
- Wirral needs to closely monitor local obesity prevalence and prepare for a likely increase in the numbers of people who develop co-morbidities such as diabetes and CVD. The prevention of overweight and obesity should also remain a priority.
- The rate of MRSA and Clostridium Difficile is lower in Wirral hospitals than the North West average, although public concern about healthcare acquired infections in Wirral is high.
- Wirral is making slow progress on the Government target to reduce the number of people killed and seriously injured on Wirral roads by 40% at 2010. If current progress continues, Wirral is unlikely to achieve this target. Wirral has however exceeded its target to reduce the number of slight casualties, although it is still behind national performance.
- Smoking is related to a range of chronic and fatal conditions such as CVD, cancer and COPD. Deaths from these diseases are higher in areas of deprivation as is smoking prevalence. Targeting smoking interventions in these areas, both in terms of prevention and treatment should remain a priority.
- Although fruit and vegetable consumption has increased over the last few years, there are still areas that are lagging behind the general improvements in trends; in particular women living in the most deprived areas, and males generally reported eating fewer fruit and vegetables overall.
- Over the last few years Chlamydia has consistently been the most diagnosed sexually transmitted infection at Arrowe Park Hospital, whilst the Wirral Chlamydia Service is recognised as one of the top performing services in the country.
- In 2008/09, admissions to hospital resulted in over 62,428 excess bed days at a cost of almost £14 million. Excess bed days were more likely for non elective admissions and genitourinary conditions accounted for over 1 in 4 of all excess bed days. This warrants further investigation.
- Conditions relating to pregnancy was the single biggest cause for a non-elective admission, this equates to almost three non elective admissions related to pregnancy for every baby born in Wirral.

- Wirral is currently not on track to meet the local target set for the National Indicator 130 which means that not enough social care clients are receiving Self Directed Support.
- Wirral is also under performing in the National Indicator 141 which means that too few clients in short term accommodation are moving on in a planned way to greater independence. A range of measures have been introduced to address this with year on year targets set to demonstrate improvement.
- Findings from the 2008 National Patients Survey, which asked for patients' feedback on a range of primary health care indicators shows that Wirral is performing well when compared to the feedback nationally.

NHS Wirral received feedback on the year 2 "World Class Commissioning" assurance review which took place in April 2010. This showed significant progress in all areas including the use of public health data and intelligence to drive commissioning decisions.

1.2 **Wirral Compendium of Health Statistics 2010**

The Compendium of Statistics is intended to provide a quick reference guide to the most recent information on the population of Wirral. It is provided in small ring bound format for ease of reference and storage. It accompanies the JSNA, being a snap shot of the data and information contained in the technical document that is available on the web portal. The Compendium is attached as Appendix 2.

1.3 **A Breath of Fresh Air: Reducing Smoking and Tobacco Use in Wirral**

A Breath of Fresh Air focuses on smoking and tobacco control. Smoking remains the single biggest cause of inequality in death rates between rich and poor people and accounts for over half of the difference in premature (early) death between social classes. In Wirral, smoking kills more than 600 people per year.

The report outlines the national and local picture in relation to smoking and tobacco, including children. It outlines the plans that were set in place last year by the Smoke Free Wirral Partnership to reduce smoking prevalence, availability of tobacco and harm from second hand smoke. The report reviews performance and celebrates the successes that have been achieved such as engaging more with excluded groups and protecting children and young people. Recommendations for future action are also outlined. The report is attached at Appendix 3. Actions and achievements for 2009-2010 are listed in the section on the Smokefree Wirral Implementation Plan on pages 6 and 7 of this report.

1.4 Health Inequalities Annual Report

The Health Inequalities Annual Report 2009-2010 (see Appendix 4) provides an annual update on the progress towards meeting national and local targets for health inequalities. It also reports on the actions and strategic objectives set out in the Health Inequalities Action Plan (HIAP), which was agreed in June 2009 by Cabinet, Wirral Strategic Partnership, and NHS Wirral Board

The Health Inequalities Action Plan is concerned primarily with reducing the gradient in health inequalities within Wirral.

Wirral Health Inequalities Action Plan draws together the high impact actions that need to be set in place in order to achieve the three key targets for Wirral:

- To reduce the life expectancy gap between Wirral and England
- To reduce internal inequalities in mortality and life expectancy within Wirral
- Improve the health and well-being of communities groups with the poorest health

Monitoring reports are produced quarterly to summarise progress on each action.

The Health & Wellbeing Partnership is accountable for leading the implementation of the action plan reporting to the Local Strategic Partnership Executive. Performance on headline health inequalities indicators is also reflected in the Council's corporate Plan and reported to Cabinet against the relevant strategic objective (for example life expectancy, teenage conceptions, smoking, alcohol, employment).

The actions within the HIAP that are on track and delivering the required outcomes

- Increase the number of people who are supported to live independently
- Review and support to GP practices to achieve maximum performance on primary prevention of main causes of premature mortality including cardiovascular disease (CVD)
- Provision of health equity audits and data to support a reduction in premature mortality from CVD and cancers.
- Working in partnership to reduce the number of excess winter deaths.
- Review protocols for providing information to children and young people following self harm to ensure it routinely includes alcohol brief intervention.
- Develop and implement a stop smoking plan
- A minimum of 500 front line staff are trained each year to provide brief interventions
- Implement the Teenage Pregnancy Priority Action Plan

The actions that require further focus and attention are:

- Establish fit for purpose data collection methods within key services to assess access by Black and Ethnic Minority groups
- Health equity audit – recommendations from the cancer and CVD equity audits need to be developed into action plans
- Current prescribing guidance is reviewed regarding first and second line treatment options for smoking cessation.
- Screen 4,000 people per year for vascular risk, targeting people least likely to be in contact with primary care (e.g. manual workers, men aged 40-75, substance mis-users, offenders and homeless)
- Reduce the proportion of children aged 4-5 years and 10-11 yrs that are overweight and obese (LAA NI 55).
- Develop and implement a Shared Data and Intelligence Plan for Health & Wellbeing.

Actions that require review and support by the lead agency

There are four key actions:

- The proportion of people claiming out of work benefits has risen
- Programmes are in place to provide health improvement support to people claiming incapacity benefits but numbers into employment are low and require monitoring to judge impact on reducing the number of claims
- Screen 4,000 people per year for vascular risk.
- Develop and implement a Health Action Area Plan to accelerate health improvement in the 3% and 20% most deprived areas of Wirral

The health inequalities action plan is a shared programme of activity. The elements which are driven primarily by the Wirral MBC include:

- Tackling the availability of illegal tobacco
- Increasing the number of homes improved via “Warm Front”
- Taking action to reduce economic inactivity
- Developing and maintaining skills to enable people to live independently
- Developing a programme of equality impact assessment and health impact assessment
- Delivering the young peoples substance misuse and alcohol misuse programme
- Delivering the road safety and child injury programme
- Supporting the delivery of the National Child Measurement Programme
- Delivering the Wirral Waters Development Plan

Progress against these actions are monitored by The Corporate Health Group and reported to Chief Officers Management Team.

The Health Inequalities Action Plan is reviewed by the Department of Health National Support Team. At the latest review in July 2010 Professor Chris Bentley had “praised Wirral for their overall approach. He felt that the action plan was strong and well managed, primary care was good and QOF (Quality and Outcomes Framework for GPs) achievement strong and there were a range of examples of good and effective practice in tackling inequalities. He felt that Wirral now needed to focus on addressing the red and amber rated areas of the action plan, in particular seasonal excess deaths and smoking in pregnancy.”

1.4 Access and contact information

Further information or hard copies of the documents that make up the Public Health Annual Report are available from the office of the Joint Director of Public Health, Old Market House, Hamilton Street, Birkenhead, Wirral, CH41 5AL, Telephone 0151 651 0011. Comments and suggestions would also be welcomed

2 Financial Implications

There are no financial implications directly arising out of this report.

3 Staffing Implications

There are no staffing implications directly arising out of this report.

4 Equal Opportunities Implications/Health Impact Assessment

Equal opportunities aspects of smoking in relation to Black and Minority Ethnic groups are addressed in the Smoking Report.

5 Community Safety Implications

Road traffic collisions are implicated as contributing to life expectancy and this is monitored within the JSNA and addressed within the Health Inequalities Action Plan.

6 Local Agenda 21 Implications

There are no Local Agenda 21 implications directly arising out of this report although sustainability is related to health inequalities.

7 Planning Implications

There are no planning implications directly arising from this report.

8 Anti Poverty Implications

There is strong evidence of the link between poverty, health inequalities and reduced life expectancy. This is monitored in the JSNA and

addressed in the Health Inequalities Action Plan which has a focus on the 20% most deprived population. In addition the impact of smoking on income is addressed in the Smoking Report

9 Social Inclusion Implications

The inclusion of specific groups e.g. homeless people; people with a learning disability is related to health inequality and addressed in the Health Inequalities Action Plan

10 Local Member Support Implications

This report affects the entire Borough

11 Background Papers

Background papers are included as appendices within the report or electronic or hard copies are also available from the office of the Joint Director of Public Health

12 Recommendations

That;

Cabinet is asked to note the report of the Joint Director of Public Health for 09/10 and endorse those actions within the Health Inequalities Action Plan where the Council can contribute to the achievement of outcomes

This report was prepared by:

Sue Drew

Former Deputy Joint Director of Public Health

Tony Kinsella

Head of Performance and Public health intelligence (NHS Wirral)

MARIE ARMITAGE

Joint Director of Public Health

September 2010

HEALTH & WELLBEING IN WIRRAL: THE BIG PICTURE

Wirral's Joint Strategic Needs Assessment (2009/10)

1. *'Health and Well-being in Wirral: The Big Picture'* is the name given to Wirral's joint strategic needs assessment (JSNA). It is a summary of the key health and well-being issues in Wirral. This was first produced in December 2008 and has been extensively updated and developed during 2009. The development of the JSNA is led by the Directors of Public Health, Adult Social Services and Children and Young People's Services.
2. During 2009 the JSNA was developed from a series of technical documents into a web based resource to ensure it is highly accessible, particularly to commissioners of health and well-being services. In addition, areas of data development identified in the first JSNA have been completed. An example of this is the health and well-being needs assessment for black and minority ethnic people about whom there was previously only limited information. This was carried out as part of an extensive programme of health needs assessment to inform the JSNA.
3. The new web site gives access to all the JSNA chapters and provides links to additional documents, commissioning strategies and data sources. Additional data sharing agreements have been set in place during the year that have enabled data sets from partner agencies to be analysed, providing new intelligence to monitor programmes (such as health outcomes for pupils of schools in different socio economic areas and prevalence of smoking in households having a fire safety check). A programme of economic evaluation of health and well-being services and programmes has also been completed. In addition, extensive and innovative modelling of health and well-being impact as a result of different levels of investments in services and interventions has been completed and is available. Together, these provide commissioners with the information they need to ensure they can purchase services and programmes that are based on need, public views, best evidence and value for money.
4. The new JSNA web site enables users to analyse available data and produce their own customised maps and tables (Instant Atlas). This will include data analysis, public engagement information and summarised health needs and recommendations for commissioners.
5. To accompany the JSNA, an annual Compendium is produced. This is a user friendly public version of key health and well-being facts. This small booklet is produced especially for elected members, libraries, public, students, partners and community activists.
6. Wirral's JSNA has been divided into chapters which have focused on a range of topics and population groups. The wider determinants of

health have a central impact on health and wellbeing and there is recognition that action to improve health must address these root causes. Consequently, the wider determinants of health have been considered throughout this assessment and key issues pertaining to these are highlighted.

7. The contents of the JSNA are summarised below. In each section, consideration is given to socio demographics, health and well-being and service user / population views. Key issues are drawn out of each section and collated in a document summary.
8. Health and Well-being in Wirral: The Big Picture – Outline contents:
 - Wirral population
 - Health and well-being
 - Children and young people
 - People living in the most deprived communities
 - Older people
 - People with a learning disability
 - Carers
 - People with a mental health problem
 - Alcohol
 - Drug misuse
 - People with long term conditions
 - Black and minority ethnic groups
 - Homeless
 - Housing
 - Health and Well-being in Wirral; The big issues for commissioners
9. **The key issues for health and well-being in Wirral 2009-10 are listed below:**
 - Wirral is not on track to meet the PSA Life Expectancy Target (December 2011). The relative gap from the baseline of 1995/97 has increased by 30% for men and 33% for women.
 - The impact of deprivation on life expectancy appears to be greater for males than females and this should be examined in more detail to identify potential 'protective' factors.
 - Action is needed to address the gap in life expectancy between the most deprived areas of Wirral and the more affluent areas. These are amongst the widest gaps between wards in the same borough in England.
 - The male mortality rate from potentially preventable causes is higher than the England rate, which could be an indication that men in Wirral are not accessing health care services in a timely manner.

It is however important to ensure that local healthcare services are designed to meet the needs of men in Wirral.

- Mortality from chronic liver disease (under 75's) is considerably high in Wirral, particularly in men. The rise in mortality from liver disease and other digestive disorders is mainly caused by alcohol and is contributing towards the failure to meet the target for a reduction in the life expectancy gap.
- Wirral has made considerable improvements in reducing mortality from cardiovascular disease (CVD); however death rates in the more deprived areas are almost twice as high as they are in Wirral as a whole. This is a key inequalities issue in Wirral.
- It is estimated that there are around 3,600 people in Wirral with undiagnosed Coronary Heart Disease (CHD). Wirral has established a Locally Enhanced Service (LES) to screen the population and identify undiagnosed cases of CHD; the number of undiagnosed cases should be reviewed in the future to evaluate the impact of the service over the longer term.
- Wirral is performing fewer coronary revascularisation procedures than expected, given the age and deprivation of the local population.
- Increasing numbers of people in Wirral surviving a stroke and heart attack and being left with a disability as a result is an issue that commissioners need to be aware of as it could have significant implications for health and social care services.
- There is a need to ensure women are being invited and are attending appointments for cervical screening. There has been a recent downward trend in the number of women attending appointments (this has been observed both nationally and locally).
- The gap in Chronic Obstructive Pulmonary Disease (COPD) mortality between England and Wirral does not appear to be closing for females. Based on the current picture, it is projected that incidence of COPD will show a steady increase over the next two decades, which could have a considerable impact on health and social care services in the future.
- People with diabetes living in the most deprived areas of Wirral are significantly more likely to be admitted to hospital as emergencies.
- It is estimated that there are approximately 1,800 undiagnosed diabetics in Wirral.
- It is estimated that nearly 38,000 people in Wirral have hypertension but are currently undiagnosed (approximately half of people

diagnosed) and are at an increased risk of CHD and Stroke. Whilst this is inline with national figures this is still of concern.

- Whilst adult obesity estimates indicate that Wirral has slightly lower rates than national and regional averages, this still remains a key issue as rates are likely to increase significantly over the next few decades.
- Wirral needs to closely monitor local obesity prevalence and prepare for a likely increase in the numbers of people who develop co-morbidities such as diabetes and CVD. The prevention of overweight and obesity should also remain a priority.
- The rate of MRSA and Clostridium Difficile is lower in Wirral hospitals than the North West average, although public concern about healthcare acquired infections in Wirral is high.
- Wirral is making slow progress on the Government target to reduce the number of people killed and seriously injured on Wirral roads by 40% at 2010. If current progress continues, Wirral is unlikely to achieve this target. Wirral has however exceeded its target to reduce the number of slight casualties, although it is still behind national performance.
- Smoking is related to a range of chronic and fatal conditions such as CVD, cancer and COPD. Deaths from these diseases are higher in areas of deprivation as is smoking prevalence. Targeting smoking interventions in these areas, both in terms of prevention and treatment should remain a priority.
- Although fruit and vegetable consumption has increased over the last few years, there are still areas that are lagging behind the general improvements in trends; in particular women living in the most deprived areas, and males generally reported eating fewer fruit and vegetables overall.
- Over the last few years Chlamydia has consistently been the most diagnosed sexually transmitted infection at Arrowe Park Hospital, whilst the Wirral Chlamydia Service is recognised as one of the top performing services in the country.
- In 2008/09, admissions to hospital resulted in over 62,428 excess bed days at a cost of almost £14 million. Excess bed days were more likely for non elective admissions and genitourinary conditions accounted for over 1 in 4 of all excess bed days. This warrants further investigation.
- Conditions relating to pregnancy was the single biggest cause for a non-elective admission, this equates to almost three non elective

admissions related to pregnancy for every baby born in Wirral.

- Wirral is currently not on track to meet the local target set for the National Indicator 130 which means that not enough social care clients are receiving Self Directed Support.
 - Wirral is also under performing in the National Indicator 141 which means that too few clients in short term accommodation are moving on in a planned way to greater independence. A range of measures have been introduced to address this with year on year targets set to demonstrate improvement.
 - Findings from the 2008 National Patients Survey, which asked for patients' feedback on a range of primary health care indicators shows that Wirral is performing well when compared to the feedback nationally.
10. The full technical document is available at <http://info.wirral.nhs.uk/ourjsna/>

Marie Armitage
Joint Director of Public Health

Howard Cooper
Director of Children's Services

John Webb
Director of Adult Social Services

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INTRODUCTION

NHS Wirral is pleased to present our 2010 Compendium of Statistics. This document is intended to be a reference guide to the most recent information on the population and health status of the people living in Wirral. It has been designed to accompany the Public Health Annual Report and support Wirral Joint Strategic Needs Assessment (JSNA). This is the third edition of the Compendium which is updated annually.

The information is presented as a list of tables, each presented with notes, definitions and data sources. The Compendium of Statistics can be freely shared as and when required, but it is recommended that reference be made to the notes and definitions when using information contained in this document.

An electronic, text-only version of this Compendium can be downloaded from the NHS Wirral information portal at <http://info.wirral.nhs.uk>. The JSNA for Wirral is also available via this portal, which is interactive and has the facility for users to interactively benchmark and map a variety of indicators from our JSNA against other areas in England using the Instant Atlas™ package.

We would like to thank all teams and individuals in NHS Wirral and Wirral Metropolitan Borough Council for their contributions of information and data.

If you have any comments or suggestions about the Compendium, please contact Elizabeth Farrington, NHS Wirral Performance & Public Health Intelligence Team on 0151 651 0011.

Produced by Rowan MacLennan, NHS Wirral Performance & Public Health Intelligence Team.

WIRRAL COMPENDIUM OF STATISTICS 2010

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Section 1: Population

Table 1a

ESTIMATED RESIDENT POPULATION BY 5-YEAR AGE GROUP AND GENDER
WIRRAL LOCAL AUTHORITY, MID-2008

Age Group	Males		Females		Persons	
	Number	%	Number	%	Number	%
<1	1,900	1.3	1,900	1.2	3,800	1.2
0-4	7,500	5.1	7,000	4.3	14,500	4.7
5-9	8,900	6.0	8,400	5.2	17,400	5.6
10-14	10,000	6.8	9,400	5.8	19,300	6.2
15-19	10,800	7.3	10,200	6.3	21,000	6.8
20-24	10,000	6.8	9,400	5.8	19,400	6.3
25-29	7,800	5.3	7,800	4.8	15,500	5.0
30-34	6,800	4.6	8,000	4.9	14,800	4.8
35-39	9,500	6.4	10,500	6.5	20,100	6.5
40-44	10,300	7.0	12,300	7.6	22,600	7.3
45-49	10,500	7.1	11,900	7.4	22,400	7.2
50-54	9,600	6.5	10,700	6.6	20,300	6.6
55-59	10,000	6.8	10,500	6.5	20,400	6.6
60-64	9,800	6.6	10,200	6.3	20,000	6.5
65-69	7,300	4.9	8,200	5.1	15,500	5.0
70-74	6,200	4.2	7,400	4.6	13,700	4.4
75-79	5,000	3.4	7,000	4.3	12,000	3.9
80-84	3,300	2.2	5,500	3.4	8,900	2.9
85+	2,300	1.6	5,600	3.5	7,900	2.6
All Ages	147,500	100	161,900	100	309,500	100

Notes and Definitions

1. The table shows the estimated resident population at mid-year 2008 for local authority administrative boundaries that were in place in 2008.
2. ONS recommend that population estimates should be rounded to the nearest one hundred persons. The figures presented in the above table are provided to the nearest person in order to allow further calculations. The estimated figures may not be accurate at this level of detail.
3. The figures for individual age groups may not add up to the total figure due to rounding.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 1: Population

Table 1b

GP REGISTERED POPULATION BY 5-YEAR AGE GROUP AND GENDER
NHS WIRRAL, 2010

Age Group	Males		Females		Persons	
	Number	%	Number	%	Number	%
00 - 04	9372	5.8	8852	5.2	18224	5.5
05 - 09	9169	5.6	8756	5.2	17925	5.4
10 - 14	9990	6.1	9507	5.6	19497	5.9
15 - 19	11094	6.8	10167	6.0	21261	6.4
20 - 24	10180	6.2	10084	6.0	20264	6.1
25 - 29	9839	6.0	9665	5.7	19504	5.9
30 - 34	9130	5.6	9239	5.5	18369	5.5
35 - 39	10929	6.7	10858	6.4	21787	6.6
40 - 44	12138	7.5	12217	7.2	24355	7.3
45 - 49	12828	7.9	12661	7.5	25489	7.7
50 - 54	11269	6.9	11184	6.6	22453	6.8
55 - 59	10402	6.4	10537	6.2	20939	6.3
60 - 64	10522	6.5	10783	6.4	21305	6.4
65 - 69	8088	5.0	8578	5.1	16666	5.0
70 - 74	6616	4.1	7681	4.6	14297	4.3
75 - 79	5247	3.2	6771	4.0	12018	3.6
80 - 84	3608	2.2	5582	3.3	9190	2.8
85+	2487	1.5	5663	3.4	8150	2.5
All Ages	162,908	100	168,785	100	331,693	100.0

Notes and Definitions

1. Figures are based on the patient lists of GP practices within NHS Wirral.
2. The data in this table is for the period 2009/10, Quarter 3 which was extracted from MIS.

Source: NHS Wirral MIS, 2010

Section 1: Population

Table 1c

ESTIMATED RESIDENT POPULATION BY AGE GROUP
WIRRAL WARDS, MID-2007

Ward of Residence (2001 Boundaries)	Total Population	Percentage of Population Aged:				
		Under 15	15-44	45-64	65-74	75 +
Bebington	13576	19.6	36.8	26.3	8.8	8.5
Bidston	9877	24.4	40.1	23.4	7.1	5.1
Birkenhead	12526	19.7	43.4	23.9	8.0	5.1
Bromborough	13978	17.9	40.7	24.7	8.2	8.5
Clatterbridge	16320	15.0	32.2	29.2	11.9	11.7
Claughton	14654	17.3	39.1	27.1	8.4	8.1
Eastham	13545	16.7	35.7	27.0	11.2	9.4
Egerton	13087	17.6	39.9	25.5	8.1	8.9
Heswall	15769	16.2	28.2	29.6	13.3	12.7
Hoylake	15420	16.8	33.1	27.2	9.6	13.3
Leasowe	13176	19.4	40.4	24.0	8.5	7.7
Liscard	13886	17.4	39.6	26.2	8.8	8.1
Moreton	12518	16.6	36.5	28.4	9.7	8.8
New Brighton	14533	17.4	38.7	26.4	8.0	9.5
Oxton	13986	16.0	37.3	27.7	9.5	9.5
Prenton	14228	16.9	34.3	27.8	10.1	10.8
Royden	15855	16.4	33.0	29.5	9.9	11.2
Seacombe	15015	22.6	43.3	21.9	6.6	5.6
Thurstaston	15333	15.8	31.7	29.5	11.5	11.4
Tranmere	12214	21.7	43.0	22.1	7.2	5.9
Upton	15345	17.2	36.5	26.0	9.5	10.7
Wallasey	15314	16.2	35.8	29.1	9.1	9.9
Wirral	310155	17.8	37.0	26.6	9.3	9.3

Notes and Definitions

1. The above table shows the estimated resident population at mid-year 2007 for the 2001 boundaries.
2. These estimates are derived from mid-2004 Lower Super Output Area (LSOA) population estimates by quinary age and sex. The estimates from LSOA populations were re-distributed using the 2001 census ward boundaries.
3. These estimated figures are not guaranteed to be accurate at this level of detail.

Source: Office for National Statistics © Crown Copyright

Section 1: Population

Table 1d

ESTIMATED RESIDENT POPULATION BY AGE GROUP (PERSONS)
WIRRAL LOCAL AUTHORITY, MID-1991 TO MID-2008

Mid-Year	Population (thousands)						All Ages
	Under 20	20-49	50-64	65-74	75-84	85 & over	
1991	88.4	134.3	53.8	31.4	20.5	5.8	334.3
1992	87.0	134.4	53.4	31.6	20.1	6.0	332.7
1993	86.4	133.4	53.4	32.0	19.5	6.4	330.8
1994	85.7	132.0	53.5	32.3	19.0	6.5	328.9
1995	84.2	130.7	53.4	31.8	19.4	6.7	326.3
1996	83.0	128.4	53.7	31.2	19.6	6.8	322.7
1997	82.4	125.5	54.9	30.9	19.7	6.9	320.4
1998	82.1	123.1	56.1	30.4	19.7	7.1	318.6
1999	81.9	120.9	57.0	30.4	19.7	7.1	317.0
2000	81.4	120.0	57.9	30.2	19.8	7.1	316.5
2001	81.0	118.4	58.4	30.1	19.9	7.1	315.0
2002	80.1	114.9	58.4	29.6	20.1	7.0	310.2
2003	80.1	116.5	59.6	29.9	20.8	7.0	313.8
2004	79.4	116.2	59.9	29.7	21.0	7.0	313.1
2005	78.4	116.8	60.2	29.5	21.1	7.2	313.1
2006	77.4	116.1	60.1	29.1	20.9	7.6	311.2
2007	76.7	115.5	60.3	28.9	20.9	7.9	310.2
2008	76.0	114.8	60.7	29.2	20.9	7.9	309.5

Notes and Definitions

1. The population estimates given are ONS resident population estimates for mid -1991 to mid-2008.
2. The estimated resident population of an area includes all people who usually live there, whatever their nationality. Wherever possible, members of Armed Forces in England and Wales are included in the district in which they are stationed. Armed Forces stationed outside of England and Wales are not included. Students are taken to be resident at their term time address.
3. These population estimates are presented in thousands and have been rounded to the nearest hundred for presentation purposes. Figures for individual age groups may not add up to the total figure as a result of rounding.

Source: Office for National Statistics © Crown Copyright

Section 1: Population

Table 1e

RESIDENT POPULATION PROJECTIONS BY AGE GROUP (PERSONS)
WIRRAL LOCAL AUTHORITY, MID-2006 to MID-2031

Age Group	Population (thousands)						% Change 2006-31
	2006	2011	2016	2021	2026	2031	
0-4	17.5	18.8	18.6	18.3	17.6	17.0	-2.9
5-9	18.0	18.0	19.4	19.3	19.0	18.3	1.7
10-14	20.3	18.1	18.1	19.6	19.5	19.2	-5.4
15-19	21.6	19.3	17.2	17.2	18.7	18.6	-13.9
20-24	18.2	19.4	17.5	15.6	15.6	17.0	-6.6
25-29	14.6	18.5	19.6	17.8	16.0	16.0	9.6
30-34	16.9	14.9	18.6	19.8	18.1	16.4	-3.0
35-39	21.3	17.0	15.2	18.9	20.1	18.5	-13.1
40-44	23.1	21.4	17.1	15.5	19.1	20.4	-11.7
45-49	22.0	22.9	21.2	17.0	15.5	19.1	-13.2
50-54	20.2	21.5	22.4	20.8	16.8	15.3	-24.3
55-59	22.0	19.5	20.9	21.8	20.3	16.3	-25.9
60-64	17.8	20.9	18.5	19.9	21.0	19.5	9.6
65-69	15.2	16.6	19.6	17.5	18.9	20.0	31.6
70-74	13.8	13.9	15.3	18.2	16.4	17.8	29.0
75-79	12.1	12.0	12.4	13.8	16.5	15.0	24.0
80-84	8.8	9.4	9.7	10.4	11.7	14.1	60.2
85+	7.6	8.7	10.1	11.7	13.7	16.2	113.2
All Ages	311.2	310.8	311.6	313.2	314.5	314.9	1.2

Notes and Definitions

1. The latest subnational population projections are based on the 2006 mid-year population estimates and project forward the population from 2006 to 2031.
2. ONS population estimates are presented in thousands and have been rounded to the nearest hundred for presentation purposes. Figures for individual age groups may not add up to the total figure due to rounding.

Source: Office for National Statistics © Crown Copyright

Section 1: Population

Table 1f

ESTIMATED RESIDENT POPULATION BY ETHNIC GROUP AND BROAD AGE GROUP, WIRRAL LOCAL AUTHORITY, MID-2006

Ethnic Group	0-15		16-64/59*		65/60+**		All Ages	
	Numbers	%	Numbers	%	Numbers	%	Numbers	%
White	57,400	95.03	174,700	94.84	64,400	96.99	296,500	95.34
Irish	100	0.17	1,400	0.76	1,200	1.81	2,700	0.87
Other White	500	0.83	2,500	1.36	500	0.75	3,500	1.13
White and Black Caribbean	400	0.66	300	0.16	0	0.00	700	0.23
White and Black African	200	0.33	200	0.11	0	0.00	400	0.13
White and Asian	300	0.50	400	0.22	0	0.00	700	0.23
Other Mixed	300	0.50	400	0.22	0	0.00	700	0.23
Indian	200	0.33	1,000	0.54	100	0.15	1,300	0.42
Pakistani	200	0.33	300	0.16	0	0.00	500	0.16
Bangladeshi	200	0.33	300	0.16	0	0.00	500	0.16
Other Asian	100	0.17	300	0.16	0	0.00	400	0.13
Black Caribbean	100	0.17	200	0.11	0	0.00	300	0.10
Black African	100	0.17	500	0.27	0	0.00	600	0.19
Other Black	0	0.00	100	0.05	0	0.00	100	0.03
Chinese	200	0.33	1,100	0.60	200	0.30	1,500	0.48
Other	100	0.17	500	0.27	0	0.00	600	0.19
All Groups	60,400	100	184,200	100	66,400	100	311,000	100

* 16-64 for males; 16-59 for females.

** 65 and over for males; 60 and over for females.

Notes and Definitions

1. These figures are classed as “experimental statistics” by ONS. This means the figures are still in the testing stage and may be subject to future adjustments. Caution should be taken when using the figures in other reports.
2. The estimated resident population of an area includes all people who usually live there, whatever their nationality. Wherever possible, members of Armed Forces in England and Wales are included in the district in which they are stationed. Armed Forces stationed outside England and Wales are not included. Students are taken to be living at their term time address. Figures may not add exactly due to rounding.

Source: Office for National Statistics © Crown Copyright

Section 1: Population

Table 1g

TRENDS IN LIFE EXPECTANCY AT BIRTH, WITH 95% CONFIDENCE LIMITS, WIRRAL LOCAL AUTHORITY, 1995-97 TO 2006-08

Time Period	Males			Females		
	Life Expectancy (Years)	95% Confidence Intervals		Life Expectancy (Years)	95% Confidence Intervals	
		Lower Limit	Upper Limit		Lower Limit	Upper Limit
1995-1997	73.1	72.7	73.5	79	78.6	79.4
1996-1998	73.5	73.1	73.9	78.8	78.4	79.1
1997-1999	73.8	73.4	74.2	79	78.7	79.4
1998-2000	73.9	73.5	74.3	79.2	78.8	79.6
1999-2001	74.3	73.9	74.7	79.7	79.3	80
2000-2002	74.9	74.5	75.3	79.9	79.5	80.3
2001-2003	75.2	74.8	75.6	80	79.6	80.4
2002-2004	75.4	75	75.8	80.2	79.8	80.5
2003-2005	75.5	75.1	75.9	80.2	79.9	80.6
2004-2006	75.7	75.3	76.1	80.8	80.4	81.1
2005-2007	75.7	75.3	76.1	80.9	80.6	81.3
2006-2008	75.9	75.5	76.3	81.0	80.6	81.3

Notes and Definitions

1. Life expectancy at birth indicates the number of years a baby born in an area can expect to live if they experience the mortality rates of that area for the whole of their life. It is not a guide to the remaining expectation of life at a later age, e.g. if life expectancy at birth in a particular area is 80 years, it does not follow that people aged 70 living in that area can expect to live for a further 10 years.
2. The results are presented as 3-year rolling figures. The results were produced by aggregating deaths and population estimates for each three-year period (e.g. 1995 -1997, 1996 -1998, etc).
3. The deaths data was obtained from ONS Public Health Mortality files for 1995 -1997 to 2006-2008.
4. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling. For example, a 95% CI for Wirral of 74.8 to 75.6 means that we can be 95% certain the true value lies somewhere between 74.8 and 75.6.

Source: Office for National Statistics © Crown Copyright

Section 1: Population

Table 1h

LIFE EXPECTANCY AT BIRTH, WITH 95% CONFIDENCE LIMITS
WIRRAL WARDS, 2003-07

Ward of Residence (2001 Boundaries)	Life Expectancy (Years)	95% Confidence Intervals	
		Lower Limit	Upper Limit
Bebington	81.7	80.7	82.8
Bidston	74	72.6	75.3
Birkenhead	72.8	71.6	74
Bromborough	76.6	75.5	77.6
Clatterbridge	79.2	78.3	80
Cloughton	77.7	76.8	78.5
Eastham	80.5	79.4	81.5
Egerton	76.4	75.4	77.4
Heswall	83.3	82.5	84.2
Hoylake	80.2	79.3	81
Leasowe	78.3	77.1	79.4
Liscard	75.8	74.8	76.8
Moreton	78.6	77.6	79.5
New Brighton	76.4	75.3	77.4
Oxton	77.7	76.7	78.7
Prenton	79.7	78.7	80.7
Royden	83.8	82.9	84.7
Seacombe	75.6	74.5	76.7
Thurstaston	82	81.1	82.9
Tranmere	72.6	71.5	73.7
Upton	78.1	77.1	79.1
Wallasey	81.9	81	82.9

Notes and Definitions

1. The mortality data used in the calculations were deaths registered in each year from 2003-2007. Five years of data were aggregated to provide a reasonable number of deaths for each ward. The ward populations used in the calculations are ONS ward populations. These ward populations are classed as “experimental statistics”.
2. Life expectancy at birth indicates the number of years a baby born in an area can expect to live if they experience the mortality rates of that area for the whole of their life. It is not a guide to the remaining expectation of life at a later age, e.g. if life expectancy at birth in a particular ward is 80 years, it does not follow that people aged 70 living in that ward can expect to live for a further 10 years.

Section 2: Wider determinants of health

Table 2a

MONTHLY JOB SEEKERS ALLOWANCE CLAIMANTS RATES BY GENDER
WIRRAL WARDS, JANUARY 2010

Ward of Residence (2001 Boundaries)	Job Seekers Allowance Claimants					
	Male		Female		Total	
	Number	%	Number	%	Number	%
Bebington	254	6.2	77	2.0	331	4.2
Bidston	467	17.4	163	5.1	630	10.7
Birkenhead	827	21.0	257	6.4	1084	13.6
Bromborough	384	8.9	105	2.5	489	5.7
Clatterbridge	169	3.5	70	1.6	239	2.6
Cloughton	369	8.0	136	3.1	505	5.6
Eastham	204	5.0	80	2.1	284	3.6
Egerton	463	11.5	151	3.8	614	7.7
Heswall	127	2.9	49	1.2	176	2.1
Hoylake	195	4.4	78	1.8	273	3.2
Leasowe	425	10.6	127	3.2	552	6.9
Liscard	451	10.4	136	3.2	587	6.9
Moreton	238	6.1	87	2.4	325	4.3
New Brighton	445	9.9	127	2.9	572	6.5
Oxton	311	7.1	98	2.4	409	4.8
Prenton	273	6.5	72	1.8	345	4.2
Royden	200	4.2	63	1.4	263	2.9
Seacombe	656	14.9	210	4.4	866	9.4
Thurstaston	184	4.2	62	1.5	246	2.9
Tranmere	575	15.3	214	5.7	789	10.5
Upton	337	7.5	123	2.7	460	5.1
Wallasey	226	4.7	92	2.1	318	3.5
Wirral	7,782	8.4	2,578	2.9	10,360	5.7
North West	154,535	7.0	51,381	2.5	205,916	4.9
Great Britain	1,169,574	6.0	428,281	2.4	1,597,855	4.3

Notes and Definitions

1. Job seekers allowance figures are based on the number of people resident in the area who are unemployed and claiming Job Seekers Allowance (JSA). The JSA percentage (%) rate is expressed as a proportion of resident working age population (16-59 for females and 16-64 for males).
2. ONS mid-2001 population estimates have been used as a denominator to calculate the JSA rates.
3. Figures may not add up to the total figures due to rounding.

Source: NOMISWEB

Section 2: Wider determinants of health

Table 2b

WELFARE BENEFITS BY TYPE OF BENEFIT WIRRAL, MAY 2003 TO MAY 2009

Period	Welfare Benefits									
	Job Seekers Allowance		Incapacity Benefit		Lone Parents		Other Benefits		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
May-03	6,070	3.3	22,390	12.1	6,650	3.6	1,000	0.5	36,110	19.5
May-04	5,210	2.8	22,060	12	6,050	3.3	990	0.5	34,310	18.5
May-05	5,540	3	20,930	11.3	5,640	3.1	930	0.5	33,040	17.9
May-06	6,730	3.7	20,010	10.8	5,440	2.9	960	0.5	33,140	18
May-07	6,130	3.3	19,330	10.5	5,370	2.9	1130	0.6	31,960	17.4
May-08	6,200	3.4	19,060	10.4	5,270	2.9	1180	0.6	31,710	17.3
May-09	9,990	5.5	19,160	10.5	5,100	2.8	1,230	0.7	34,860	19.1

Notes and Definitions

1. Jobseeker's Allowance (JSA) is for people who are available for and actively looking for (seeking) work.
2. Incapacity Benefit is for people aged between 16 and 59 who cannot work due to illness and disability.
3. Lone Parents Benefit is an income-related benefit scheme that helps single parent families support their children.
4. The percentage (%) rates are expressed as a proportion of resident working age population (16-59 for females and 16-64 for males).

Source: DWP Tabulation Tool

Section 2: Wider determinants of health

Table 2c

INCAPACITY BENEFIT CLAIMANTS WIRRAL WARDS, AUGUST 2009

Ward (2001 Boundaries)	Total Claimants		Disease Rates Per 1,000:					
	Number	Rate	Mental Illness	Nervous System	Respiratory or Circulatory	Musco-skeletal	Injury, Poisoning	Other
Bebington	590	43.5	15.8	2.6	3.3	7.7	1.8	8.1
Bidston	1,190	120.5	49.1	5.1	10.1	18.7	4	18.7
Birkenhead	1,895	151.3	70.3	6.8	9.6	19.2	4.8	22
Bromborough	900	64.4	25.4	3.6	5	11.1	2.9	10.7
Clatterbridge	545	33.4	10.1	2.8	1.8	4.3	1.2	10.1
Cloughton	890	60.7	24.9	3.1	4.1	8.9	2.4	10.2
Eastham	560	41.3	13.7	2.6	4.1	7.4	1.8	9.2
Egerton	1,100	84.1	37.8	3.4	6.5	11.1	3.1	14.1
Heswall	315	20	7.9	1.9	1.3	2.5	1.3	3.5
Hoylake	475	30.8	13	2.6	1.6	3.2	1.6	5.8
Leasowe	1,155	87.7	34.2	3.8	6.1	14.8	3	15.6
Liscard	985	70.9	29.5	4.3	5	8.3	2.5	12.2
Moreton	705	56.3	20.4	3.2	5.6	10	2	10
New Brighton	1,075	74	34.7	3.8	4.8	7.2	2.1	13.8
Oxton	765	54.7	23.6	2.9	3.6	8.2	1.8	9.3
Prenton	770	54.1	21.1	3.2	4.6	8.8	2.1	9.5
Royden	450	28.4	10.4	1.9	1.9	4.4	0.9	5.7
Seacombe	1,475	98.2	41	3.3	6.7	12.3	4.3	14.3
Thurstaston	480	31.3	10.1	1.6	2.6	5.9	1.6	6.5
Tranmere	1,340	109.7	49.1	4.1	8.6	16.4	2.9	16
Upton	935	60.9	21.5	4.2	4.9	9.4	2.6	11.4
Wallasey	530	34.6	13.4	2.6	2.9	4.2	1.3	6.9
Wirral Total	19,125	61.7	25.1	3.3	4.5	8.9	2.3	10.8

Notes and Definitions

1. Incapacity Benefit rates are calculated for all working aged people who are unable to work due to illness and disability.
2. The rates are calculated using mid-2007 population estimates for electoral wards (2001 boundaries). Each rate is per 1,000 persons.

Source: NOMIS Benefit Claimants – IB/SDA for Small Areas

Section 2: Wider determinants of health

Table 2d

EDUCATIONAL ATTAINMENT AT KEY STAGE 2 AND KEY STAGE 4
WIRRAL, 2008

Area	Primary School (Key Stage 2) 2008			Secondary School (Key Stage 4) (GCSE) 2008	
	Level 4 or above for English %	Level 4 or above for Maths %	Level 4 or above for Science %	5 or more GCSEs at grades A*-C %	5 or more GCSEs at grades A*-G %
Bidston and St James/Claughton	76.4	70.3	86.3	54.6	88.7
Prenton/Oxton	94.6	85.4	94.6	73.2	96.6
Birkenhead and Tranmere/Rock Ferry	72.3	67.9	84.1	47.7	87.5
Liscard/Seacombe	78.2	73.6	84.6	49.6	90.7
New Brighton and Wallasey	86.1	82.4	91.6	66.2	96.0
Leasowe Moreton East and West/Saughall Massie	86.3	81.4	91.6	59.8	91.5
Clatterbridge and Bebington	92.1	87.7	97.1	77.2	96.3
Bromborough and Eastham	79.4	69.6	87.0	64.8	95.1
Pensby/Thingwall/Heswall	92.5	87.4	94.5	82.8	97.2
Hoylake/Meols/West Kirby/Thurstaston	94.4	91.8	96.6	83.2	96.8
Greasby/Frankby/Irby/Upton	84.8	81.6	92.7	70.7	95.7
Wirral	84.0	79.0	90.0	65.8	93.9
England	81.0	79.0	88.0	63.6	90.0

Notes and Definitions

1. All data refer to children living in Wirral and who are educated in schools run by Wirral Local Education Authority (LEA).
2. The table shows the percentage of pupils achieving Level 4 or above in the Key Stage 2 tests for English, Maths and Science. Level 4 is the level expected of most 11 year olds.

Source: Wirral Local Authority, Information and Performance Department

Section 2: Wider determinants of health

Table 2e

YOUNG PEOPLE NOT IN EDUCATION, EMPLOYMENT OR TRAINING (NEET), WIRRAL WARDS, 2008/09

Ward (2004 Boundaries)	% NEET
Bebington	7.2
Bidston and St James	20.5
Birkenhead and Tranmere	18.0
Bromborough	10.9
Clatterbridge	2.3
Cloughton	8.7
Eastham	4.6
Greasby, Frankby and Irby	4.5
Heswall	1.3
Hoyle and Meols	4.8
Leasowe and Moreton East	10.4
Liscard	11.0
Moreton West and Saughall Massie	5.8
New Brighton	9.8
Oxton	6.0
Pensby and Thingwall	4.7
Prenton	7.6
Rock Ferry	17.0
Seacombe	17.0
Upton	9.5
Wallasey	4.6
West Kirby and Thurstaston	3.0
No Ward / Non Wirral Ward	8.3
Wirral	9.2
North West	7.2
England	6.2

Notes and Definitions

1. Percentage of young people 16-18 year olds who are not in education, employment or training in Wirral, 2008/09

Source: *Connexions MI & NCCIS Data*

Section 2: Wider determinants of health

Table 2f

LOOKED AFTER CHILDREN
WIRRAL WARDS, 31 MARCH 2009

Ward (2004 Boundaries)	Number	Rate Per 10,000
Bebington	13	38.0
Bidston and St James	134	338.3
Birkenhead and Tranmere	100	282.3
Bromborough	24	79.5
Clatterbridge	*	*
Claughton	11	34.9
Eastham	*	*
Greasby Frankby and Irby	*	*
Heswall	*	*
Hoylake and Meols	*	*
Leasowe and Moreton East	38	111.2
Liscard	14	43.4
Moreton West and Saughall Massie	14	47.8
New Brighton	18	60.4
Oxton	*	*
Pensby and Thingwall	10	39.6
Prenton	16	52.7
Rock Ferry	97	277.3
Seacombe	56	132.2
Upton	35	104.1
Wallasey	*	*
West Kirby and Thurstaston	*	*
**Wirral	630	93
North West	10600	71
England	60900	55

* The numbers and rates for cases which are less than 10 have been suppressed

** 626 children were provided by the SWIFT database - 630 is the published figure by the DCSF which is subject to rounding. This total includes 8 children who are placed out of the borough.

Notes and Definitions

1. Looked after children are: children who are in the care of the Local Authority and are between the ages of 0 to 17 years old.
2. The rates have been calculated using Wirral ONS 2007 mid-year populations for children aged 0 to 17 years. The rates are per 10,000 population.

Source: Swift Database/DCSF Annual Statistical Return SSDA903

Section 3: Fertility and births

Table 3a

TRENDS IN BIRTH AND FERTILITY RATES, WITH 95% CONFIDENCE LIMIT
WIRRAL LOCAL AUTHORITY, 1999 TO 2008

Year	Number of Live Births	Live Birth Rate	General Fertility Rate	95% Confidence Intervals	
				Lower Limit	Upper Limit
1999	3506	11.1	54.4	52.7	56.2
2000	3438	10.9	53	51.3	54.8
2001	3308	10.5	53.8	52	55.6
2002	3270	10.4	53.3	51.5	55.1
2003	3503	11.2	57.3	55.4	59.1
2004	3521	11.2	57.9	56.1	59.8
2005	3591	11.5	59.4	57.5	61.3
2006	3575	11.5	59.8	57.9	61.7
2007	3688	11.9	62.3	60.4	64.3
2008	3787	12.2	65.0	63.1	67.1

Notes and Definitions

1. Live Birth Rate: Number of live births per 1,000 mid-year resident population (males and females) estimates.
2. General Fertility Rate: Live births per 1,000 women aged 15 - 44
3. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling. For example, a 95% CI for Wirral of 52.7 to 56.2 means that we can be 95% certain the true value lies somewhere between 52.7 and 56.2.

Source: National Centre for Health Outcomes Development, and Office for National Statistics. © Crown Copyright

Section 3: Fertility and births

Table 3b

TRENDS IN TEENAGE CONCEPTIONS
WIRRAL LOCAL AUTHORITY, 1996-98 TO 2005-07

3 Year Period	Under 18 Conceptions		95% Confidence intervals	
	Number of Conceptions	Conception Rate Per 1,000	Lower Limit	Upper Limit
1996-1998	899	47.4	44.5	50.5
1997-1999	890	46.9	43.9	50
1998-2000	907	49.2	46.2	52.4
1999-2001	916	46.9	44	49.9
2000-2002	935	47.3	44.4	50.3
2001-2003	906	45.5	42.7	48.5
2002-2004	880	44.1	41.3	47.0
2003-2005	879	44.0	41.2	46.9
2004-2006	908	45.7	42.8	48.8
2005-2007	918	46.9	44	50

Notes and Definitions

1. The under 18 conception rate is calculated as a rate per 1,000 women aged 15-17 years of age.
2. The local target is to reduce the under 18 conception rate by 55% by 2010 from 1997 baseline.
3. Data are presented in 3-year totals by summing the number of conceptions and population estimates for each three-year period (e.g. 2000-2002, 2001-2003, etc). This has been done in order to smooth out random year-on-year variations.

Source: National Centre for Health Outcomes Development

Section 3: Fertility and births

Table 3c

MATERNITIES, LIVE AND STILLBIRTH RATES
NHS WIRRAL, 2003-08

Year	Number of Maternities	Live Births			% Not in Marriage	Stillbirths	
		Number of Live Births	Rate Per 1,000			Number of Stillbirths	Stillbirth Rate
			Crude Rate	GFR			
2003	3467	3503	11.2	57.3	52.9	24	6.8
2004	3482	3521	11.2	57.9	53.5	18	5.1
2005	3536	3591	11.5	59.4	54	19	5.3
2006	3541	3575	11.5	59.8	54.9	20	5.6
2007	3652	3688	11.9	62.3	56.5	23	6.2
2008	3732	3787	12.2	65.0	58.2	15	3.9

*Figures based on small numbers such as these are prone to random year-on-year variation and should be used with caution.

Notes and Definitions

1. Maternities: The number of births occurring. A maternity may result in one or more live or stillborn babies.
2. Crude Birth Rate: Number of live births per 1,000 resident population.
3. General Fertility Rate (GFR): Live births per 1,000 women aged 15-44.
4. Percentage Not In Marriage: Total number for births (live and stillborn) for each year.
5. Stillbirth Rate: Stillbirths are legally defined as foetal deaths occurring after 24 weeks of gestation. The stillbirth rate is the number of stillbirths per 1,000 total live and stillbirths.

Source: Office for National Statistics © Crown Copyright

Section 3: Fertility and births

Table 3d

LIVE BIRTHS BY AGE OF MOTHER, 2008

Area of Residence	Number of Live Births	Rate per 1,000 Women Aged:					
		Under 20 Years	20-24 Years	25-29 Years	30-34 Years	35-39 Years	40 Years Plus
Wirral	3734	6.2	104.8	113.2	84.3	49.4	2.1
Cheshire	7,782	23.2	63.5	114.5	122.2	60.2	11.5
Merseyside (Met County)	16,237	26.5	68.5	112.0	108.4	51.4	9.7
North West	88,167	29.6	81.2	118.4	110.8	52.0	10.2
England	672,809	25.7	74.3	108.1	113.4	58.9	12.8

Notes and Definitions

1. Number of Live Births: Live Births (numbers and rates) are for age of mother and area of usual residence for 2008.

Source: Office for National Statistics © Crown Copyright and SUS

Section 3: Fertility and births

Table 3e

LEGAL ABORTION RATES BY AGE OF WOMEN
NHS WIRRAL, 2008

PCT of Residence	Number of Abortions	Abortion Rate Per 1,000 Women Aged:						All Ages
		Under 18 Years	18-19 Years	20-24 Years	25-29 Years	30-34 Years	35+ Years	
Wirral	988	18.1	30.9	34.1	26.8	12.8	5.2	17.0
North West	25019	21.3	34.9	31.9	24.3	15.6	6.0	18.1
England	186218	19.1	33.4	31.0	23.7	16.0	6.8	17.7

Notes and Definitions

1. This table summarises information from the abortion notification forms returned to the Chief Medical Officers of England and Wales in respect of abortions carried out in 2008.
2. Abortions where the age of the women has not been stated have been distributed pro-rata across the 20-24 age group.
3. Abortion rates for individual age groups are per 1,000 women in that age group. The figure for all ages is expressed as an age-standardised rate per 1,000 women aged 15-44 years.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 3: Fertility and births

Table 3f

TRENDS IN LOW BIRTHWEIGHT BABIES, WITH 95% CONFIDENCE LIMITS
WIRRAL LOCAL AUTHORITY, 1999-08

Year	Wirral				England and Wales			
	Total Number of Births <2500g	% Of All Births	95% Confidence Intervals		Total Number of Births <2500g	% Of All Births	95% Confidence Intervals	
			Lower Limit	Upper Limit			Lower Limit	Upper Limit
1999	259	7	6.2	7.9	47098	7.9	7.8	8
2000	242	7	6.2	7.9	45680	7.9	7.8	7.9
2001	237	7.1	6.3	8.1	45083	7.9	7.9	8
2002	226	6.9	6.1	7.8	45918	7.9	7.8	7.9
2003	281	8.0	7.1	8.9	47576	8.0	7.9	8.1
2004	230	6.5	5.8	7.4	48594	7.9	7.9	8.0
2005	252	7.0	6.2	7.9	51046	7.9	7.8	8.0
2006	269	7.5	6.7	8.4	52487	7.9	7.8	7.9
2007	276	7.4	6.6	8.3	51577	7.5	7.5	7.6
2008	284	7.5	6.7	8.4	52954	7.5	7.4	7.6

Notes and Definitions

1. Low-birthweight babies - Percentage of live and stillborn infants with a stated birthweight under 2,500 grams. The numbers exclude births with no weight recorded.
2. Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling. For example, a 95% CI for Wirral of 6.7 to 8.4 means that we can be 95% certain the true value lies somewhere between 6.7 and 8.4.

Source: National Centre for Health Outcomes Development, and Office for National Statistics. © Crown Copyright

Section 3: Fertility and births

Table 3g

LOW BIRTHWEIGHT BABIES
WIRRAL WARDS, 2006-08

Ward of Residence (2001 Ward Boundaries)	Total Number of Live and Stillbirths	Low Birth Weight	
		Total Number of Births <2,500g	% Of All Births
Bebington	415	28	6.7
Bidston	604	61	10.1
Birkenhead	740	75	10.1
Bromborough	573	42	7.3
Clatterbridge	383	16	4.2
Claughton	517	30	5.8
Eastham	462	27	5.8
Egerton	538	48	8.9
Heswall	352	15	4.3
Hoylake	423	27	6.4
Leasowe	582	49	8.4
Liscard	506	41	8.1
Moreton	398	35	8.8
New Brighton	559	36	6.4
Oxton	475	33	6.9
Prenton	403	32	7.9
Royden	379	27	7.1
Seacombe	816	67	8.2
Thurstaston	358	17	4.7
Tranmere	689	53	7.7
Upton	535	42	7.9
Wallasey	392	29	7.4
Unknown/Not matched	9	2	22.2
Wirral	11108	832	7.5

Notes and Definitions

1. Low birthweight babies - Percentage of live and stillborn infants with a stated birthweight under 2,500 grams. The numbers exclude births without a recorded weight.
2. All figures are presented as a total for 3 years combined (2006-2008). This is done to smooth out random year-on-year variations.

Source: Office for National Statistics © Crown Copyright

Section 3: Fertility and births

Table 3h

BIRTHS TO LONE MOTHERS,
WIRRAL WARDS, 2006-08

Ward of Residence (2001 Boundaries)	Total Number of Live and Stillbirths	Lone Mothers	
		Total Births to Lone Mothers	% Of All Births
Bebington	415	72	17.3
Bidston	604	269	44.5
Birkenhead	740	328	44.3
Bromborough	573	144	25.1
Clatterbridge	383	31	8.1
Cloughton	517	122	23.6
Eastham	462	62	13.4
Egerton	538	176	32.7
Heswall	352	22	6.3
Hoyle	423	32	7.6
Leasowe	582	185	31.8
Liscard	506	136	26.9
Moreton	398	81	20.4
New Brighton	559	119	21.3
Oxton	475	98	20.6
Prenton	403	79	19.6
Royden	379	46	12.1
Seacombe	816	285	34.9
Thurstaston	358	31	8.7
Tranmere	689	297	43.1
Upton	535	136	25.4
Wallasey	392	54	13.8
Unknown/Not matched	9	5	55.6
Wirral	11108	2810	25.3

Notes and Definitions

1. Births to single mothers – Percentage of all births registered solely by the mother or jointly by parents who are living at different addresses. Babies born to parents who are living at the same address but are not married have been excluded. Also excluded are babies born to married mothers who have separated from their spouses.
2. The figures in the above table are for live and stillbirths.
3. All figures are presented as a total for 3-years combined (2006-2008). This is done to smooth out random year-on-year variations.

Source: Office for National Statistics © Crown Copyright

Section 3: Fertility and births

Table 3i

SMOKING IN PREGNANCY AND BREAST FEEDING INITIATION
WIRRAL WARDS, 2007/08 – 2008/09

Ward of Residence (2004 boundaries)	Smoking in Pregnancy	Breast Feeding Initiation
	% 2007/08 - 2008/09	% 2007/08 - 2008/09
Bebington	11.5	62.0
Bidston and St James	26.5	29.2
Birkenhead and Tranmere	21.8	36.3
Bromborough	15.2	49.3
Clatterbridge	3.1	72.2
Claughton	12.5	47.9
Eastham	10.3	59.2
Greasby Frankby and Irby	5.4	70.7
Heswall	0.7	85.5
Hoylake and Meols	5.6	78.6
Leasowe and Moreton West	20.8	45.0
Liscard	18.8	49.4
Moreton West and Saughall Massie	10.3	57.7
New Brighton	13.1	59.2
Oxton	10.3	57.9
Pensby and Thingwall	8.5	63.2
Prenton	8.0	55.0
Rock Ferry	28.3	36.4
Seacombe	23.3	37.4
Upton	16.7	41.9
Wallasey	8.0	61.2
West Kirby and Thurstaston	6.1	77.3
Wirral	15.5	51.0

Notes and Definitions

1. The figures in this table have been extracted from the WHIS database. The data is for 2 financial years pooled from 2007/08 to 2008/09.
2. The percentage rates for smoking in pregnancy and breast feeding initiation are for all women who gave birth at Wirral Hospital Trust. However, it excludes all pregnancies for postcodes outside the NHS Wirral boundary. Also excluded are all pregnancies which had no response to the breast feeding in pregnancy question/field of the database. All unknown responses for smoking in pregnancy and breast feeding initiation were excluded. Overall this data covers around 91% of Wirral births.

Notes and Definitions Continued

3. Smoking in pregnancy is the percentage (%) of women known to be smokers at the time of delivery.
4. Breast feeding initiation is defined as a mother giving any breast milk (including expressed breast milk) in the first 48 hours.

Source: Wirral Health Informatics Service WHIS

Section 4: Immunisation, screening and prevention

Table 4a

UPTAKE OF CHILDHOOD IMMUNISATION AND INFLUENZA VACCINATION
NHS WIRRAL, 2007/08, 2008/09

PCT of Residence		2008/09			2007/08		
		NHS Wirral	North West	England	NHS Wirral	North West	England
Number of Children Aged 2		3651	83094	631321	3634	82502	587272
% of Children Immunised By Their 2nd Birthday	Diphtheria %	94.7	95.2	93.8	95.3	95.8	93.6
	Tetanus %	94.7	95.2	93.8	95.3	95.8	93.6
	Polio %	94.7	95.2	93.8	95.3	95.8	93.6
	Pertussis %	94.7	95.2	93.8	95.3	95.8	93.6
	HIB %	94.7	95.2	93.8	95.3	95.8	93.6
	MenC %	95.2	93.5	91.8	97.1	94.1	93.2
	MMR %	86.9	87.2	84.8	86.4	86.7	84.6
Influenza Vaccine Uptake %		76.1	75.0	74.1	74.8	74.1	73.5

Notes and Definitions

1. Children are routinely scheduled for their “primary” immunisations against each of the following diseases: Diphtheria, Tetanus, Pertussis (Whooping Cough), Polio, Haemophilus Influenza B (Hib) and Meningitis C. These are given in a series of immunisations from the age of 2 months. Additional immunisations against pneumococcal infection have also been recently introduced. A single dose of MMR (Measles, Mumps and Rubella) is offered from 13 months of age.
2. The immunisation figures (for Diphtheria, Tetanus, Polio, Pertussis, and Hib) for North West and England 2008/09 are combined immunisation figures. Individual immunisation figures were not available.
3. The national programme aims to immunise 95% of children against these diseases by the age of two.
4. The influenza vaccination programme covers persons aged 65 and over and persons in clinical risk groups. Data on the uptake of influenza in PCTs is collected by the Health Protection Agency (HPA) on behalf of the Department of Health.
5. Information at PCT level relates to people for whom the PCT is responsible. This includes all those registered with a GP whose practice forms part of the PCT regardless of where that person is resident plus any people not registered with a GP but who are resident within the geographic boundary of the PCT.

Source: KC51 Returns Database for NHS Wirral and Information Centre for Health and Social Care. © Crown Copyright

Section 4: Immunisation, screening and prevention

Table 4b

IMMUNISATION UPTAKE IN 1 AND 2 YEAR OLD CHILDREN
WIRRAL WARDS, 2008/09

Ward of Residence (2001 Boundaries)	Uptake of 3rd Primary Immunisation			Uptake of 1st MMR Immunisation		
	Number of Children Aged 1	Number Vaccinated	Uptake Rate (%)	Number of Children Aged 2	Number Vaccinated	Uptake Rate (%)
Bebington	139	131	94.2	127	110	86.6
Bidston	191	173	90.6	198	163	82.3
Birkenhead	221	199	90.0	226	194	85.8
Bromborough	196	189	96.4	181	157	86.7
Clatterbridge	120	109	90.8	136	126	92.6
Cloughton	163	154	94.5	186	167	89.8
Eastham	144	135	93.8	150	134	89.3
Egerton	154	143	92.9	157	140	89.2
Heswall	132	127	96.2	134	121	90.3
Hoylake	158	153	96.8	151	133	88.1
Leasowe	172	158	91.9	177	151	85.3
Liscard	188	168	89.4	139	121	87.1
Moreton	125	119	95.2	128	111	86.7
New Brighton	192	178	92.7	171	147	86.0
Oxton	148	144	97.3	148	129	87.2
Prenton	152	149	98.0	123	109	88.6
Royden	117	112	95.7	141	126	89.4
Seacombe	271	243	89.7	228	186	81.6
Thurstaston	119	110	92.4	133	123	92.5
Tranmere	232	209	90.1	230	186	80.9
Upton	182	171	94.0	165	152	92.1
Wallasey	126	120	95.2	127	111	87.4
Wirral	3642	3394	93.2	3556	3097	87.1

Notes and Definitions

1. Uptake of 3rd primary immunisations is defined as a child having received their 3rd Diphtheria immunisation.
2. Number of children aged 1: The total number of 1 year old children within each ward for the period 2008/09. Number vaccinated: The number of 1 year old children who have received their 3rd Diphtheria immunisation.
3. Children are routinely scheduled for their "primary" immunisations against each of the following diseases: Diphtheria, Tetanus, Pertussis (Whooping Cough), Polio, Haemophilus Influenza B (Hib) and Meningitis C. These are given in a series of immunisations from the age of 2 months. Additional immunisations against pneumococcal infection have also been recently introduced. A single dose of MMR (Measles, Mumps and Rubella) is offered from 13 months of age. The national programme aims to immunise 95% of children from these diseases by the age of 2.

Source: KC51 Returns Database for NHS Wirral

Section 4: Immunisation, screening and prevention

Table 4c

COVERAGE OF NHS BREAST SCREENING PROGRAMME: WOMEN AGED
53-64
NHS WIRRAL, 2005/06 - 2007/08

PCT of Residence	Coverage Rate %		
	2005/06	2006/07	2007/08
NHS Wirral	80.1	79.0	79.6
North West	74.1	74.0	75.4
England	75.9	76.0	76.7

Notes and Definitions

1. The National Breast Screening programme has the aim of screening 70% of eligible women aged 50-64 at least once every 3 years.
2. The coverage of the screening programme is the proportion of eligible women aged 50-64 years resident in the area who have had a test with a recorded result at least once in the previous three years. Coverage is calculated based on the 53-64 age group as women may be first called at any time between their 50th and 53rd birthday.
3. The numbers exclude women who are ineligible, e.g, those who have had a double mastectomy.

Source: *The Information Centre for Health and Social Care*. © Crown Copyright

Section 4: Immunisation, screening and prevention

Table 4d

COVERAGE OF NHS CERVICAL SCREENING PROGRAMME: WOMEN
 AGED 25-64
 NHS WIRRAL, 2004/05 - 2008/09

PCT of Residence	Coverage Rate %				
	2004/05	2005/06	2006/07	2007/08	2008/09
Bebington and West Wirral PCT	81.3	82.2	-	-	-
Birkenhead and Wallasey PCT	78.4	76.4	-	-	-
NHS Wirral	-	78.3	77.9	77.2	77.8
North West	80.0	79.4	79.0	78.2	78.5
England	80.3	79.5	79.2	78.6	78.9

Notes and Definitions

1. This data is presented using the old Primary Care Trust (PCT) structure for 2004/05. Data for 2005/06, 2006/07, 2007/08 and 2008/09 is presented for NHS Wirral. In 2005/06 Wirral PCT was created which replaced Bebington and West Wirral PCT and Birkenhead and Wallasey PCT. In 2008 Wirral PCT was renamed NHS Wirral.
2. The coverage of the screening programme is based on the proportion of eligible women who have had a test with a result at least once in the previous 5 years. It excludes women whose recall has ceased for clinical reasons and where the test has produced a smear which has been found to be inadequate for testing.
3. The national Cervical Screening Programme has the aim of screening 80% of eligible women aged 25-64 at least once every 5 years.

Source: *The Information Centre for Health and Social Care*. © Crown Copyright

Section 4: Immunisation, screening and prevention

Table 4e

PROPORTION OF SMOKERS QUITTING AFTER FOUR WEEKS
NHS WIRRAL, 2000/01 TO 2008/09

Period	Numbers Of Quit Dates Set	Numbers Of Clients Quitting After 4 Weeks	Quit Rate %
2000/2001	791	507	64.1
2001/2002	909	497	54.7
2002/2003	3688	1709	46.3
2003/2004	4507	1991	44.2
2004/2005	5506	2533	46.0
2005/2006	5637	2383	42.3
2006/2007	5675	2203	38.8
2007/2008	6087	2188	35.9
2008/2009	5271	2359	44.8

Notes and Definitions

1. A client is counted as having successfully quit smoking at the 4 week follow up if he/she has not smoked at all during the 2 weeks following the quit date (based on self-report of smoking status by the client).
2. Figures are calculated as a proportion of clients who have set a quit date.
3. Caution should be exercised when using these figures in other reports. The figures presented here are given for the total number of clients setting a quit date with the service within each financial year. However, a client may have attempted to stop smoking several times during that specific year, therefore, a client may be counted more than once.

Source: Wirral Stop Smoking Service

Section 4: Immunisation, screening and prevention

Table 4f

SMOKING QUIT RATES AND WARD OF RESIDENCE
WIRRAL WARDS, 2001/02 TO 2008/09

Ward of Residence (2001 Boundaries)	Quit Rate (%)							
	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Bebington	59.4	44.9	50.9	48.5	40.2	44.7	43.5	47.4
Bidston	51.6	37.5	35.9	34.5	31.3	31.3	27.4	30.4
Birkenhead	40.5	36.3	33.6	38.8	34.1	32.5	31.0	46.5
Bromborough	45.3	54.1	44.0	48.8	50.5	40.7	41.9	41.2
Clatterbridge	46.2	54.4	56.1	55.6	49.3	34.6	44.2	58
Claughton	55.6	45.7	43.1	43.7	37.3	39.7	36.2	40.2
Eastham	52.2	48.8	38.2	49.2	51.4	40.3	38.6	61.6
Egerton	44.6	41.0	39.4	48.2	41.5	37.0	35.1	44.7
Heswall	55.0	59.7	52.9	56.3	53.3	52.9	44.1	31.3
Hoylake	66.7	46.3	50.8	52.8	53.4	43.2	55.9	42.9
Leasowe	33.3	47.1	47.7	43.1	41.7	38.0	32.9	41.8
Liscard	72.0	50.5	44.9	47.4	38.2	46.2	38.3	47.4
Moreton	56.4	50.8	46.6	49.5	53.5	48.6	40.9	45
New Brighton	46.9	46.6	51.3	41.1	44.6	39.1	37.2	48.1
Oxton	55.9	44.7	36.3	49.5	39.4	38.6	31.8	44.9
Prenton	73.0	48.4	47.7	52.5	44.3	38.9	35.6	46.6
Royden	25.0	47.5	45.8	45.5	49.3	42.7	40.0	48.4
Seacombe	59.4	43.0	46.9	45.2	40.5	35.7	32.9	43.4
Thurstaston	46.9	51.6	54.2	51.5	56.2	50.7	47.7	49.5
Tranmere	50.7	46.1	40.0	38.4	39.3	28.1	28.3	38
Upton	72.1	50.8	46.9	46.3	40.4	41.4	39.0	39.3
Wallasey	76.3	57.4	40.0	59.2	43.0	47.5	46.5	45.9
Unknown/Other	47.6	60.7	21.1	56.0	50.0	37.9	33.6	41.4
Wirral	54.7	46.3	44.2	46.0	42.3	38.8	35.9	44.8

Notes and Definitions

1. A client is counted as having successfully quit smoking at the 4 week follow up if he/she has not smoked at all during the 2 weeks following the quit date (based on self-report of smoking status by the client).
2. Figures for individual wards only include clients that have provided a correct full Wirral postcode. The Unknown/Other/Unmatched category given in the table refers to all those clients who have either not given a full and accurate postcode, or the given postcode could not be matched to the wards within Wirral.

Source: Wirral Stop Smoking Service

Section 4: Immunisation, screening and prevention

Table 4g

INDICATORS OF ALCOHOL RELATED HARM
WIRRAL LOCAL AUTHORITY 2007-08

Indicator	Area of Residence		
	Wirral	North West	England
Months of life lost (males)	16.2	12.1	9.2
Months of life lost (females)	6.9	6.0	4.3
Alcohol attributable mortality (males)	60.9	47.3	36.1
Alcohol attributable mortality (females)	20.1	20.1	15.2
Alcohol attributable admissions (males)	2026.9	1591.4	1216.7
Alcohol attributable admissions (females)	1138.0	923.3	693.8
Alcohol attributable violent crime	4.0	5.9	6.1
Alcohol attributable sexual offences	0.1	0.1	0.1

Notes and Definitions

1. Months of life lost from alcohol related conditions 2007-2008, men and women aged under 75.
2. Mortality from alcohol attributable conditions for all ages, directly standardised rates (DSR) per 100,000 population, 2007. Figures include those conditions in which alcohol consumption is a contributory factor (e.g. stomach cancer, unintentional injury) as well as alcohol specific conditions, such as chronic liver disease.
3. Admission to hospital due to alcohol-attributable conditions for all ages, directly standardised rate (DSR) per 100,000 population, 2007/2008. These figures do not include attendance at A&E.
4. Crimes attributable to alcohol are calculated from recorded crime statistics (Home Office). The figures are crude rates per 1,000 population 2008-2009. Alcohol attributable fractions for each crime were developed from survey data on arrestees who tested positive for alcohol (Government Strategy Unit).

Source: North West Public Health Observatory, Local Alcohol Profiles for England

Section 4: Immunisation, screening and prevention

Table 4h

INDIVIDUALS IN CONTACT WITH STRUCTURED DRUG TREATMENT SERVICES
WIRRAL, 2008/09

	Age	Number Of New Clients In Treatment	Retention at 12 weeks	
			Number	%
Wirral	PDU's (All ages)	457	404	88.4
	All Drugs (Over 18s)	695	567	81.6
North West	PDU's (All ages)	9969	8197	82.2
	All Drugs (Over 18s)	14387	11062	76.9
England	PDU's (All ages)	60672	49253	81.2
	All Drugs (Over 18s)	81479	62664	76.9

Notes and Definitions

1. Number in treatment is defined as the number of new clients who started a treatment journey during 2008/09.
2. Retention rate is defined as the proportion of new clients who were retained within the drug treatment system 12 weeks after their first presentation.
3. Data for each area are reported against the client's DAAT of residence.
4. Data is collected by the National Treatment Agency for Substance Misuse (NTA).
5. The national PSA target is to "increase the participation of problem drug users in drug treatment programmes by 55% by 2004, and by 100% by 2008, against a 1998 baseline, and to increase year on year the proportion of users successfully sustaining or completing treatment programmes".

Source: National Treatment Agency for Substance Misuse (NTA)

Section 5: Health-related behaviour, illness and disability

Table 5a

DENTAL DECAY IN 5-YEAR OLD CHILDREN, WITH 95% CONFIDENCE LIMITS

NHS WIRRAL, 2007/08

Area of Residence	Number of Children Examined	Decayed, Missing or Filled Teeth (DMFT)			Severity (Average DMFT)	Care Index
		% With DMFT	95% Confidence Intervals			%
			Lower Limit	Upper Limit		
NHS Wirral	1,285	30.2	27.80	32.70	1.05	13
North West	28,216	38.1	37.5	38.7	1.52	11
England	139,727	30.9	30.7	31.1	1.11	14

Notes and Definitions

1. The severity of dental decay among 5-year old children is measured by the DMFT Index. This shows the average number of decayed, missing or filled teeth among 5-year old children attending school in the area.
2. The Care Index shows the percentage of teeth previously or currently decayed that were treated by filling. It is used to measure the extent to which dental decay has been successfully treated.
3. The information is based on findings of the dental epidemiological survey programme undertaken by PCTs and co-ordinated nationally for the UK Health Departments by the British Association for the Study of Community Dentistry (BASC).

Source: *British Association for the Study of Community Dentistry (BASCD)*

Section 5: Health-related behaviour, illness and disability

Table 5b

OBESITY AMONG PRIMARY SCHOOL CHILDREN
WIRRAL, 2008/09

Area of Residence	% with Height and Weight Recorded	Reception Year			Year 6				
		% under-weight	% healthy weight	% over-weight	% under-weight	% healthy weight	% over-weight		
Wirral	90.4	0.4	76.1	14.0	9.6	0.9	64.3	14.1	20.6
North West SHA	91.6	0.9	76.0	13.5	9.6	1.3	65.8	14.1	18.8
England	90.2	1.0	76.2	13.2	9.6	1.3	66.1	14.3	18.3

Notes and Definitions

1. This data has been produced to monitor local progress towards the national Public Service Agreement target (PSA10a), which aims to halt the year on year rise in childhood obesity by 2020.
2. Figures are based on the percentage of primary school age children in their Reception Year (aged 4-5 years) and Year 6 (aged 10-11 years) recorded as obese in the school year 2008/09.
3. NICE guidelines define children as overweight if their Body Mass Index (BMI) is more than or equal to 85th percentile but less than the 95th percentile. Children with a BMI over the 95th percentile are defined as obese.

Source: *The Information Centre for Health and Social Care*. © Crown Copyright

Section 5: Health-related behaviour, illness and disability

Table 5c

TRENDS IN PREVALENCE OF HIV AND AIDS
NHS WIRRAL, 2000 - 2008

Year	Number	Prevalence Rate
2000	59	18.6
2001	50	15.9
2002	67	21.3
2003	74	23.6
2004	90	28.4
2005	103	27.5
2006	110	35.3
2007	126	40.6
2008	136	43.4

Notes and Definitions

1. The numbers used in this table refer to the total number of cases seen in a given year, including those who died during that year.
2. Prevalence is expressed as a crude rate per 100,000 population and has not been adjusted to take account of differences in the age structure of the population in different areas.
3. Population figures used in the above table are ONS mid-year estimates.

Source: North West Public Health Observatory, Liverpool John Moores University

Section 5: Health-related behaviour, illness and disability

Table 5d

ROAD COLLISION CASUALTIES, WIRRAL WARDS 2007 TO 2009

Ward (2004 Boundaries)	All Casualties Occurring in Ward	
	Total Number of Casualties	% Killed or Seriously Injured
Bebington	108	10.19
Bidston and St James	257	6.61
Birkenhead and Tranmere	219	17.35
Bromborough	196	18.88
Clatterbridge	141	10.64
Cloughton	170	18.24
Eastham	135	14.81
Greasby Frankby and Irby	80	16.25
Heswall	78	7.69
Hoylake and Meols	104	13.46
Leasowe and Moreton East	132	15.15
Liscard	130	10.77
Moreton West and Saughall Massie	108	14.81
New Brighton	71	15.49
Oxton	121	11.57
Pensby and Thingwall	136	13.97
Prenton	145	11.03
Rock Ferry	141	16.31
Seacombe	154	10.39
Upton	147	10.2
Wallasey	130	10.77
West Kirby and Thurstaston	115	25.22
**Wirral	3018	13.55

Notes and Definitions

1. The data in this table are based on the information collected by Merseyside Police at the scene of the collision using the STATS-19 form. This is used to record the details of the incident and the circumstances surrounding it.
2. The data are collected to wards based on the location of the collision rather than the usual place of residence of the collision victim.
3. The collision data for 2009 is only available up to 31/10/09

Source: Wirral Accident Investigation Unit

Section 5: Health-related behaviour, illness and disability Table 5e
 INCIDENCE OF SELECTED CANCERS BY GENDER, WITH 95% CONFIDENCE LIMITS
 WIRRAL LOCAL AUTHORITY, 2004-06

Cancer Site	Males				Females			
	Number of Cancers	Registration Ratio	95 % Confidence Intervals		Number of Cancers	Registration Ratio	95 % Confidence Intervals	
			Lower Limit	Upper Limit			Lower Limit	Upper Limit
Bladder cancer	108	88	72	106	53	101	75	132
Breast cancer	-	-	-	-	743	93	87	100
Cervical cancer	-	-	-	-	43	98	71	133
Colorectal cancer	327	95	85	106	271	88	77	99
Lung cancer	433	116	106	128	346	122	110	136
Malignant melanoma	63	88	68	112	63	71	54	91
Oesophageal cancer	120	144	120	173	57	115	87	150
Prostate cancer	517	84	77	92	-	-	-	-
Other skin cancers	834	119	111	127	675	108	100	116
Stomach cancer	86	101	80	124	49	98	72	129

Notes and Definitions

- The number of cancers refers to the number of newly diagnosed cancers (incidence) reported to regional cancer registries during this time period (2004-06). Standardised registration ratios (SRR) are a way of comparing the incidence rate for a particular form of cancer in a given area with those in the national population. In this table, the figures for Wirral are standardised against the England average. In this table, the SMR for England and Wales is 100. An area with an SRR of 120 is said to have a incidence rate that is 20% higher than the national average (after taking account of differences in the age structure of the two populations).

Notes and Definitions Continued

2. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling, e.g. a 95% CI for Wirral men of 67.1 to 99.9 means that we can be 95% certain that the true value lies somewhere between 67.1 and 99.9.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 5: Health-related behaviour, illness and disability

Table 5f

QOF DISEASE REGISTER AND PREVALENCE RATES
NHS WIRRAL, 2008/09

Condition	NHS Wirral		North West SHA		England	
	Total Register Count	%	Total Register Count	%	Total Register Count	%
Coronary Heart Disease	14,163	4.3%	304,954	4.2%	1,886,406	3.5%
Heart Failure	2,833	0.9%	59,756	0.8%	397,040	0.7%
Stroke and Transient Ischaemic Attack	7,227	2.2%	135,270	1.8%	901,323	1.7%
Hypertension	47,495	14.3%	987,061	13.5%	7,132,856	13.1%
Diabetes	14,700	4.4%	313,907	4.3%	2,213,138	5.1%
Chronic Obstructive Pulmonary Disease	7,324	2.2%	148,244	2.0%	834,312	1.5%
Epilepsy	2,450	0.7%	50,101	0.7%	326,841	0.8%
Hypothyroidism	10,769	3.3%	205,855	2.8%	1,538,827	2.8%
Cancer	4,492	1.4%	93,067	1.3%	680,749	1.3%
Palliative Care	313	0.1%	7,349	0.1%	53,857	0.1%
Mental Health	2,850	0.9%	60,434	0.8%	406,075	0.7%
Asthma	20,605	6.2%	451,760	6.2%	3,197,726	5.9%
Dementia	1,826	0.6%	34,057	0.5%	232,430	0.4%
Chronic Kidney Disease	14,623	4.4%	246,762	3.4%	1,739,443	4.1%
Atrial Fibrillation	5,939	1.8%	102,461	1.4%	732,508	1.3%
Obesity	34,897	10.5%	641,315	8.8%	4,389,964	9.9%
Learning Disabilities	1,270	0.4%	23,797	0.3%	160,165	0.4%

Notes and Definitions

1. The total register count is the sum of registers for all practices for each condition.
2. Prevalence is expressed as a percentage by dividing the sum of registers for all practices by the sum of list sizes for all practices.

Source: *The Information Centre for Health and Social Care*. © Crown Copyright

Section 5: Health-related behaviour, illness and disability

Table 5g

ESTIMATED USAGE OF LEARNING DISABILITY SERVICES
WIRRAL, 2001 AND 2011

Category	2001 Estimates		2011 Estimates	
	Administrative Prevalence	Actual Prevalence Ethnicity & Mortality Adjusted	Administrative Prevalence	Actual Prevalence Ethnicity & Mortality Adjusted
Male (Numbers)	660	3114	701	2416
Male (%)	0.56%	2.42%	0.56	2.74%
Female (Numbers)	545	2412	573	11085
Female (%)	0.40%	1.63%	0.41	1.86%
Persons (Numbers)	1211	5559	1277	2551
Persons (%)	0.48%	2.02%	0.5	2.37%

Notes and Definitions

1. Learning Disabilities was introduced as a measure on the Quality and Outcomes Framework (QOF) in April 2006. It states that “the practice can produce a register of patients with learning disabilities”. No details were given as to the severity of learning disability this includes.
2. The figures in this table have been generated by making use of formulas created by Emerson and Hatton.
3. Administrative prevalence rates are expressed as a percentage and have not been adjusted to take account of differences in age structures of the population in different areas.
4. Actual prevalence rates are expressed as a percentage and have not been adjusted to take account of differences in age structures of the population in different areas. However, adjustments have been made to account for ethnicity and mortality.

Source: Emerson, E. & Hatton, D. (2004) *Estimating Future Need /Demand for Supports for Adults with Learning Disabilities in England*. Available at: <http://www.lancs.ac.uk/fass/ihr/research/learning/download/estimatingfutureneed.pdf>

Section 5: Health-related behaviour, illness and disability

Table 5h

HOSPITAL ADMISSION RATES FOR FALLS IN PEOPLE AGED 65 AND OVER, WIRRAL WARDS, 2007/08 TO 2008/09

Ward (2001 Boundaries)	2007/08		2008/09	
	Number of Admissions	Rate per 1,000	Number of Admissions	Rate per 1,000
Bebington	77	5.7	92	6.8
Bidston	69	7.0	50	5.1
Birkenhead	72	5.7	59	4.7
Bromborough	92	6.6	81	5.8
Clatterbridge	180	11.0	137	8.4
Cloughton	137	9.3	108	7.4
Eastham	99	7.3	95	7.0
Egerton	103	7.9	90	6.9
Heswall	146	9.3	179	11.4
Hoylake	160	10.4	171	11.1
Leasowe	72	5.5	73	5.5
Liscard	92	6.6	99	7.1
Moreton	89	7.1	71	5.7
New Brighton	110	7.6	126	8.7
Oxton	94	6.7	122	8.7
Prenton	103	7.2	82	5.8
Royden	117	7.4	91	5.7
Seacombe	87	5.8	85	5.7
Thurstaston	115	7.5	127	8.3
Tranmere	67	5.5	50	4.1
Upton	123	8.0	141	9.2
Wallasey	114	7.4	96	6.3
Wirral	2318	7.5	2225	7.2

Notes and Definitions

1. The majority of the data is for emergency hospital admissions, however it also contains figures for other types of admissions in people aged 65 and over.
2. This data includes admissions where any of the 8 diagnoses codes included an ICD-10 code that corresponds to a fall.
3. The rate is per 1,000 persons aged 65 and over.

Source: SUS

Section 5: Health-related behaviour, illness and disability

Table 5i

UNINTENTIONAL INJURIES IN CHILDREN AGED 0-4
NHS WIRRAL, 2008/09

Injury	Number	%
Assault	<5	-
Bite	37	1.1
Burn	118	3.5
Deliberate Self Harm	<5	-
Electrical	<5	-
Fall	1591	47.6
Ingestion	141	4.2
Inhalation	9	0.3
Non-fatal burn or scald	9	0.3
RTA	108	3.2
Sport Injuries	<5	-
Struck	449	13.4
Wound/Cut	318	9.5
Other	551	16.5
Total	3345	100

Notes and Definitions

1. The table shows injury groups of trauma attendances for 0 to 4 year old children who attended Arrowe Park Accident and Emergency department between April 2008 and March 2009.

Source: TIIG, Monthly Bulletin: April 2008 to March 2009. Available at:
<http://www.nwpho.org.uk/ait/publications.htm>

Section 6: Mortality

Table 6a

INFANT AND PERINATAL MORTALITY RATES
WIRRAL LOCAL AUTHORITY, 2006-08

Stage of Infancy	Wirral		North West		England and Wales	
	Number of Deaths	Rate Per 1,000	Number of Deaths	Rate Per 1,000	Number of Deaths	Rate Per 1,000
Perinatal	34	3.1	692	2.7	5267	2.5
Neonatal	40	3.6	907	3.5	6885	3.3
Postneonatal	10	1	451	2	3084	2
Infant	50	4.5	1358	5.3	9969	4.8

Notes and Definitions

1. Perinatal Mortality Rate: Number of stillbirths and deaths of infants at ages under 7 days, per 1,000 live and still births.
2. Neonatal Mortality Rate: Number of deaths to infants aged under 28 days, per 1,000 live births.
3. Post-neonatal Mortality Rate: Number of deaths to infants aged 28 days to 1 year, per 1,000 live births
4. Infant Mortality Rate: Number of deaths to infants at ages under 1 year, per 1,000 live births.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 6: Mortality

Table 6b

TRENDS IN INFANT MORTALITY, WITH 95% CONFIDENCE LIMITS
WIRRAL LOCAL AUTHORITY, 1999-01 TO 2006-08

3 - Year Period	Wirral				England and Wales			
	Total Number of Infant Deaths	Infant Mortality Rate	95% Confidence Intervals		Total Number of Infant Deaths	Infant Mortality Rate	95% Confidence Intervals	
			Lower Limit	Upper Limit			Lower Limit	Upper Limit
1999-01	62	6.0	4.7	7.7	10184	5.6	5.5	5.7
2000-02	48	4.8	3.6	6.4	9742	5.4	5.3	5.5
2001-03	41	4.1	3	5.5	9650	5.3	5.2	5.4
2002-04	43	4.2	3.1	5.6	9652	5.2	5.1	5.3
2003-05	55	5.2	4.0	6.7	9725	5.1	5.0	5.2
2004-06	52	4.9	3.7	6.4	9780	5.0	4.9	5.1
2005-07	51	4.7	3.6	6.2	9855	4.9	4.8	5.0
2006-08	50	4.5	3.4	6.0	9969	4.8	4.7	4.9

Notes and Definitions

1. The Infant Mortality Rate is defined as the number of deaths to infants aged less than 1 year, per 1,000 live births to mothers resident in the area.
2. Data are presented as 3-year totals, produced by aggregating numbers of births and deaths for each three-year period (e.g. 1999-2001, 2000-2002, etc). This has been done in order to smooth out random year-on-year variations.
3. Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling, e.g. a 95% CI for Wirral of 4.7 to 7.7 means that we can be 95% certain the true value lies somewhere between 4.7 and 7.7.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 6: Mortality

Table 6c

NUMBER OF DEATHS BY CAUSE AND GENDER
WIRRAL LOCAL AUTHORITY, 2008

Cause	Males		Females		Total	
	Number of Deaths	% of All Deaths	Number of Deaths	% of All Deaths	Number of Deaths	% of All Deaths
All Cancers	510	31.1	556	28.0	1066	29.4
Breast Cancer	-	-	72	3.6	72	2.0
Colorectal Cancer	46	2.8	66	3.3	112	3.1
Lung Cancer	123	7.5	126	6.3	249	6.9
Lip, Oral cavity, Pharynx & Oesophagus	51	3.1	23	1.2	74	2.0
Prostrate Cancer	50	3.0	-	-	50	1.4
Other Cancer	240	14.6	269	13.6	509	14.0
All Circulatory Diseases	536	32.6	633	31.9	1169	32.2
Coronary Heart Disease	283	17.2	255	12.8	538	14.8
Stroke	133	8.1	212	10.7	345	9.5
Other Circulatory Diseases	120	7.3	166	8.4	286	7.9
All Respiratory Diseases	227	13.8	295	14.9	522	14.4
COPD	94	5.7	92	4.6	186	5.1
Other Respiratory Diseases	133	8.1	203	10.2	336	9.3
All Other	369	22.5	501	25.2	871	24.0
Accidental Poisoning	8	0.5	8	0.4	16	0.4
All other Accidents	40	2.4	31	1.6	71	2.0
Diabetes Mellitus	19	1.2	25	1.3	44	1.2
Diseases of the Digestive System	99	6.0	100	5.0	199	5.5
Suicide and Injury Undetermined	23	1.4	7	0.4	30	0.8
Other Causes	180	11.0	330	16.6	511	14.1
All Causes	1642	100	1985	100	3628	100

Notes and Definitions

1. The figures in this table relate to the cause of death as given in the death register and based on the doctor's or coroner's certificate of cause of death. This is known as 'original' cause of death.

Source: Office for National Statistics © Crown Copyright

Section 6: Mortality

Table 6d

STANDARDISED MORTALITY RATIOS (SMR) BY CAUSE AND GENDER,
WITH 95% CONFIDENCE LIMITS
WIRRAL LOCAL AUTHORITY, 2006-08

Cause	Males			Females		
	SMR	95 % Confidence Intervals		SMR	95 % Confidence Intervals	
		Lower Limit	Upper Limit		Lower Limit	Upper Limit
All Cancers	119	113	125	117	111	123
Colorectal Cancer	109	93	128	106	90	125
Lung Cancer	130	118	143	135	121	150
Female Breast Cancer	-	-	-	110	96	125
Cervical Cancer	-	-	-	109	64	175
Prostate Cancer	99	85	115	-	-	-
All Circulatory Diseases	111	106	116	101	97	106
Coronary Heart Disease	112	105	120	106	98	114
Stroke	119	108	131	108	100	117
Bronchitis, Emphysema & COPD	117	104	132	131	117	147
Asthma	68	19	174	61	28	115
Chronic Liver Disease, incl. Cirrhosis	189	158	223	151	117	192
Accidents	119	99	141	118	98	141
Suicide & Injury Undetermined	143	113	178	188	132	260
All causes (All Ages)	116	112	119	107	104	110

Notes and Definitions

1. Standardised Mortality Ratios (SMR) are a way of comparing death rates in a particular area with those in the national population. In this table, the SMR for England in 2006-08 is 100. An area with SMR of 120 is said to have a mortality rate 20% higher than the national average (after taking account of differences in the age structure of the two populations).
2. In some cases the cause of death mentioned on the death certificate may be amended by ONS following discussion with the relevant clinician. The data presented in this table are based on the original causes of death.
3. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling, e.g. a 95% CI for Wirral of 94 to 129 means that we can be 95% certain the true value lies somewhere between 94 and 129.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 6: Mortality

Table 6e

TRENDS IN MORTALITY FROM ALL CAUSES OF DEATH
WIRRAL LOCAL AUTHORITY, 1997 TO 2008

Year	Wirral Local Authority						North West			England		
	Males		Females		Persons		Persons			Persons		
	Number of Deaths	Rate per 100,000	Number of Deaths	Rate per 100,000	Number of Deaths	Rate per 100,000	Number of Deaths	Rate per 100,000	Number of Deaths	Rate per 100,000	Number of Deaths	Rate per 100,000
1997	1804	950.0	2161	645.4	3965	768.5	78901	812.9	521598	730.6		
1998	1863	982.8	2201	650.6	4064	786	78846	806.4	518084	719.1		
1999	1865	973.2	2109	620.3	3974	764.9	77950	796.7	517123	710.8		
2000	1778	919.7	2062	608.4	3840	739.9	74698	756.7	503024	684.3		
2001	1779	898.7	2025	589.7	3804	719	74966	750	497878	667.9		
2002	1681	845.1	2028	586.2	3709	696.7	74774	741.4	500795	663.2		
2003	1702	848.0	2082	602.5	3784	711.1	74935	738.4	504127	661.9		
2004	1723	847.2	1937	555.4	3660	681.4	71742	703.9	480717	626.6		
2005	1660	803.9	1944	566.1	3604	666.2	71210	690.3	479678	613.2		
2006	1708	815.0	1867	529.2	3575	652.5	69826	666.9	470326	591.6		
2007	1817	854.4	1905	526.1	3722	665.57	70512	661.2	470721	579.4		
2008	1642	761.8	1985	554.3	3627	646.5	70740	655.4	475763	574.8		

Notes and Definitions

- Figures in the table are directly age-standardised rates (DSR) per 100,000 population based on the European Standard Population. This method takes account of variations in the age/sex structure of the population over time.

Notes and Definitions Continued

2. Data are based on the original underlying cause of death on the latest revisions of ONS population estimates for the respective years, current as at 23 October 2007.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 6: Mortality

Table 6f

MORTALITY RATES FOR ALL CAUSES, WITH 95% CONFIDENCE LIMITS
WIRRAL WARDS, 2006 TO 2008

Ward of Residence (2001 Boundaries)	Persons Aged 0-74			Persons - All Ages		
	Directly Standardised Rate	Upper Limit	Lower Limit	Directly Standardised Rate	Upper Limit	Lower Limit
Bebington	268.2	221.2	315.2	511.0	455.5	566.4
Bidston	573.1	488.9	657.3	904.6	801.2	1008.0
Birkenhead	634.6	554.8	714.4	950.2	857.5	1043.0
Bromborough	384.4	327.2	441.7	745.5	680.6	810.5
Clatterbridge	236.4	199.6	273.1	701.7	652.4	750.9
Claughton	376.5	320.5	432.4	871.8	801.7	942.0
Eastham	299.6	253.2	346.1	592.0	532.7	651.3
Egerton	396.1	336.2	456.0	760.6	693.9	827.3
Heswall	211.4	176.4	246.4	472.9	432.7	513.1
Hoylake	242.5	201.6	283.4	587.2	544.8	629.7
Leasowe	395.8	334.6	456.9	663.9	593.9	733.8
Liscard	428.2	369.1	487.2	844.8	774.7	914.9
Moreton	324.6	271.9	377.2	689.1	622.7	755.4
New Brighton	380.9	323.9	437.8	724.5	665.0	784.1
Oxton	322.7	271.9	373.5	722.5	662.5	782.5
Prenton	288.3	243.2	333.4	606.0	552.1	659.9
Royden	239.1	200.7	277.5	503.7	455.3	552.2
Seacombe	515.2	446.4	584.1	846.9	766.8	927.1
Thurstaston	230.8	193.7	267.8	540.3	493.4	587.2
Tranmere	676.6	585.8	767.5	1109.3	1007.7	1210.9
Upton	361.3	310.8	411.7	701.6	643.6	759.5
Wallasey	251.0	208.2	293.8	517.1	468.1	566.2
Wirral	353.8	342.4	365.3	654.9	641.8	667.9
North West	349.7	347.2	352.2	661.2	658.3	664.1
England	295.6	294.8	296.5	581.9	581.0	582.9

Notes and Definitions

1. Figures in the table are directly age-standardised rates (DSR) per 100,000 population based on the European Standard Population. This method takes account of variations between areas in the age/sex structure of the population.

Notes and Definitions Continued

2. The mortality data used in the calculations were deaths registered in each year from 2006 to 2008. Three years of data were aggregated to provide a reasonable number of deaths for each ward. The ward populations used in the calculations are ONS Mid-2007 population estimates. In order to provide a figure for the period 2006-2008, the 2007 population estimates were multiplied by 3. Figures may not add up to the total figure due to rounding.
3. 95% Confidence intervals indicate the range within which the true value of DSR has a 95% chance of falling, e.g. a 95% CI for Wirral of 523.5 to 643.2 means that we can be 95% certain that the DSR lies somewhere between 523.5 and 643.2.

Source: Office for National Statistics © Crown Copyright and National Centre for Health Outcomes Development. © Crown Copyright

Section 7: Performance Targets

Table 7a

MORTALITY FROM ALL CANCERS IN PERSONS UNDER 75
WIRRAL LOCAL AUTHORITY, 1995-97 TO 2006-08**Public Service Agreement (PSA) Target**

Indicator:	Directly age-standardised mortality rate (DSR) from all cancers (ICD10 C00-C97)
Target group:	Persons aged under 75 years
Target specification:	Reduction of at least 20%
Baseline year:	1996 (Average of 1995-1997)
Target year:	2010 (Average of 2009-2011)

Years	Total Number of Deaths	DSR	95% Confidence Interval	
			Lower Limit	Upper Limit
1995-97	1747	161.4	153.7	169.1
1996-98	1690	157.4	149.7	165
1997-99	1642	153.4	145.8	160.9
1998-00	1621	151.8	144.3	159.3
1999-01	1612	150.1	142.9	157.6
2000-02	1627	150.8	143.6	158.3
2001-03	1569	144.5	137.3	151.8
2002-04	1515	139.4	132.3	146.5
2003-05	1415	129.9	123.1	136.8
2004-06	1420	130.4	123.6	137.3
2005-07	1441	131.8	124.9	138.7
2006-08	1486	134.6	127.7	141.5

Notes and Definitions

1. Figures in the table are directly age-standardised rates (DSR) per 100,000 population based on the European Standard Population. This method takes account of variations between areas and over time in the age/sex structure of the population.
2. Results are presented as 3-year totals where possible. This has been done in order to smooth out random year-on-year variations.
3. The DSR results for 1999 -01 and 2000-02 are 3 year averages. During this time ICD-9 codes changed into ICD-10 codes. For this reason 3 year totals were not available.
4. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling, e.g. a 95 % CI for Wirral of 153.7 to 169.1 means that we can be 95% certain the true value lies somewhere between 153.7 and 169.1.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 7: Performance Targets

Table 7b

MORTALITY FROM CIRCULATORY DISEASES IN PERSONS UNDER 75
WIRRAL LOCAL AUTHORITY, 1995-97 TO 2006-08**Public Service Agreement (PSA) Target**

Indicator:	Directly age-standardised mortality rate (DSR) from all circulatory diseases (ICD10 I00-I99)
Target group:	Persons aged under 75 years
Target specification:	Reduction of at least 40%
Baseline year:	1996 (Average of 1995-1997)
Target year:	2010 (Average of 2009-2011)

Year	Total Number of Deaths	DSR	95% Confidence Interval	
			Lower Limit	Upper Limit
1995-97	1722	153.7	146.3	161.1
1996-98	1623	145.7	138.5	152.9
1997-99	1504	136.1	129.1	143.1
1998-00	1414	127.9	121.2	134.7
1999-01	1346	121.2	114.8	127.9
2000-02	1225	110.1	104	116.4
2001-03	1195	107.4	101.2	113.5
2002-04	1172	105.5	99.4	111.6
2003-05	1132	102.3	96.2	108.3
2004-06	1009	91	85.4	96.7
2005-07	927	84.2	78.7	89.6
2006-08	882	79.4	74.1	84.7

Notes and Definitions

1. Figures in the table are directly age-standardised rates (DSR) per 100,000 population based on the European Standard Population. This method takes account of variations between areas and over time in the age/sex structure of the population.
2. Results are presented as 3-year totals where possible. This has been done in order to smooth out random year-on-year variations.
3. The DSR results for 1999 -01 and 2000-02 are 3 year averages. During this time ICD-9 codes changed into ICD-10 codes. For this reason 3 year totals were not available.
4. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling e.g. a 95 % CI for Wirral of 146.3 to 161.1 means that we can be 95% certain the true value lies somewhere between 146.3 and 161.1.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Table 7c

Section 7: Performance Targets

MORTALITY FROM THREE RESPIRATORY DISEASES
WIRRAL LOCAL AUTHORITY, 1995-97 TO 2006-08**Public Service Agreement (PSA) Target**

Indicator: Indirectly standardised mortality ratio (SMR) from 3 respiratory diseases (ICD10 J45-J46, J40-J43, J12-J18) Baseline year: 1996 (Average of 1995-1997)
 Target group: All ages Target year: 2010 (Average of 2009-2011)
 Target specification: Reduction of at least 20% in persons under 75 years

Years	Asthma			Bronchitis and Emphysema			Pneumonia		
	Total Number of Deaths	SMR	95% Confidence Intervals Lower Limit Upper Limit	Total Number of Deaths	SMR	95% Confidence Intervals Lower Limit Upper Limit	Total Number of Deaths	SMR	95% Confidence Intervals Lower Limit Upper Limit
1995-97	22	76	47 114	71	78	61 99	1321	111	105 117
1996-98	24	85	54 126	63	78	60 100	1221	103	98 109
1997-99	20	71	43 109	64	86	66 110	1153	96	90 102
1998-00	23	86	54 128	64	96	74 122	1153	96	91 102
1999&01	17	96	56 154	32	113	78 160	451	97	88 106
2000-02	-	-	- -	-	-	- -	-	-	- -
2001-03	23	92	58 138	41	109	79 148	607	90	83 97
2002-04	21	84	52 129	36	101	71 140	581	87	80 94
2003-05	22	91	57 137	27	83	55 121	570	87	80 94
2004-06	24	104	67 155	17	57	33 92	518	84	77 92
2005-07	18	84	49 132	13	46	25 79	543	92	84 100
2006-08	13	63	33 107	64	192	148 246	580	102	94 110

Section 7: Performance Targets

Table 7c

MORTALITY FROM THREE RESPIRATORY DISEASES
WIRRAL LOCAL AUTHORITY, 1995-97 TO 2006-08**Notes and Definitions**

1. Figures in the table are indirectly standardised mortality ratios (SMR) which are a way of comparing death rates in a particular area with those in the national population. This method takes account of variations in the age/sex structure of the population.
2. Results are presented as 3-year totals where possible. This has been done in order to smooth out random year-on-year variations.
3. Figures for 1999 and 2001 are presented as 2-year totals. These figures have been adjusted to take into account the switch in mortality coding from ICD-9 to ICD 10.
4. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling, e.g. a 95 % CI for Wirral of 47 to 114 means that we can be 95% certain the true value lies somewhere between 47 and 114.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 7: Performance Targets

Table 7d

MORTALITY FROM ACCIDENTS
WIRRAL LOCAL AUTHORITY, 1995-97 TO 2006-08

Public Service Agreement (PSA) Target

Indicator:	Directly age-standardised mortality rate (DSR) from accidents (ICD10 V01-X59)
Target group:	All ages
Target specification:	Reduction of at least 20%
Baseline year:	1996 (Average of 1995-1997)
Target year:	2010 (Average of 2009-2011)

Year	Total Number of Deaths	DSR	95% Confidence Interval	
			Lower Limit	Upper Limit
1995-97	166	15.2	13	17.7
1996-98	188	16.2	13.7	18.6
1997-99	189	15.8	13.4	18.2
1998-00	205	16.4	14	18.8
1999-01	206	16.2	12.7	18.5
2000-02	221	17.4	15.1	19.8
2001-03	226	17.3	14.8	19.8
2002-04	223	17.4	15.2	19.9
2003-05	249	19.8	17.1	22.5
2004-06	253	20.1	17.4	22.8
2005-07	266	20.6	17.8	23.3
2006-08	255	19.6	16.9	22.2

Notes and Definitions

1. Figures in the table are directly age-standardised rates (DSR) per 100,000 population based on the European Standard Population. This method takes account of variations between areas and over time in the age/sex structure of the population.
2. Results are presented as 3-year totals where possible. This has been done in order to smooth out random year-on-year variations.
3. The DSR results for 1995-97, 1999-01 and 2002-04 are 3 year averages. During this time ICD-9 codes changed into ICD-10 codes. For this reason 3 year totals were not available.
4. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling, e.g. a 95 % CI for Wirral of 13.72 to 18.59 means that we can be 95% certain the true value lies somewhere between 13.72 and 18.59.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 7: Performance Targets

Table 7e

MORTALITY FROM SUICIDE AND UNDETERMINED INJURY
WIRRAL LOCAL AUTHORITY, 1995-97 TO 2006-08**Public Service Agreement (PSA) Target**

Indicator:	Directly age-standardised mortality rate (DSR) from suicide and injury undetermined (ICD10 X60-X84, Y10-Y34 exc Y33.9)
Target group:	All ages
Target specification:	Reduction of at least 20%
Baseline year:	1996 (Average of 1995-1997)
Target year:	2010 (Average of 2009-2011)

Year	Total Number of Deaths	DSR	95% Confidence Interval	
			Lower Limit	Upper Limit
1995-97	126	12.8	10.5	15.1
1996-98	144	14.6	12.1	17
1997-99	133	13.3	11	15.6
1998-00	134	13.2	10.9	15.5
1999-01	126	12.9	10.7	15.4
2000-02	123	12.8	10.6	15.3
2001-03	121	12.9	10.6	15.3
2002-04	113	12.3	10.1	14.8
2003-05	106	11.5	9.3	13.8
2004-06	108	11.6	9.3	13.8
2005-07	112	11.8	9.5	14.0
2006-08	113	12.3	9.9	14.6

Notes and Definitions

1. Figures in the table are directly age-standardised rates (DSR) per 100,000 population based on the European Standard Population. This method takes account of variations between areas and over time in the age/sex structure of the population.
2. Results are presented as 3-year totals where possible. This has been done in order to smooth out random year-on-year variations.
3. The DSR results for 1999-01, 2000-02 and 2002-04 are 3 year averages. During this time ICD-9 codes changed into ICD-10 codes. For this reason 3 year totals were not available.
4. 95% Confidence intervals (CIs) indicate the range within which the true value of the indicator has a 95% chance of falling, e.g. a 95 % CI for Wirral of 10.5 to 15.1 means that we can be 95% certain the true value lies somewhere between 10.5 and 15.1.

Source: National Centre for Health Outcomes Development. © Crown Copyright

Section 8: Comparative data

Table 8

COMPARISON OF KEY INDICATORS OF HEALTH STATUS IN 'CORE CITIES'

Core Cities	Life Expectancy		Under 18 Conception Rate	Infant Mortality Rate	Low Birth-weight Births (%)	Alcohol Admissions		Age-Standardised Mortality Rate			
	Males (Years)	Females (Years)				Males (Rate)	Females (Rate)	Accidents (All Ages)	Cancers <75	Circulatory Diseases <75	Suicide & Undetermined Injury (All Ages)
Birmingham	75.9	81.0	51.9	8.2	9.9	1547.2	853.9	19.8	123.2	96.8	6.9
Bristol	76.9	81.7	51.9	5.0	6.5	1517.1	808.2	15.1	124.8	85.3	10.0
Leeds	77.2	81.9	49.4	5.2	7.9	1205.9	681.3	12.5	122.8	83.1	8.0
Liverpool	74.3	78.8	46.9	5.5	8.5	2144.8	1186.5	24.5	157.4	108.3	7.7
Manchester	73.8	78.9	70.1	6.3	8.2	1911.9	1017.1	25.3	159.7	125.0	10.2
Newcastle upon Tyne	75.7	80.6	55.4	4.1	8.4	2006.6	1114.1	14.2	146.8	94.2	7.7
Nottingham	75.1	80.1	71.6	6.4	8.8	1508.2	889	21.0	141.2	100.3	10.0
Sheffield	77.5	81.5	50.4	5.8	7.4	1025.3	580.9	12.5	121.1	79.6	8.3
Wirral	75.9	81.0	46.9	4.5	7.5	2026.9	1138	19.6	134.6	79.4	12.3
North West	76.30	80.60	46.0	5.3	7.6	1591.4	923.3	19.1	127.1	91.3	9.0
ENGLAND	77.93	82.02	41.2	4.8	7.5	1216.7	693.8	15.9	114.0	74.8	7.8

Notes and Definitions

1. The Core Cities Group consists of eight major English regional cities that work together to promote the distinctive role that big cities play in national and regional life.
2. Life expectancy at birth (years) based on mid-year population estimates and numbers of deaths for the period 2006-08.

Section 8: Comparative data

Table 8

COMPARISON OF KEY INDICATORS OF HEALTH STATUS IN 'CORE CITIES'

Notes and Definitions - continued

3. Under 18 conception rate: Number of conceptions to women aged under 18 years per 1,000 women aged 15-17 years (2005-07). Under 18 conception rate for Birmingham (2004-06).
4. Infant mortality rate: Deaths to infants aged less than 1 year, per 1,000 live births to mothers resident in the area (2006-08 pooled).
5. Low birthweight births: Percentage of live births with a stated birthweight under 2500 grams (2008).
6. Alcohol admissions: Hospital admissions attributable to alcohol, (all ages) directly standardised rate per 100,000 population (2007/2008), excluding A&E attendance.
7. Mortality rates: Directly age-standardised rates per 100,000 population (2006-2008) based on the European Standard Population. These have been used because they take account of variations in the age/sex structure of the population of the different Core Cities.

Source: National Centre for Health Outcomes Development. © Crown Copyright and North West Public Health Observatory, Local Alcohol Profiles for England

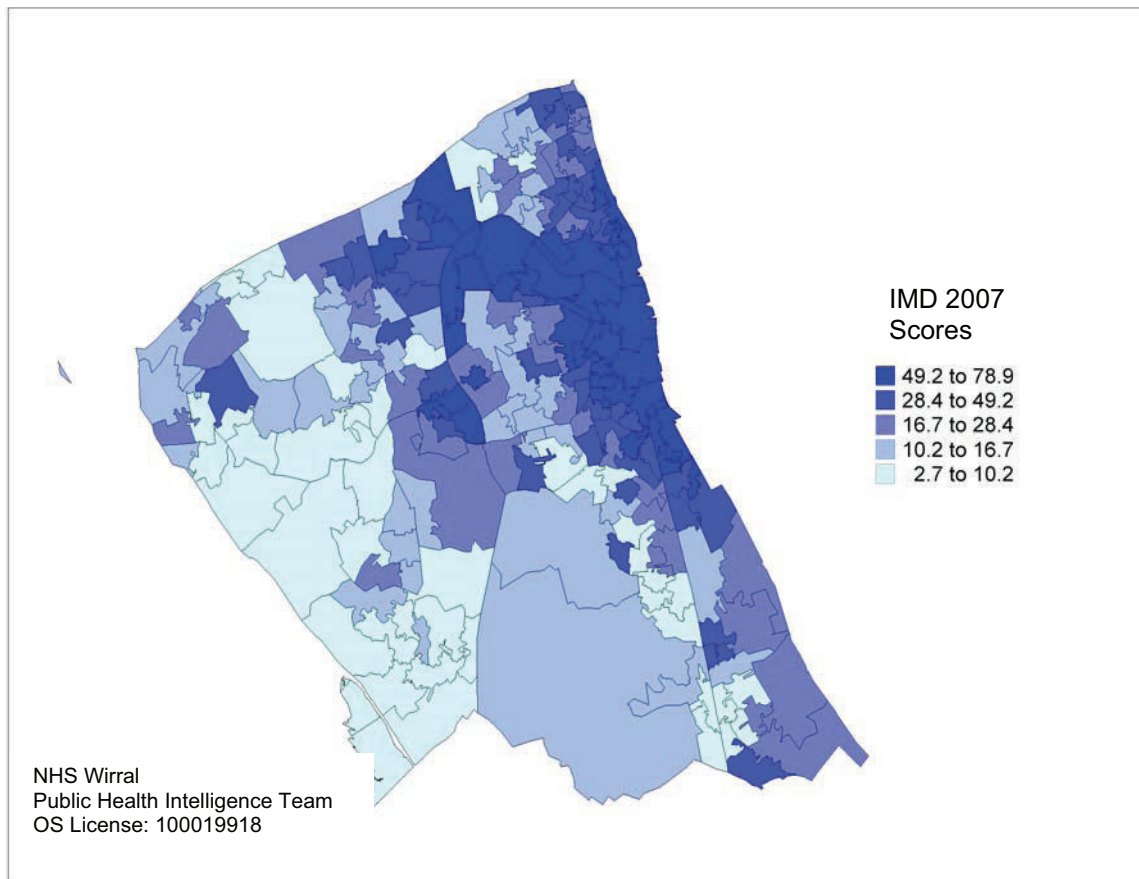
Section 9: Appendix

Table 9a

LIST OF INTERNATIONAL CLASSIFICATION OF DISEASE (ICD) CODES FOR CAUSES OF DEATH INCLUDED IN COMPENDIUM

Cause	ICD-10 Code
All Cancers	C00-C97
Colorectal cancer	C18-C21
Lung cancer	C33-C34
Female breast cancer	C50
Cervical cancer	C53
Prostate cancer	C61
All circulatory diseases	I00-I99
Coronary Heart Disease	I20-I25
Stroke	I60-I69
Diseases of respiratory system	J00-J99
Pneumonia	J12-J18
Bronchitis, emphysema and COPD	J40-J44
Asthma	J45-J46
Diseases of digestive system	K00-K93
Chronic liver disease including cirrhosis	K70, K73-K74
External causes of injury	V01-Y89
Accidents	V01-X59
Suicide and injury undetermined	X60-X84, Y10-Y34 excl. Y33.9

INDEX OF MULTIPLE DEPRIVATION (IMD) 2007 SCORES FOR WIRRAL BY LSOA

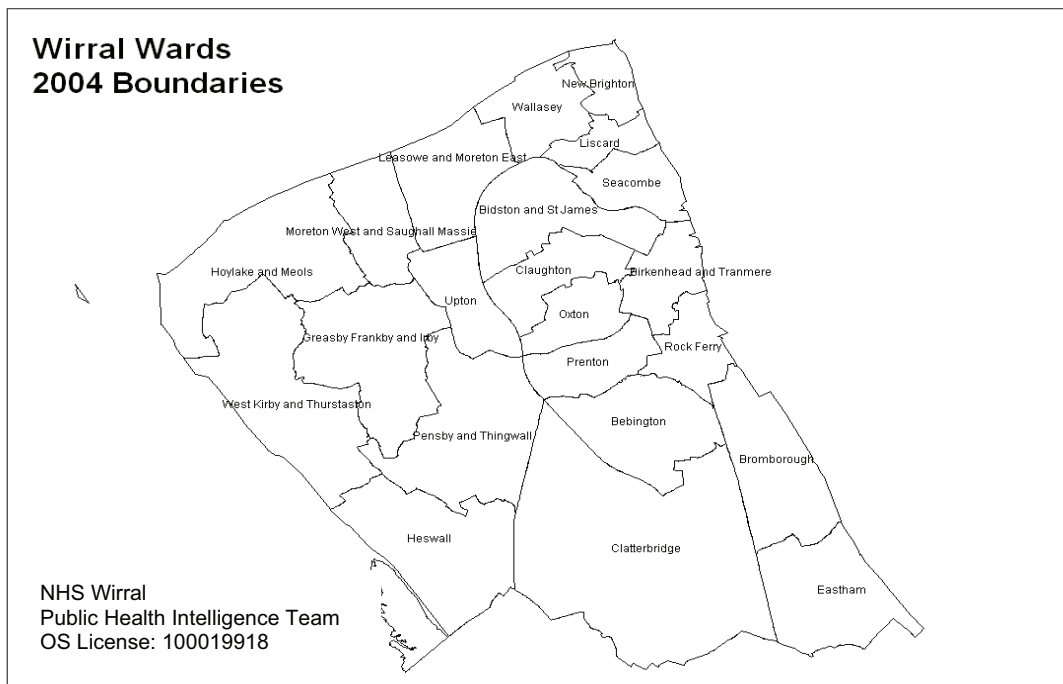
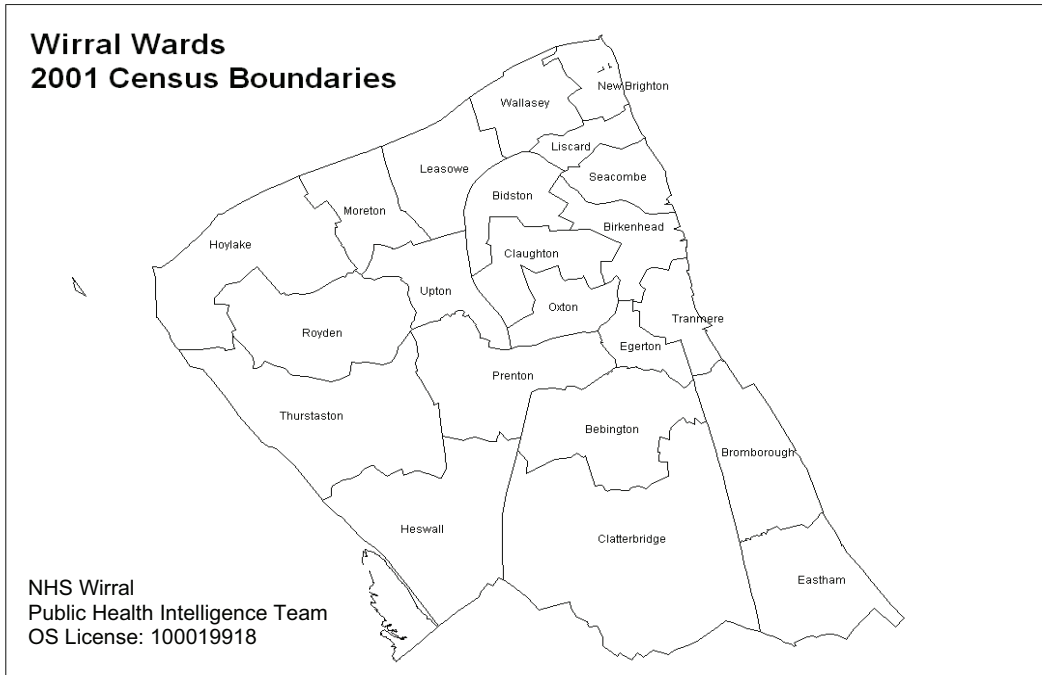


*Source: Department of Communities and Local Government (DCLG)
Map includes mapping data licensed from Ordnance Survey © Crown Copyright
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Notes and Definitions

1. This map shows the Index of Multiple Deprivation (IMD 2007) score for Lower Layer Super Output Areas (LSOA) across Wirral. The more disadvantaged the area, the higher the score. The darker shading indicates higher deprivation levels, i.e. most disadvantaged area. The lighter shading indicates less disadvantaged areas.
2. The IMD 2007 aims to measure as accurately as possible the distribution of deprivation across an area. It uses 7 measures of deprivation (Income, Employment, Health Deprivation and Disability, Education, Skills and Training, Barriers to Housing and Services, Crime, Living Environment). Maps for each item have been included. Each map shows IMD scores, which means the higher the score, the greater the deprivation and the darker the shading for each map.

WIRRAL WARD BOUNDARIES

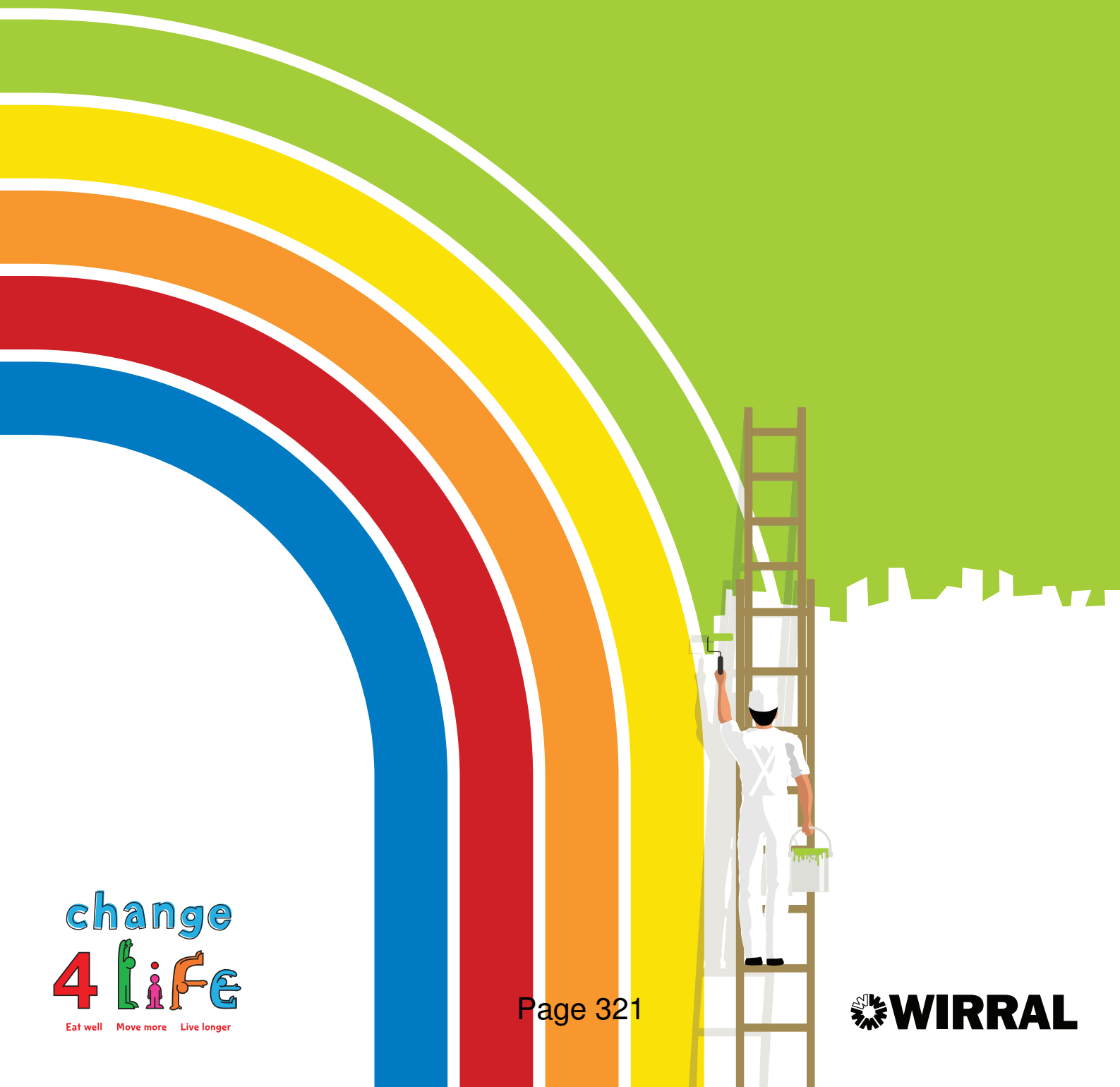


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A breath of fresh air: reducing smoking and tobacco use in Wirral

Wirral Public Health Annual Report 2009/10



Appendix 3

An overview by the Joint Director of Public Health

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Welcome to the 2009/2010 joint public health report for Wirral, which focuses on smoking and tobacco control. In spite of the warnings and the very high cost of legitimate cigarettes, adults and, sadder still, many children and young people, continue to risk their health. It is disheartening to read that nationally, every year, 80,000 people die from smoking related diseases and 200,000 children take up the habit.

Smoking is the single biggest cause of inequality in death rates between rich and poor in the UK and accounts for over half of the difference in risk of premature death between social classes. In Wirral, smoking kills more than 600 people a year. We know that not only is smoking linked to a range of chronic and fatal conditions such as cardiovascular disease and cancer, but also that deaths from these diseases are higher in areas of deprivation, as is smoking prevalence (approximately 40% of the adult population in these areas smoke).

Targeting smoking interventions in disadvantaged communities, both in terms of prevention and treatment, has been identified as a priority in Wirral's Joint Strategic Needs Assessment (JSNA), which collects vital health and wellbeing data. As well as establishing smoking trends, the JSNA collects information on other issues that affect health, such as poor housing, unhealthy diet, unemployment and alcohol misuse. This gathering of information helps us to direct resources effectively so that we can strive to meet the needs of the whole population in Wirral.

The importance of reducing smoking to narrow the gap in health inequalities was also a key finding from the Health Select Committee's (March 2009) inquiry into health inequalities. I am pleased to report that we have been successful in increasing the number of tobacco users from BME (Black and Minority Ethnic) communities seeking support to stop and, through the Advancing Quality programme, raised awareness among hospital staff and patients about the wide range of smoking cessation support which is freely available in the community. This is to encourage smokers to consider stopping for good following their discharge from hospital and has led to a noticeable increase in stop smoking referrals from Arrowe Park Hospital.

As you will read on pages 6 and 7 we set ourselves a number of challenges during the year. These included increasing the number of four-week quitters accessing stop smoking services by improving efficiency, and further protecting the health of children and young people through measures such as preventing the sale of tobacco to under 18s. Respected allies, like the cardiovascular disease prevention charity Heart of Mersey and Smokefree North West, greatly assisted our efforts through lobbying and advocacy at regional and national levels.

Encouraging parents and carers not to smoke around their children is another important area of our work and this led to the setting up of a successful Smokefree Homes and Cars campaign to highlight the danger of secondhand smoke.

I hope you will find this report interesting and informative and I welcome your feedback.



Marie Armitage

Joint Director of Public Health
NHS Wirral and Wirral Council

Smoking

Smoking is the biggest single cause of preventable illness and premature death in the UK.



The national picture

Nationally, almost one in five deaths is caused by smoking. It is the biggest single cause of preventable illness and premature death in the UK, with half of all smokers dying early as a result of their tobacco use. Smoking is linked to a range of chronic and debilitating conditions, such as cancers, heart disease and respiratory problems, and places a considerable burden on the NHS.

According to the charity ASH (Action on Smoking and Health):

- Around 9.4 million adults in Great Britain smoke cigarettes: 22% of men and 20% of women. Two-thirds of smokers start before the age of 18;
- Smoking causes almost 90% of deaths from lung cancer, around 80% of deaths from bronchitis and emphysema, and around 17% of deaths from heart disease;
- Smoking costs the NHS approximately £2.7 billion a year for treating diseases caused by smoking;
- Since the late 1990s there has been a fall in smoking among 11-15 year olds after at least two decades of little change. Children are more likely to smoke if their parents smoke and parents' attitudes to smoking is also an important factor;
- Children's exposure to secondhand smoke is most likely to take place in the home. Parental banning of smoking in the home is the only reliable way of reducing exposure to secondhand smoke as partial restrictions are not effective.

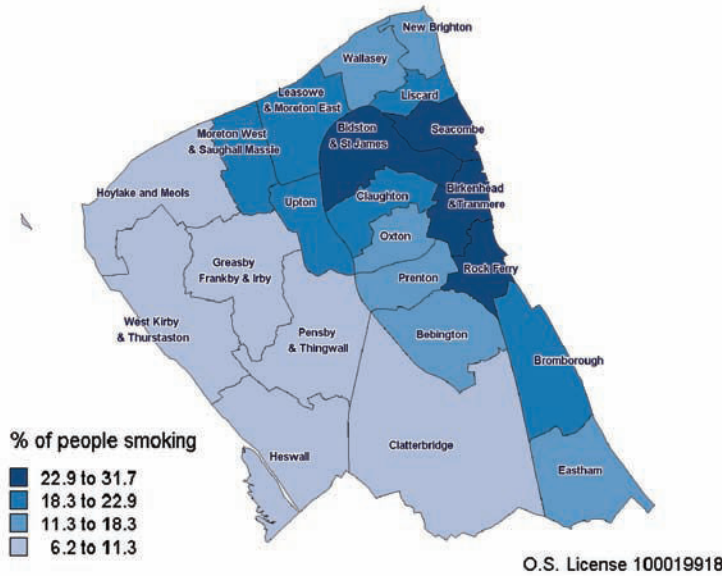
The Wirral picture

In Wirral, it is estimated that two people a day die as a result of smoking.

Around 22.8% of the adult population smoke (slightly lower than the regional average of 25%), but in the more deprived neighbourhoods it is thought that around 40% of the adult population smoke and up to 75% of children are living in a household where at least one parent/carer smokes.

The two maps opposite affirm that the highest rates of smoking prevalence are in the east of the borough, within Bidston and St. James, Seacombe, Birkenhead and Tranmere and Rock Ferry.

Smoking Prevalence from Home Safety Checks



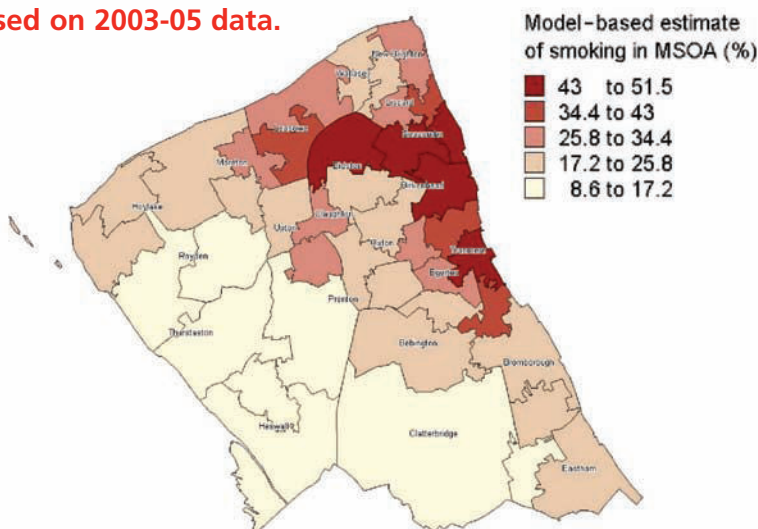
Source: Merseyside Fire and Rescue Service Home Fire Safety Check data, 2008

As Merseyside Fire and Rescue Service data shows (above), smoking follows a clear link with deprivation, with the four wards with the highest levels of deprivation showing the highest percentage of the population smoking, while the west of Wirral is much lower.

In the absence of many other sources of reliable recorded data on smoking prevalence, it is useful to look at other estimates such as that based on the latest Health Survey for England data from 2003-2005, even if this information is now dated. The map below shows Wirral estimates of smoking prevalence by Middle Layer Super Output Area (MSOA)*, 2003-05.

*MSOAs are standard geographical areas, each containing around 7,500 people. Wirral divides into 42 MSOAs and these are used for compiling statistics.

Model-based estimates of smoking by MSOA in Wirral, based on 2003-05 data.



Source: Information Centre, 2008

Although the Fire and Rescue Service map is based on new ward boundaries and the Health Survey for England estimates on MSOA, the two maps show a very similar trend, which is that smoking prevalence follows the pattern of deprivation.



The NHS Wirral Strategic Plan sets out a target of achieving 8,000 quitters per year. The overall aim is to reduce smoking prevalence in targeted neighbourhoods (20% most deprived areas):

3,000 – through the Wirral Stop Smoking Service;

5,000 – through a new social marketing campaign (*Your Reason, Your Way*).

Children and Young People

Around five million children in the UK are exposed regularly to secondhand smoke, which comes from the burning end of cigarettes, cigars or pipes and also from the smoke breathed out by a smoker.

It comprises nearly 4,000 different chemicals including 200 toxins, of which more than 60 are cancer-causing. Every year in the UK, 17,000 under fives are admitted to hospital because of secondhand smoke.

For these children the health risks include:

- Double the risk of Sudden Infant Death Syndrome (SIDS);
- Higher rates of bronchitis, asthma and chronic ear infections;
- Three times more risk of getting lung cancer in later life.

More Wirral children have tried smoking than compared with the UK average, a survey has shown. In the self-reported Tellus3 survey (2008 figures being the latest information available), 13% of Wirral pupils said they had smoked cigarettes once or twice compared with 11% nationally and only 69% of pupils said they had never smoked compared with 75% nationally. The priority, therefore, is to get to young smokers quickly and support them to quit, as well as trying to prevent young people starting in the first place.

Further information about smoking among young people was gathered by the independent organisation SHEU (Schools Health Education Unit).

SHEU'S latest survey (2008) of more than 2,000 Wirral pupils in Years 8 and 10 (at nine schools) found that:

- 40% have smoked at some point in their lives (55% of Year 10 girls);
- 7% smoke regularly (more than one cigarette a week);
- Girls are more likely to smoke in Years 8 and 10 than boys;
- 8% said they would relent and smoke if they were encouraged to do so by friends.



Smokefree Wirral

Wirral's strategy to reduce smoking, Smokefree Wirral, is a partnership between the NHS in Wirral, Wirral Council, Merseyside Fire and Rescue Service and community organisations.

This partnership is chaired by the deputy director of public health, with two dedicated officers coordinating the Smokefree Wirral Implementation Plan (featured on pages 6 and 7). For a full list of members see page 29.

Smokefree Wirral aims to:

- Reduce smoking prevalence across Wirral;
- Reduce uptake of smoking by children and young people;
- Protect against the harmful effects of secondhand smoke.

The Smokefree Wirral Implementation Plan 2009-2010 sets out seven key priorities and actions for tackling smoking. The priorities have been met and in this joint report for Wirral we highlight these achievements. Also outlined are the challenges still facing Smokefree Wirral in both helping people to stop smoking and in dissuading others, particularly young people, from starting in the first place.

In August 2009 the Health and Wellbeing Partnership for Wirral invited organisations across the borough to become part of the Wirral Tobacco Control Alliance.

This is a virtual network operating via email with the purpose of:

- Sharing information relevant to smokefree and tobacco control issues across Wirral;
- Coordinating Wirral responses to national and regional requests for action, including lobbying and responses to consultations. This helps to secure support from MPs, for example in changing legislation around point of sale tobacco advertising and sales from vending machines;
- Supporting the North of England *Tackling Illicit Tobacco for Better Health* programme, which aims to reduce smuggled, counterfeit and illicit tobacco;
- Giving members the opportunity to be part of the development and delivery of the Smokefree Wirral Implementation Plan (detailed on pages 6 and 7);
- Enabling alliance members to communicate and share information on smokefree and tobacco control issues. Examples include promoting stop smoking services, highlighting forthcoming campaigns and enabling partnership-working to deliver on local action.



Smokefree Wirral Implementation Plan 2009-2010



Key priorities	Actions	Achieved
1. Increase the number of four-week quitters accessing stop smoking services to 3,000	Improve efficiency within the stop smoking service to increase the success rate of smokers attempting to quit.	✓
	Increase the number of front line staff attending stop smoking brief intervention training (in the Local Authority, NHS and external agencies).	✓
	Improve referral systems from organisations and agencies including the Local Authority and NHS.	✓
2. Increase the number of appropriate referrals from Arrowe Park Hospital to stop smoking services	Recruit a Health and Wellbeing lead to coordinate training and delivery of stop smoking services in Arrowe Park Hospital, with the aim of increasing the number of appropriate referrals from key clinical wards.	✓
	Identify training needs and gaps in referral process to stop smoking services for cardiac, respiratory and pre-operative assessment wards.	✓
	Decrease the number of pregnant women smoking through additional training and incentive scheme.	✓
3. Smokefree legislation	Enforce Smokefree legislation in Wirral and respond to complaints.	✓
4. Smokefree homes and cars	Train staff working with children, parents or guardians to encourage Smokefree homes and cars pledges.	✓
	Include Smokefree homes in healthy homes initiative.	✓

Key priorities	Actions	Achieved
5. Stop smoking social marketing campaign to reduce smoking prevalence in the more deprived areas of Wirral	Conduct research and generate insight into the needs and lifestyle of local smokers from disadvantaged areas.	✓
	Design and deliver a social marketing campaign, which is highly accessible to all smokers, with strong motivators to quit (web-based and local elements).	✓
	Conduct a neighbourhood survey of smoking prevalence and behaviour in disadvantaged areas.	✓
	Commission community champions from BME groups to promote campaign and reduce smoking prevalence in this population.	✓
6. Protect children and young people from tobacco use. Support lobbying processes for policy change in partnership with Smokefree North West and the cardiovascular disease prevention charity, Heart of Mersey	Decrease the number of underage sales from vending machines and retailers by coordinating test purchasing campaigns.	✓
	Enforce new legislation for underage sales.	✓
	Support work with the North of England <i>Tackling Illicit Tobacco for Better Health</i> .	✓
7. Third sector partnership and workplaces	Make links with third sector organisations and set up referral system to stop smoking services.	✓
	Generate support and publicise events and training.	✓



How the Smokefree Wirral priorities were met

1. Increasing the number of 4-week quitters accessing stop smoking services

For data collection purposes the Department of Health defines successful quitters as those who have remained smokefree for four weeks (although the stop smoking service continues to provide support for 12 months).

As well as delivering free specialist support to enable smokers to quit, Wirral Stop Smoking Service (SSS) provides training to other professionals such as practice nurses, pharmacists and school nurses to enable them to provide similar support to adults and young people within their own sphere of practice. These are referred to as intermediate advisors. There are 13 specialist advisors and more than 300 intermediate advisors. During the year, Wirral SSS made a concerted effort to improve its performance and increase the success rate of smokers attempting to quit.

The table below shows Wirral SSS annual quit rates from 2001/02 up to and including 2008/09.

Wirral SSS annual quit rates

Year	Quit Dates set	4 week quitters	Success rate	Pregnant quitters	BME clients accessing service
2001/2002	4448	2140	48%	17	24
2002/2003	4119	1867	45%	18	13
2003/2004	4134	2205	53%	35	10
2004/2005	5338	2507	47%	29	29
2005/2006	5482	2308	42%	30	42
2006/2007	4922	1940	39%	26	58
2007/2008	5860	2108	36%	12	84
2008/2009	5271	2359	45%	26	**389
2009/2010	4870	*2410	*49%	*45	*85

* Estimate as year end data not available until June 2010.

** Due to 'quit and win' campaign for BME groups.

Wirral's specialist stop smoking service has helped more than 16,000 people to stop smoking since it began over ten years ago. It has also achieved the Department of Health quit target for this area year-on-year.

In 2008/09, 5,271 people set a quit date and 2,359 successfully quit at four weeks (resulting in a quit rate of 44.4%). At the time of writing last year's figures are not complete, but 4,870 people set a quit date and it is estimated that of these, 2,410 will go on to remain smokefree for four weeks.

Services are widely available across Wirral in a variety of settings, including GP practices, most pharmacies, selected libraries, Birkenhead YMCA, Rock Ferry One Stop Shop and Victoria Central Hospital, to name but a few. To encourage people to attend, the service has strived to be as accessible as possible, with drop-in sessions and evening appointments available at some locations. Tranmere Rovers Football Club is one of the latest partners to support Smokefree Wirral out in the community (see page 23).

To increase the number of people able to help smokers quit, Wirral SSS provided Levels 1 and 2 training in smoking cessation to fellow professionals. The former covers brief intervention skills - updating their knowledge of tobacco; how best to raise the subject with smokers and appropriate referral (to stop smoking services). Level 2 (intermediate) enables professionals to provide intensive support and advice to smokers wanting to stop. This allows a school nurse or support worker, for example, to assess a client's nicotine dependence and their commitment to stop smoking and equips them to deliver an effective treatment programme with on-going support. The table below details year-on-year progress.

Year	Level 1		Level 2	
	No. Trained	Description of attendees	No. Trained	Description of attendees
2002/03	27	Practice Nurses	52	Practice Nurses
2003/04	13	"	70	"
2004/05	19	"	81	"
2005/06	199	Practice Nurses, Health Visitors, Oral Health, Youth Leaders	68	Practice Nurses, Health Care Assistants, Occupational Health, School Nurses, Pharmacists, Community Workers
2006/07	99	Including Student Nurses, Community Wardens, Psychiatric Nurses	105	Including Learning Mentors, Pharmacy Staff, Practice Nurses, Support Workers
2007/08	311	Including Mental Health Workers, Physiotherapy, Environmental Health and Connexions staff	130	Including Practice Nurses, Health Care Assistants, Occupational Health, School Nurses, Pharmacists, Community Workers



2008/09	278	Including Local Authority Staff, Mental Health Staff, BME Champions, School of Nursing	160	As above, including Health Trainers, Community Health Advisors
2009/10	39	Including Student Nurses, Chronic Obstructive Pulmonary Disease Nurses, Outpatients Department Staff at Arrowe Park Hospital	74	Including Practice Nurses, Health Care Assistants, Pharmacists, Pharmacy Staff, School Nurses, Community Health Advisors, and Nurses.

Health is the key driver for quitting by a distance, followed by money.

NHS Wirral Smoking Survey, December 2009



Satisfaction survey

A client satisfaction survey (by Wirral SSS) published in January 2010 confirmed that respondents were 'overwhelmingly satisfied' with the support they received from Wirral Stop Smoking Service.

The postal survey was aimed at smokers who quit between February and May 2009. All but one of the respondents (99%, 119/120) said they would recommend the service to other smokers who wanted to stop. Virtually all respondents said it had been easy to contact the service when they decided they wanted to stop smoking and all agreed that if they started smoking again they would go back to the service for help with stopping.

Quality outcomes

As part of the Quality Outcomes Framework, which is a performance framework for all GP practices in England, practices are asked to record how many smokers with a health condition, such as heart disease, stroke, high blood pressure, diabetes and asthma for example, have been offered smoking cessation advice or have been referred to a specialist service. This information is shown in the table below.

Smokers with a health condition offered smoking cessation advice in the previous 15 months (2008/09)

Locality	Number of smokers with a health condition	Number offered smoking cessation advice	% offered smoking cessation advice
Wirral	14,422	13,332	92.44
Wallasey	3,631	3,299	90.86
Birkenhead	7,862	7,339	93.35
Bebington & West Wirral	2,929	2,694	91.98

Source: QMAS, 2009

In 2007/08, 12,735 Wirral residents were identified as being smokers with a health condition and 11,806 (92.7%) had been offered support to stop smoking. By 2008/09, this had increased to 14,422, of whom 13,332 were offered support to quit.

2. Increasing the number of referrals from Arrowe Park Hospital

Arrowe Park Hospital (Wirral University Teaching Hospital NHS Foundation Trust/WUTH) in partnership with NHS Wirral was among the first to pilot the Advancing Quality programme when it was launched in the North West in 2008.

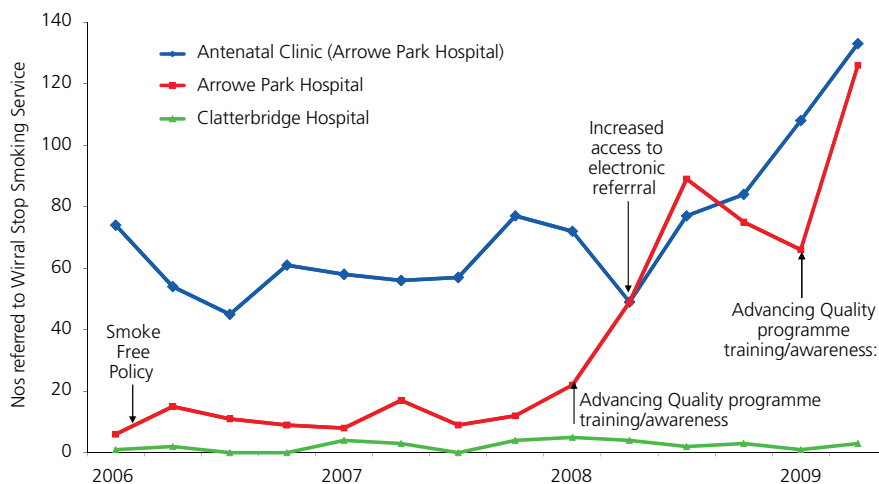
This incentive performance scheme (the funding is used to improve patient care and facilities) aims to ensure that patients have an overall better experience in hospital, which will ultimately result in them having a better health-related quality of life.

As part of the programme general advice about stopping smoking was introduced (and documented) to patients on cardiac, respiratory and pre-operative assessment wards. In the first six months of the programme more than 77% of Trust patients recovering from heart attacks and 50% of patients recovering from pneumonia received advice about stopping smoking and were referred to Wirral Stop Smoking Service.

In May 2009 an audit of the systems available to support smoking cessation within WUTH was conducted. This was followed in September 2009 by a survey among staff working on four key wards to establish if they were receiving the right information and training to help smokers stop. The findings pinpointed the need for sustained training for all staff from all departments. This led to a member of the Advancing Quality programme staff and a stop smoking advisor arranging a 'drop-in' day on one of the medical wards. The event provided staff with the information and resources they needed to offer brief intervention in the hospital setting. Over 50 members of staff attended and more events are planned.

All referrals to the stop smoking service are made electronically via the hospital Patient Care Information System. The number of referrals increased significantly following the introduction of the Advancing Quality programme in 2008 (as highlighted by the graph below).

Smoking Cessation Referrals since 2006





The steady increase in referral rates is attributed to the Advancing Quality programme and a greater awareness among staff of both the electronic referral system and the availability of Nicotine Replacement Therapy (NRT) on the wards. In the three months from October 2008, the service received 164 referrals. This increased to 264 for the same period in 2009. The service also received referrals from wards it had not previously engaged with, such as orthopaedics and acute medical admissions, as well as the outpatients department. In just one click of the mouse the team knows whether a patient is thinking about stopping smoking or has stopped and wants motivational support. Either way, they get in touch before the patient changes his or her mind!

Smoking in pregnancy

Babies of mothers who smoke during pregnancy are more likely to be born prematurely and are twice as likely to have a low birth weight. Smoking in pregnancy is also associated with increased infant mortality.

The national target set in the White Paper *Smoking Kills* for reducing the number of women smoking during pregnancy to 15% has been achieved nationally, but remains a challenge for many primary care trusts in the North West, where prevalence of smoking in pregnancy is currently at 20%.

Reducing smoking during pregnancy by one percentage point a year is a key deliverable in the Public Service Agreements (PSA) Delivery Agreement 18: *Promote better health and wellbeing for all*.

In 2008/09 (the latest figures available for Wirral), 14.7% of pregnant women smokers were still smoking at the time of delivery (the rate is higher in areas of deprivation), however, smoking prevalence at this crucial time has been decreasing year-on-year.

Since December 2009 all pregnant smokers attending Arrowe Park Hospital antenatal clinics are automatically referred to stop smoking services via the Patient Care Information System. Midwives, who are ideally placed to support mums-to-be with quitting, have been encouraged to update their stop smoking knowledge and skills through the NHS Smokefree toolkit. Lifestyle and smoking are also addressed at every antenatal meeting when mums-to-be are encouraged to plan for a smokefree environment before taking their baby home.

Up to 70% of pregnant women who quit smoking during pregnancy relapse within one year after the birth of their baby. A growing number of studies suggest that incentive schemes like 'voucher based reinforcement therapy' (VBRT), in which women earn retail vouchers in exchange for a sustained quit attempt (verified by carbon monoxide readings), provide compelling evidence that positive reinforcement leads to positive changes in behaviour.

A VBRT scheme has recently been piloted in the North West with pregnant smokers.

3. Enforcing smokefree legislation

On 1 July 2007 virtually all enclosed public places and workplaces in England became smokefree, making it illegal to smoke in pubs, bars, nightclubs, cafés, restaurants, shopping centres and other public places. The same applies on public transport and in work vehicles. The law was introduced not only to protect smokers, but also those around them who are at risk of developing lung cancer and heart disease from breathing in secondhand smoke.

Under the law, employers, managers and those in charge of smokefree premises and vehicles are required to:

- Display 'no smoking' signs in smokefree premises;
- Take reasonable steps to ensure that staff, customers and visitors are aware that premises and vehicles are legally required to be smokefree;
- Ensure that people do not smoke in smokefree premises or vehicles.



'Some taxi drivers don't seem to understand that if they have registered their taxi as a business, it is against the law to smoke in it even when they are off duty. Ignoring the law could cost them a fine of up to £200 or even a prosecution.'

Ann Downey, Wirral Council's Senior Technical Officer.

Since the advent of Smokefree England, Wirral Council has responded to approximately 1,500 calls from the public about smokefree issues. Some of these were general enquiries, but a significant number were callers reporting people who were clearly flouting the law. They included a number of taxi drivers, small businesses and school bus drivers who failed to heed the legislation.

Wirral Council Environmental Health's enforcement officers have continued to work closely with businesses to build compliance through education, advice and support.

From 1 April 2009 to date, officers carried out 684 inspections, including visits to more than 200 restaurants as well as licensed premises, fast food outlets and catering businesses. The visits yielded 15 non-conformances (no signs) which were corrected following a verbal warning. Licensing officers also carried out 780 vehicle inspections (on taxis) and more than 200 on licensed premises. Nine fixed penalties were issued where people were observed smoking and one pub/restaurant was facing prosecution after allowing customers to smoke on the premises.



How to protect children from secondhand smoke:

- Make your home and car smokefree;
- Display the Smokefree Homes Pledge;
- Don't allow others to smoke in your home or car;
- Until you are ready to quit, smoke outside.

4. Smokefree homes and cars

The health risks associated with secondhand smoke are considerable. Secondhand smoke in the home is the main source of exposure for children; it can impair lung function and increases their risk of developing asthma. It can also increase a child's risk of chronic obstructive airway disease and cancer in adulthood (ASH, 2007).

As part of the latest Residents' Survey (2008), Wirral smokers were asked about their habit. Fifty-nine per cent (121) said they smoked in the home, although of these 37% said that they confined it to just one room. The remainder said they either didn't smoke in the house or went outside to light up.

As well as the health risks, smoking in the home also presents a fire hazard. Every year in the UK it causes more than 5,000 house fires. A scheme which encourages parents and carers not to smoke around their children has been gathering momentum.

Wirral Smokefree Homes Pledge motivates parents and carers to keep their children and their home safe.



'There are clear links between secondhand smoke and chest infections and asthma in children,'

Andrea Crossfield, Director, Smokefree North West, the body that leads the region's work on protecting children and young people from tobacco harm.



Kelly Andrews took the Smokefree Homes Pledge to protect her twins, Ryan and Michael.

A number of teams have been trained both in the health effects of secondhand smoke and in the process of signing people up to the pledge, which commits people to keeping their home smokefree. The initiative not only aims to protect families from the effects of secondhand smoke, it also aims to reduce the number of house fires caused by smoking in the home and support smokers who want to quit.

Keeping track of clients' progress is an important aspect of the programme. Two weeks after the initial contact has been made, a client is re-contacted to complete a Smokefree questionnaire (the two-week follow up also alerts staff to any other issues that might require referral to other services). The exercise is repeated at six months to establish if there have been any changes in knowledge, behaviour and understanding and any noticeable health benefits as a result of taking the pledge.

In the first two months of the scheme 48 Smokefree Homes Pledges were made. For many families in Wirral that has meant making a conscious effort to make their car and house (or at least a number of rooms) smokefree. Anyone who takes the pledge automatically qualifies for a complementary Smokefree Homes resources pack and also benefits from a free home fire safety check and a fitted smoke alarm.

What smokers say about their habit

A survey of 200 Wirral adult smokers carried out in December 2009 showed that the majority had been smoking for their whole adult life. The survey was carried out to establish people's smoking habits and make recommendations to increase quit attempts.

The findings show that:

- Smoking is deeply engrained from a very young age – a number had been smoking for over 30 years;
- Just over half (53%) said they were concerned about smoking and 54% said they wanted to quit;
- Around 1 in 5 said they planned to quit within the next 6 months or less;
- Heavy smokers were most likely to say they don't intend to quit at all.

The survey found that the most important reason for quitting was health (61%), with the cost of smoking being a fairly low consideration (8%). The key reason given for not quitting was enjoyment of the habit (61%). Many of the interviewees were receptive to the idea of quitting and were aware of the health benefits of doing so, however, enjoyment, stress relief and low self-esteem kept them smoking.

- 75% were already in the cycle of repeat quit attempts;
- 63% had tried to quit using personal willpower alone ;
- 4 in 10 could not think of any tactics they had used to help them before;
- Keeping busy and replacing smoking with something else (such as food or gum) were the most popular tactics;
- Quit tips were of most interest to those with the strongest intent to quit;
- The majority were aware that services are available, but did not know the details of these, and 69% had not used any of them;
- The likelihood of using services was in line with knowledge of what is available – most mentioned GP or pharmacy as familiar options;
- Many believed they knew how to get the support they needed - yet services beyond GP were not uppermost in their mind, which acted as a barrier.

Smokers think they know what is available, yet knowledge of options is limited. There is a need to proactively take support out to smokers as they are not choosing to seek help.

NHS Wirral Smoking Survey, December 2009.



5. Stop Smoking Social Marketing Campaign to reduce smoking prevalence in areas of Wirral with poorest health

The quit rate for people stopping smoking with the stop smoking service is lowest in the most disadvantaged wards in Wirral. Against a Wirral average of 45%, success rates are lower in Bidston (27.4%); Birkenhead (32%), Leasowe (32.9%) and Tranmere (28.3%). Reducing smoking prevalence in these areas of deprivation is a key target within the NHS Wirral Strategic Plan.

On 1 February 2010 a targeted social marketing stop smoking campaign was launched, focusing on smokers within the 20% most deprived areas of Wirral. *Your Reason, Your Way* set out to recruit 2,000 smokers to the campaign by March 2010 and achieve 5,000 quitters per year thereafter. It aims to achieve these targets by providing a service designed around the needs of the individual, making it user-led with additional support from stop smoking services if required.

The campaign was informed by a smoking prevalence survey carried out in November 2009. A total of 3,407 adults were interviewed. As well as providing information on the current levels of smoking, the survey also aimed to provide data on a number of aspects of smoking behaviour and lifetime smoking habits (see table below and graph on page 17).

Although half the smokers interviewed said they were concerned about their smoking and wanted to quit (75% having tried to in the past), a large proportion tried to stop smoking unaided without even attempting to access traditional stop smoking services.

Smoking Prevalence Survey 2009

Number of residents surveyed from 20% most deprived areas	3,407
Overall smoking prevalence	34.7%
Daily smokers	32.4%
Average number of years smoking	nearly 24 years
Routine and manual workers - smoking prevalence	38.3%
Black Minority Ethnic (BME) - smoking prevalence	29.4%

Of the respondents, 1,181 (34.7%) were smokers. Of these, 452 (32.6%) men smoked daily and 645 (32.2%) were women who smoked each day. All the smokers had made attempts to stop smoking, with men attempting to quit more than women overall. Method of quit attempts (lasting longer than four weeks) varied from relying on willpower to GP/practice nurse intervention. More women than men sought professional help with quitting, except in BME communities, where access was low across the board.

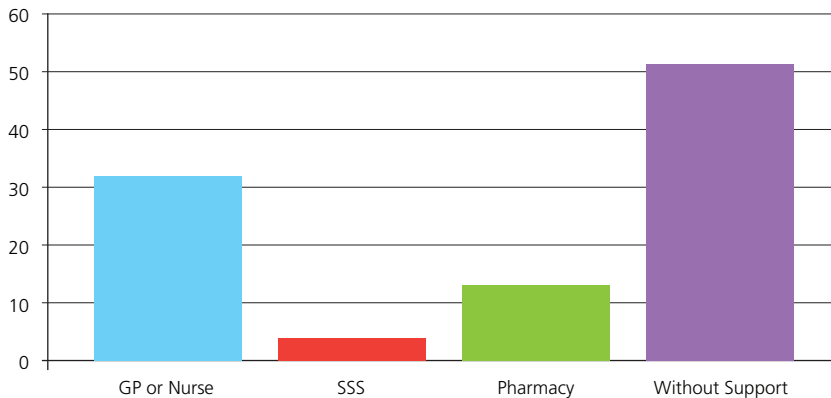
Smokers don't want to be told how to quit. They want ownership of their quit attempt, they want to design their own service to suit them as an individual – not as a smoker only.

NHS Wirral Smoking Survey,
December 2009



How smokers quit

Methods of quit attempts lasting more than four weeks



Using incentives to trigger quit attempts and maintain quit status has proven to be a cost effective way of reducing smoking prevalence. This approach was adopted successfully by Wirral's BME incentive scheme (described on page 18) and Smokefree North West is co-ordinating an incentive scheme for primary care trusts to encourage pregnant women to quit. The latter has been piloted and shown to be a cost effective approach.

Your Reason, Your Way works in partnership with a local Asda store - whose staff are champions for the campaign - and taps into popular social networking sites, such as Facebook, to reach a wider audience.

The campaign offers:

- Incentives to encourage participation;
- One-to-one support available outside normal working hours;
- A mobile trailer which smokers can access in their own locality;
- A dedicated website (www.yourreasonyourway.co.uk) and online forum where smokers can share quit tips and quitters can support each other;
- Nicotine Replacement Therapy (NRT) free at point of access.

Another survey will be completed at the end of April 2010 and again in February 2011 to evaluate the campaign. The number of four-week quitters registered through the campaign will be monitored by postcode area, age, occupation, gender and ethnicity.

In addition to the prevalence survey, a cohort of at least 600 smokers will be surveyed annually to monitor quit behaviour. This will inform NHS Wirral of the number of quit attempts a smoker makes in a year, the methodology they are using (for example, NRT, willpower, stop smoking services) and the success rate of each. This will assist in monitoring the effects of the social marketing campaign and will also inform current service provision of a smoker's journey to quitting.



Supporting members of BME communities to quit



Among the successful quitters is Mrs. Syeda Kasa Bibi (pictured left).

'Before Nurie and Azmira came to see me I was not even aware of the health dangers of chewing paan. They showed me pictures of people who had mouth cancer from the paan and that frightened me. I decided then in the name of Allah not to use it again... It has benefited me now as I have stopped taking it completely.'

Stop smoking advisors face several hurdles when trying to help smokers from Black and Minority Ethnic (BME) communities to quit. A general lack of awareness about the dangers of tobacco use - particularly chewing tobacco - language and cultural differences, plus low levels of engagement with GPs, are just some of the challenges that must be addressed. Simply replicating existing services is not enough.

In 2009 an incentive-based stop smoking campaign resulted in more than 300 BME people quitting. The campaign was coordinated in response to Wirral's Local Area Agreement, *Getting Better Together* (2006/07 - 2008/09). BME smokers were identified as being low users of stop smoking services and the challenge was to support 114 four-week quitters over three years.

NHS Wirral commissioned a Quit and Win initiative entitled *4 weeks, 4 rewards*. The scheme encouraged smokers/tobacco users to work towards staying stopped for a minimum of four weeks through a system of weekly rewards. The value of each reward, which ranged from supermarket vouchers to phone cards, grew each week to sustain interest.

Since cultural differences require a different approach to the delivery of standard stop smoking services, gaining an insight into the barriers experienced by BME smokers/tobacco users was a key component. Two stop smoking advisors delivered the service in partnership with community 'ambassadors' who drew on their local knowledge and networking skills to engage with residents. The ambassadors received smoking cessation training to enable them to give effective support and advice. Sessions were delivered in a variety of settings including restaurants, ethnic food stores, building sites, market stalls and clients' homes.

The campaign increased the number of BME smokers accessing the service. On average the service usually achieves between 25 and 30 BME quits a year, but *4 weeks, 4 rewards* signed up 436 smokers and tobacco users and 326 (76%) were not smoking at the four-week target. A six-month follow up of the 56 who quit in January 2009 confirmed that 39 had remained smokefree.

Within some communities – as trust and confidence in the service grew - there was a noticeable increase in requests for home visits to help female smokers addicted to chewing tobacco.

This model has been replicated to support the *Your Reason, Your Way* campaign and four community champions are recruiting tobacco users from Asian, Arabic, Chinese and Polish communities.

6. Protecting children and young people from tobacco use

Children who smoke are more likely to develop health problems, a cough, wheeziness and shortness of breath. The earlier they start, the more likely they are to carry the habit into adulthood, putting themselves at risk of cancer, cardiovascular disease and stroke.

Developing close working relationships with local schools is paramount and has led to strong links with a range of professionals who come into contact with young people during the course of their work. Examples of this joint working included:

- In July 2009 Wirral Stop Smoking Service (SSS) worked closely with West Kirby Grammar School for Girls on one of their dedicated health days. The service was invited to deliver lesson plans to girls in Years 8, 9 and 10. These covered, among other topics, the detrimental effects of smoking on the skin, and the health and financial benefits of quitting. The sessions had a knock-on effect. Shortly afterwards a number of parents contacted the service for help with stopping smoking. The team is aiming to repeat the exercise in other schools in 2010. One consideration is to link with Year 6 pupils before they make the transition to secondary school;
- In December 2009 a Wirral stop smoking advisor who specialises in supporting young people was asked to work with three primary school pupils who smoke. The referrals were made by the school nurse following consultation with the children's parents;
- A link was established with the community constable for Rock Ferry High School. Trained as an intermediate advisor through Wirral SSS, the constable provided brief interventions to young people on the playground, using visual aids like the carbon monoxide monitor (smokerlyser) to provide visible proof of damaging CO levels in the blood caused by smoking. There are plans to replicate this initiative at other high schools in 2010.

Stop smoking support, including advice about Nicotine Replacement Therapy (NRT), is available from school nurses in all 29 secondary schools. In some schools, sessions are held weekly and offer one-to-one appointments or group sessions with either a school nurse or a stop smoking advisor from Wirral SSS. In the run up to National No Smoking Day 2009 the service was widely promoted in Wirral secondary schools. Some held dedicated assemblies to raise awareness.

A child is three times more likely to smoke if a parent smokes.

Cancer Research UK



Among them was Ridgeway High School Business and Enterprise College in Prenton where students took centre stage to emphasise the benefits of stopping smoking. The students - six Year 11 pupils - turned to Wirral SSS for support after electing to share their experiences and highlight the dangers of smoking with fellow students during a series of school assemblies. The school's head of science supported them with a power point presentation.



Stop smoking advisor Natalie Johnston is pictured with Ridgeway pupils at one of the weekly lunchtime smoking awareness sessions held during the 2009 Summer term. Targeted information, visual aids and the carbon monoxide testing machine resulted in an 'amazing' response from students, with requests for stop smoking information for themselves and family members and friends. It was also an opportunity to raise the issue of passive smoking with pupils. Wirral SSS noted an increase in requests for help from parents following the sessions.

Linking with youth training providers

Since September 2009 Wirral SSS has been working closely with organisations like Connexions, Entry to Employment (E2E) and other youth training providers to promote the stop smoking service to 13-18 year olds. Reaching vulnerable, hard-to-reach groups is a priority for the service. Working with the independent training provider Quality Training Services in Birkenhead, Wirral's stop smoking advisors helped at least two out of a group of six young male smokers to quit. Another group started soon afterwards and this pilot may be rolled out to other local training providers.

Wirral SSS also provided training and resources to youth workers so that they were suitably equipped to help young people make informed choices about smoking. Young smokers who sought help to stop were subsequently referred into the service.

'It has been a great partnership, one which we are keen to continue. The smoking awareness sessions were very, very effective. We didn't have a massive problem with smoking, but we were aware that some pupils were smoking and we didn't want them to feel intimidated or labelled. Pupils were quite shocked when they breathed through a straw to see the effect that smoking has on the lungs.'

Ann Hodgson,
Ridgeway Year Manager

Extended Health Services in Wirral Secondary Schools

During the year NHS Wirral provided funding to extend health and wellbeing services in Wirral secondary schools. These services included support to stop smoking. As a drop-in service, it meant students could consult a health professional at certain times within the school day without disrupting their studies

Cheap and Illicit Tobacco

A North West study of 3,000 11-17 year olds found that over half regularly bought cigarettes with health warnings displayed in another language and over a quarter had knowingly bought 'fake' cigarettes (*North of England Cheap and Illicit Health Action Plan, 2008*). Experts say this encourages smokers to maintain their habit and tempts children and young people to take up smoking.

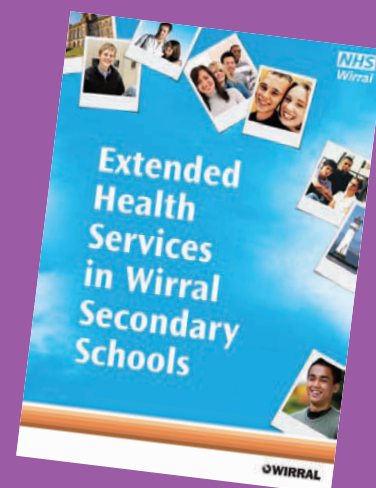
Illicit tobacco has links to organised crime and is a major obstruction in supporting people to stop smoking and in reducing the number of young people taking up the habit. It is estimated that, nationally, one in six stick cigarettes smoked is illicit (*HM Revenue and Customs, 2006*).

Cheap and illicit tobacco also undermines tobacco control measures, such as health warnings on packaging. In August 2009, in a joint raid with HM Revenue and Customs, Wirral Trading Standards seized more than 10,000 illegal cigarettes and 1.5 kilos of hand rolling tobacco from a shop in Birkenhead. Trading Standards is now equipped with an electronic scanner to improve testing for counterfeit cigarette packaging.

Increased sanctions

Since 1 April 2009 it is illegal to sell tobacco products to anyone under 18. Tobacco retailers in Wirral have received guidance from Trading Standards on their legal responsibilities and anyone flouting the law faces criminal prosecution and a possible fine of up to £20,000.

During the year under review one trader was prosecuted and fined £600 with £490 costs for selling cigarettes to a 15-year old volunteer. At the time of writing, proceedings will also be brought against a retailer for selling cigarettes to another underage volunteer. In addition, two retailers received a formal caution for selling cigarettes to minors.



Although much has been achieved in tobacco control in recent years, every year more than 80,000 people still die from smoking related diseases in England and more than 200,000 children take up the habit.

Heart of Mersey

Vending machines

Although it is illegal to sell tobacco products to anyone under 18, a survey by Wirral Trading Standards has shown just how easy it has been for young people to buy cigarettes from pub vending machines. In six out of 13 pubs visited, a 14-year old volunteer was able to buy cigarettes from the machines. Only one pub asked the teenager for proof of age. Four premises had the machines turned off, although in one pub the volunteer even managed to turn it on at the wall and put money in without being challenged. Two other pubs would have also allowed the 14-year old to purchase cigarettes, except the coins were rejected by the machine. The proprietors were advised on a number of counts, including ensuring that their vending machine displayed the required statutory notice and keeping the machine switched off until a customer requested to buy cigarettes, enabling staff to check that person's age.

On 12 October 2009, MPs voted by 288 to 108 to banish tobacco point of sale displays from retail outlets and for the removal of cigarette vending machines as part of the Health Bill 2009. It followed many months of relentless campaigning to raise awareness and to lobby MPs to support the regulatory measures in the new bill. It was one of the most robustly fought campaigns of recent times to protect the health of children and young people.

Online tobacco advertising

A member of staff from NHS Wirral volunteered as the regional lead for online tobacco test purchasing. It meant that Wirral Trading Standards took the lead for 22 local authorities and worked in partnership with other lead officers throughout the country to conduct a series of test purchases and website inspections to check for compliance with tobacco advertising restrictions, and to establish how easily people could purchase tobacco online. From the work carried out, Trading

Standards noted that not all sites complied with the advertising requirements under the Tobacco Advertising and Promotion Act 2002 and most did not display any health warnings or age restrictions. A report detailing the findings has been prepared.



7. Third Sector Partnership and Workplaces

Tranmere Rovers Football Club teamed up with NHS Wirral to provide a community venue where smokers can seek help to quit.

The service initially started as a 12-week drop-in pilot in January 2009, but proved so successful it continued on a weekly basis and now offers appointments too. The service is free and trained advisors offer one-to-one or group support; advice on a range of treatments available and on-going support for up to 12 weeks with follow-ups for 12 months. One of the spin-offs is that the club has made links with the local NHS health trainer programme, which provides people with one-to-one support to make other lifestyle changes too, such as improving their diet or losing weight.

Avon Buses, established 30 years ago, is a large independent bus operator in Wirral. In 2009 they invited Wirral Stop Smoking Service to set up a workplace clinic for employees who wanted to quit. The company offered to pay for all Nicotine Replacement Therapy (NRT) prescriptions for the first 12 weeks.

For several months a stop smoking workplace advisor (from Groundwork Wirral*) provided weekly on-site support on a one-to-one basis. Ten drivers attended the workplace sessions, resulting in a 70% success rate. At the time of writing, most of the drivers have been stopped for five months.

*NHS Wirral provides funding to Groundwork Wirral to employ a stop smoking advisor to work with small businesses. It's another opportunity to connect with smokers.



Mike Grant (seated), Community Health Advisor with Rock Ferry, Tranmere and Central Birkenhead Health Action Area, is pictured with Tranmere's Terry Gornell, Luke Daniels and Joe Collister.



Barry Jones (pictured left, back row) quit smoking for health reasons. For John Davies (front row) the money he saved was enough.

They did it!

Bus driver Barry Jones quit using nicotine replacement chewing gum on 28 June, 2009 for health reasons.

Barry, who until then had been an 80-a-day smoker, said: **'I can now taste food. I feel fitter and I don't feel tied down by wanting cigarettes.'** Barry's advice to smokers thinking about quitting is: **'Do it. Do it now – there is no greater feeling than being free.'**

Workplace stop smoking clinics are usually the preferred option for people with busy working lives. Many smokers have been supported to quit this way during the year, including a number of Wirral Council staff.

'Having the programme within your workplace makes everything so much easier. Also, the regular support given by the advisor, Pauline, was great,' said Nigel Jenkins from Technical Services, who smoked for 42 years. **'My life no longer revolves around when and where I can have a smoke.'**

If you are an employer, you can help your staff stop smoking for free. Workplace clinics make it easier for employees to get help with stopping smoking. One or more stop smoking advisors will arrange to visit your workplace once a week at a date and time convenient to all concerned. Call 0151 630 8383 for more information.

'Apart from the obvious health and financial benefits, the staff who have become smokefree feel motivated and proud of their achievements and generally feel a sense of freedom and wellbeing.'

Company partner
George Lewis

Although smoking rates are declining, the epidemic is far from solved, with more than 80,000 deaths a year attributed to smoking. Smoking costs the NHS £2.7 billion a year and our communities much more.

Department of Health,
February 2010

The future

Tobacco control strategy

On 1 February 2010 an ambitious new strategy to halve the number of smokers, from 21 to 10 per cent of the population by 2020, was announced by the Department of Health. Under the strategy more smokers will be encouraged to seek support from the NHS, where professional help will be even more accessible and a wider range of options will be available to suit everybody.

Health Secretary Andy Burnham said: **'Today's strategy renews our commitment to virtually eradicate the health harms caused by smoking, and I firmly believe we can halve smoking by 2020. In ten years' time, only one in ten people will smoke.'**

'We will always help people to quit, and smokers should never stop trying. That's the beauty of the NHS – it's there to help everyone. One day, in the not too distant future, we'll look back and find it hard to remember why anyone ever smoked in the first place.'

And finally...thank you

On 18 September 2009 NHS North West, the regional health authority, marked a celebration for the 10-year anniversary of the Stop Smoking Service with an awards ceremony. NHS Wirral won two of the seven categories – the Innovation in Services/Tobacco Control Award and the Stop Smoking Specialist Award.

Mike Donnelly won the award for Innovation for his commitment to a campaign to get more people from hard-to-reach BME (Black and Minority Ethnic) communities to access the service. He went the extra mile to overcome language and cultural barriers to make it a success. As you have read elsewhere in this report, it involved finding community champions to deliver stop smoking sessions in busy restaurants, takeaways, ethnic food stores and people's homes.

The campaign, in 2009, ran for four months and resulted in a large increase in people accessing the service and quitting as a result. Mike also represented NHS Wirral during a celebratory reception in the House of Commons to mark the 10th anniversary.

Sue Smethurst, joint winner of the Stop Smoking Specialist Award, has worked for Wirral Stop Smoking Service since 2000 and has been a great inspiration for the team. Sue's professionalism and creativity resulted in a range of well researched training programmes for stop smoking staff across the public, private and voluntary sectors. Thanks to Sue, more than 300 people have been trained in delivering this essential service across Wirral.



Mike Donnelly with his award for Innovation



Sue Smethurst, joint winner of the Stop Smoking Specialist Award

Want to stop smoking?

You are four times more likely to stop smoking successfully if you use NHS support.

Smoking is the biggest threat to health, but if you want to stop, Wirral is the place to be!

Why stop?

Firstly, smoking doubles your risk of getting heart disease and cancer, so giving up is one of the best things you can do. Secondly, there are nearly 4,000 chemicals found in cigarette smoke - more than 60 are carcinogenic (cancer causing). One of these is formaldehyde – the toxic chemical used to preserve dead bodies.



Tips to help you quit

- Prepare to stop – choose a date and really focus on wanting to stop on that day;
- Change your habits; think about why, when and where you smoke and alter your routine as much as possible;
- Take one day at a time and think to yourself, *I won't smoke today*;
- Remind yourself why you want to stop smoking;
- Avoid situations where you know you will be tempted to smoke;
- Reward yourself with treats using the money you've saved;
- Think about the benefits – better health, more money, smelling fresh.

You are up to four times more likely to stop smoking successfully if you use NHS support. You might think it's hard to stop when everyone around you still seems to be smoking, but every year thousands of people stop ...and stay stopped! Wirral has a team of specialist advisors who can help you through every aspect of quitting, through one-to-one appointments or group sessions. They can also help you decide on the best Nicotine Replacement Therapy (NRT) for you.

Benefits of stopping smoking

After

- 20 minutes:** your blood pressure and pulse return to normal;
- 8 hours:** nicotine and carbon monoxide levels in your blood are halved;
- 24 hours:** carbon monoxide will be eliminated from your body and your lungs will have started to clear out the tar that's been clogging them up;
- 48 hours:** no nicotine left in your body. Your sense of taste and smell are greatly improved;
- 72 hours:** breathing becomes easier and your energy levels increase;
- 2-12 weeks:** circulation improves and exercise can be easier.



The financial benefits of stopping soon add up too

- 1 day:** £5.80 = a movie rental or a few magazines;
- 1 week:** £40.60 = a cheap flight abroad, a few DVDs or games;
- 1 month:** £176 = a shopping spree or the monthly food bill;
- 3 months:** £528 = two weeks in the sun or a new laptop;
- 6 months:** £1,056 = a family holiday or a home cinema;
- 1 year:** £2,111 = a secondhand car or the start of a deposit for a house.



If you would like help to stop smoking please call **0151 630 8383** and ask for the **Wirral Stop Smoking Service**. Alternatively, you can email **wsupport@wirral.nhs.uk** or you can talk to your GP, practice nurse or local pharmacist.

If you are an employer, you can help your staff quit smoking for free.

Websites

Wirral's Joint Strategic Needs Assessment (*Wirral – The Big Picture*) contains additional information and statistics about smoking and other health and wellbeing issues. This is available at

<http://info.wirral.nhs.uk/>

Information on smoking and tobacco is also available at:

www.wirral.nhs.uk/yourhealth

www.nhs.uk/smokefree

www.nosmokingday.org.uk

www.roycastle.org

www.passivesmokingkills.org

www.cleanairaward.org.uk

www.bhf.org.uk/smoking

www.ash.org.uk

www.heartofmersey.org.uk

www.smokefreeaction.org.uk

www.smokefreenorthwest.org

www.gasp.org.uk

Young people can also get support and advice from the dedicated young people's website **www.kooth.com**

and from a recent Department of Health campaign

www.percypenguinontour.blogspot.com

Our Thanks

This report has been produced by Smokefree Wirral. Our thanks go to:

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If you would like to comment on this report please contact the **Have Your Say** team on **freephone 0800 085 1547**, or email haveyoursay@wirral.nhs.uk

April 2010

If you would like a copy of this report in another format such as Braille, large print, audio cassette or CD, or in another language, please call 0151 651 0011, extension 6039.

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Health Inequalities Annual Report April 2010

1. Introduction

This report provides an annual update on the progress towards meeting national and local targets for health inequalities. It also reports on the actions and strategic objectives set out in the Health Inequalities Action Plan (HIAP) which was agreed in June 2009 by Wirral Strategic Partnership.

The report presents performance data on the health inequalities targets set for Wirral. The data are drawn primarily from Wirral's Joint Strategic Needs Assessment which is available with further data and analyses at www.info.wirral.nhs.uk It analyses progress on overall outcomes and on contributory programmes and factors that influence health and well-being. These are reported against the three timescales set in the HIAP; 2011, 2013 and 2025 and accordingly, the progress report is split into three sections.

A full account of progress, made by designated lead agencies and individuals, against all actions contained within the HIAP is attached at Appendix 4. This is summarised within the relevant sections of this report.

The report summarises the progress and identifies risks to meeting targets. It makes recommendations on the areas of focus for the next 12 months to ensure that impact is maximised.

2. Executive summary and recommendations

2.1 Summary of recommendations

This summary collates overarching recommendations from the review of data on health inequalities and the report on the HIAP. Further information on recommendations is detailed throughout the report.

- The Health and Well-being Partnership Co-ordination Group should review the HIAP annual report and hold to account the leads for each incomplete action. They should seek clarification on why actions are incomplete and to what extent this has impacted on potential achievement of targets. Revised plans should be set in place to prioritise achievement of all the actions that are still felt to be critical. This should initially focus on those actions set in place to achieve health outcome one, due to the short time frame (December 2011).
- 50% of all actions in the HIAP are green (completed or on track for completion within timescale). Consideration should be given to which of these could be 'stretched' to achieve a higher impact on health inequalities.
- Networks that are in place to support the 3rd sector should be utilised to engage a larger range of organisations and groups in determining future actions to reduce health inequalities.
- The report; *Fair Society, Healthy Lives; a Strategic Review of Health Inequalities in England post 2010* should be used as a basis for reviewing and agreeing targets and actions to achieve longer term reduced health inequalities.
- A core data set should be established to provide interim monitoring of progress towards achieving health inequalities targets. These should include monitoring points for all three HIAP health outcomes. The data set should include interim measures to track progress on employment, education, child poverty, benefits, morbidity and mortality of major health causes of death in the most deprived quintile of Wirral, infant mortality, substance misuse, lifestyle behaviours and wellness, suicide and undetermined injury and accidents. The data set should focus on the difference in these measures between England, Wirral and specific groups with the worst experience in relation to each.

2.2 Summary of progress on health outcome 1

Outcome 1 is a reduction in the inequalities gap between Wirral and England by 2010. Whilst performing adequately on infant mortality, Wirral is not on track to meet the overarching life expectancy target as the gap has, in fact, increased. Increased life expectancy in a short time frame requires a focus on groups of people with a high level of known risk factors for the main causes of premature death. Progress in each of the main causes is as follows:

- In recent years, Wirral has had a lower infant mortality rate than for England
- AAACM – the gap has reduced slightly for men but as rates have fluctuated, this does not demonstrate a reducing trend. The gap for females has widened in the last two time periods against a previous trend of reduction.
- <75 years CVD mortality – the gap between Wirral and England has reduced with female mortality falling below the England rate.
- The excess winter deaths index in Wirral was lower in 2008/9 than in the baseline year but the rate fluctuates.
- COPD – the gap between Wirral and England has increased for both males and females. The general trend for females is an increase in COPD mortality.
- Cancer – the gap between Wirral and England has reduced in males but increased in females.
- Suicide and undetermined injury – the gap between Wirral and England has increased although the overall mortality rate has declined.
- Mortality from chronic liver disease – the gap between Wirral and England has increased and is a main contributor to Wirral's failure to meet the life expectancy target.

The HIAP progress shows that of the 34 actions that have been set to contribute to the achievement of outcome one, 18 (53%) are now green (completed or on track for completion within timescale). There are 14 actions that are amber (41%) and 2 that are red (6%). The actions that remain red require the following:

- 1.3 action B - Number of households assisted with energy efficiency measures – the number of households assisted has decreased due to changes in availability of Government grants. Consideration should be given to the impact this will have on inequalities and if alternative arrangements can be made.
- 2.9 relates to revascularisation equity of access and rate of procedure. Revascularisation rates are being benchmarked and when available, should be used to assess if Wirral are in the top decile for performance and if further action needs to be taken.

Further actions that should be considered a priority that are currently amber are:

- The number of households assisted with energy efficiency measures is declining and may adversely impact on health inequalities.
- People at high risk of death in winter should be identified and measures set in place to ensure they have a lead case manager, prior to winter 2010.
- Cancer and cardiovascular disease equity audits have been completed and recommendations should now be agreed and an action plan set in place for their implementation in time to impact on mortality by December 2011.

- Develop a clear partnership plan for reducing health inequalities in the most deprived areas (Health Action Area).
- Child accident prevention and children killed or seriously injured in road traffic accidents is progressing but further planning is required in order to improve performance

Many of the overarching targets are not yet demonstrating a reduction in health inequalities. However, data are not available up to the present time with most of the mortality data being three year rolled (2006-2008). Indicators that can be measured annually are showing improvement and it is expected that these will begin to impact on overarching targets from 2008. These improving measures include alcohol hospital admissions, early identification and treatment of CVD, teenage conceptions, hospital admissions due to fractured neck of femur and numbers of people quitting smoking.

2.3 Summary of progress on health outcome 2

Health outcome 2 is a reduction in the gap in health inequalities between the different areas of Wirral by 2013. Two overarching measures are used to monitor progress which is as follows:

- The health inequalities gap between the most deprived areas and the rest of Wirral has increased rather than reduced as measured by mortality rates.
- The slope index of inequalities shows an increase in inequalities in Wirral in both males and females between 2001 and 2008.

Monitoring the incidence and death rates of the main causes of premature death for the whole of Wirral compared to those in the most deprived areas provides an indication of if we can expect the overarching measures previously discussed to improve. Progress against these main causes shows that the gap between Wirral and the most deprived areas has increased for CVD, Cancers, COPD, chronic liver disease and accidents. Only the gap in death rates from suicide and undetermined injury has reduced. The most significant increases in the gap are in chronic liver disease and accidents. In addition, death rates from COPD, chronic liver disease and accidents are getting higher in the most deprived areas showing that health is worsening in these areas.

The HIAP progress report shows that of the 22 actions agreed to impact on health outcome two, 12 (55%) are green, 10 (45%) amber and none are red. The actions that are not yet completed (amber) include:

- 1.2: increasing progress on supporting people to live independently.
- 2.12 / 2.13; complete the review of pharmacology supporting people to stop smoking and continue to improve success rates across all stop smoking service providers.
- 2.22; set in place a mechanism to identify patients on GP registers who are at risk of chronic ill health due to alcohol.
- 3.2; Utilise new networks to engage with the 3rd sector re planning to reduce health inequalities.

2.4 Summary of progress on health outcome 3

Health outcome 3 is an improvement in the underlying factors that cause health inequalities over the longer term. The factors include deprivation, child poverty, employment and educational attainment. Whilst wide variations in these factors are experienced in Wirral, health inequalities will continue to exist. The following is a summary of the position in relation to these factors:

- The indices of multiple deprivation figures will be updated later this year and will be used to determine if the improvement between 2004 and 2007 in Wirral has been maintained and further improvement gained.
- There was improvement between 2004 and 2007 in the income deprivation affecting children index. However, there were three Wirral areas within the top 100 worst nationally and lower super output areas (LSOAs) in Wirral are ranked from 51 to 32,291 (out of 32,482 LSOAs in England). There needs to be a focus on reducing the child poverty gap in designated deprived areas.
- Wirral is ranked 8th worst out of 354 districts for the employment domain of IMD. Unemployment and incapacity claimant levels demonstrate high levels of economic inactivity in the most deprived areas.
- Whilst educational attainment overall in Wirral is high, there are significant disparities between geographic areas and children in care and the rest of Wirral.

The HIAP progress shows that out of 14 actions to address outcome 1, three (21%) remain red, six (43%) amber and five (36%) green. The following is recommended in relation to the actions that are currently red:

- 4.4; the proportion of women continuing to smoke throughout pregnancy has risen over the last 12 months despite increased numbers of women successfully quitting with NHS stop smoking services.
- 1.6; action A – The proportion of people claiming out of work benefits has risen and continues to be affected by the recession.
- 1.6; action B – Programmes are in place to provide health improvement support to people claiming incapacity benefits but numbers into employment are low and require monitoring to judge impact on reducing the number of claims.

Further actions requiring attention that are currently amber include:

- 16-18 year olds not in education, training and employment, child obesity, child accident prevention and children killed or seriously injured in road traffic accidents is progressing but further planning is required in order to improve performance.
- Fit for purpose BME data collection in services – although some progress is being made, consistent data sets need to be included in contracts to ensure BME equity of access can be monitored.

3. Health Outcome Monitoring

3.1 Health Outcome 1: target timescale 2011

There are two national overarching Public Service Agreements to reduce health inequalities which are measured by three year rolled data from baseline to 2009/11 (known as the 2010 health inequalities targets). Data are included up to December 2011. The two targets are life expectancy and infant mortality.

Life expectancy

- To reduce by at least 10 per cent the gap in life expectancy between the fifth of local authority areas with the worst health and deprivation indicators (the Spearhead Group, including Wirral) and the population as a whole by 2010, from a baseline of 1995-97.

Wirral is currently not on target to meet the life expectancy target, with the relative gap having got 30% wider since the baseline year. Table 1 shows progress against this target since the baseline year.

Table 1: Life expectancy at birth in Wirral and England for 1995-97 - 2006-08

Time Period	England		Wirral		Gap (years)		Percentage (%) Change in Relative Gap from 1995-97 Baseline	
	Males	Females	Males	Females	Males	Females	Males	Females
1995-97	74.6	79.7	73.14	78.98	1.46	0.72	0.0%	0.0%
1996-98	74.8	79.8	73.54	78.76	1.26	1.04	-14.0%	45.4%
1997-99	75.1	80.0	73.81	79.05	1.29	0.95	-12.6%	33.1%
1998-00	75.4	80.2	73.87	79.21	1.53	0.99	3.4%	38.6%
1999-01	75.7	80.4	74.32	79.66	1.38	0.74	-7.2%	2.8%
2000-02	76.0	80.7	74.87	79.91	1.13	0.79	-24.5%	9.5%
2001-03	76.2	80.7	75.22	80.00	0.98	0.70	-34.6%	-2.5%
2002-04	76.5	80.9	75.39	80.16	1.11	0.74	-26.3%	2.3%
2003-05	76.9	81.1	75.50	80.23	1.40	0.87	-7.0%	19.6%
2004-06	77.3	81.6	75.70	80.78	1.60	0.82	5.3%	12.9%
2005-07	77.7	81.8	75.7	80.9	2.00	0.9	30.0%	22.2%
2006-08	77.9	82.0	75.9	81.0	2.00	1.00	30.0%	33.3%

Source: ONS 2009

It should be noted that life expectancy in Wirral has improved year on year since the baseline year for men and women but that this improvement has been less than that achieved for England as a whole.

Infant mortality

- To reduce by at least 10 per cent the gap in infant mortality between routine and manual groups and the population as a whole by 2010, from a baseline of 1997-99.

Wirral has had a lower infant mortality rate than England for the most recent time periods (see table 2). However, infant mortality is still higher in the most deprived areas than in Wirral, although this is subject to quite a high level of random variation and in the most recent time period, the gap reduced.

Table 2: Infant Mortality Rates per 1,000 in Wirral, 20% most deprived areas in Wirral, and England, 1999-2007 (3-year rolling rates)

Area	1999-01	2000-02	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08
England	5.57	5.43	5.33	5.23	5.13	5.03	4.94	4.82
Wirral	6.03	4.77	4.03	4.13	5.13	4.87	4.70	4.52
20% most deprived Wirral	7.36	5.72	4.19	5.34	7.61	8.81	6.39	5.25

Source: NCHOD (England rates). Wirral rates calculated from ONS Annual Birth & Death Extracts.

3.1.1 Interim monitoring for outcome 1

Improving overall life expectancy within a short time frame requires action to prevent premature mortality. It is difficult to identify which individuals within a population might die prematurely from unexpected causes. Therefore, the focus is on improving health outcomes and prolonging life in those people with existing high risk factors such as progressive or unstable disease.

To achieve health outcome 1, the HIAP identifies the main risk factors and actions to reduce premature mortality. The impact of these actions, if successful, will lead to changes in the overarching measure; all age all cause mortality (AAACM - which is a proxy indicator for life expectancy and can be calculated for relatively small populations on a frequent basis). Positive progress will also be shown if Wirral deaths rates compared to England for cardiovascular disease (CVD), excess winter deaths, chronic obstructive pulmonary disease (COPD), liver disease, cancers, suicide and undetermined injury are improved.

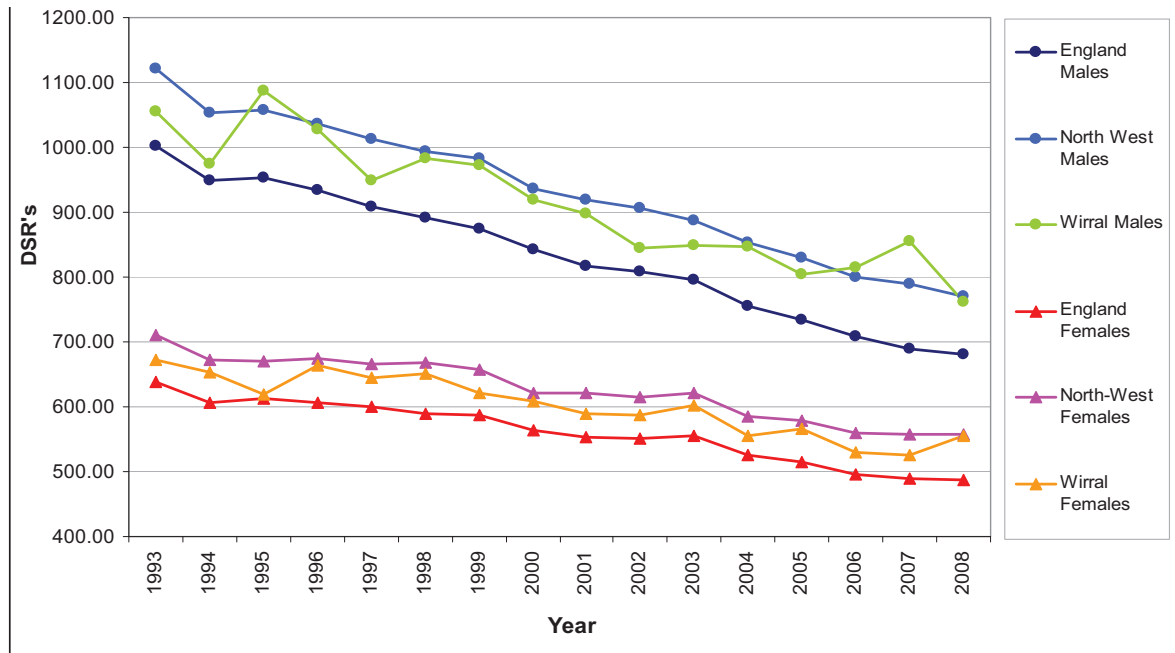
The following sections examine progress in Wirral compared to England for the main causes of premature mortality.

AAACM

AAACM rates are three-year average, directly age- and sex- standardised death rates per 100,000 of the population for all ages and all causes of death. Figure 1 shows AAACM in Wirral over fifteen years by gender, compared to the North West and England. This shows that for men, there has been an improvement in the last time period, when the gap between Wirral and England reduced (against baseline year 1996). However, this was not the case for the previous two time periods and should be interpreted with caution as may not indicate a trend.

The gap between Wirral and England for female AAACM has varied over the years but the general trend has been a reduction. However, in the last two time periods this has reversed with the gap widening.

Figure 1: All Age, All Cause Mortality, Directly Standardised Rates for Wirral, North-West & England, 1993 to 2008, by gender



Source: NCHOD, 2009

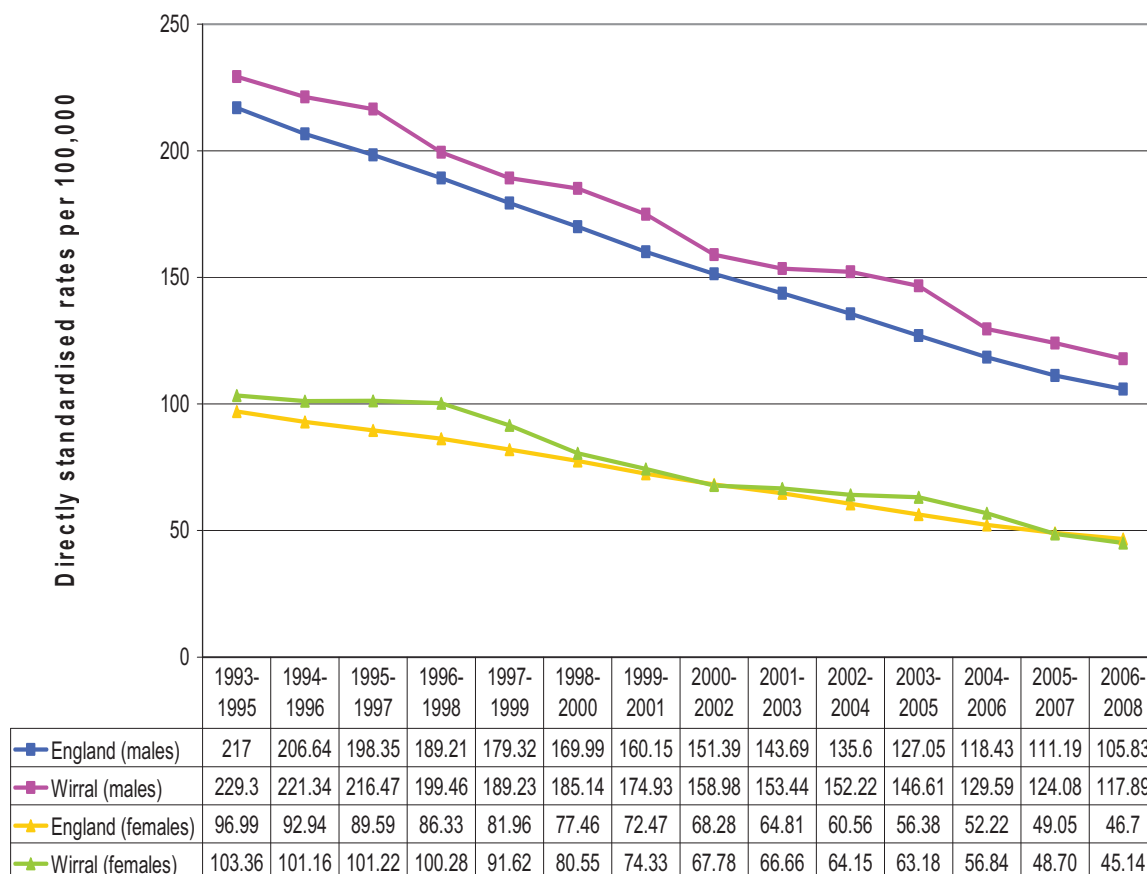
CVD

Cardiovascular disease (CVD) includes diseases of the heart and circulation, including coronary heart disease (angina and heart attack), and stroke. Cardiovascular disease is the most common cause of death in the UK.

Overall, since 1993, Wirral has made considerable improvements in reducing mortality from CVD. Compared to baseline year 2005/07, the gap between England and Wirral for males has reduced. This is also the case for women and for the last two time periods, the Wirral death rate for females has been below that for England.

Figure 2: Under 75's CVD mortality rate per 100,000: Wirral and England (1993-2008)

Source: NCHOD, 2009



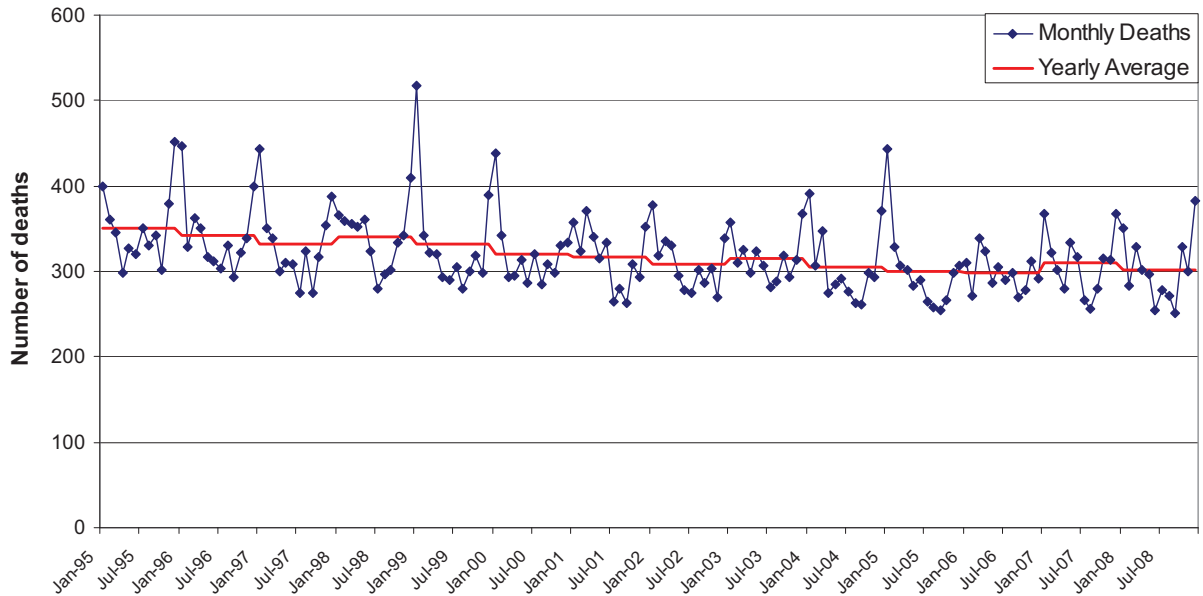
Source: NCHOD, 2009

Excess winter deaths

The excess winter death index (EWDI) is the number of excess winter deaths expressed as a percentage of the average of the non winter deaths. Although the causes are likely to be multiple, there are risk factors that can be identified in advance in order to plan prevention measures. Figure 3 shows that the EWDI was lower in 2008/09 (17.3%) than in the base line period 1995/97 (17.7%). However, the annual figure fluctuates and was at its lowest in 2000/01 (8.6%) and 2006/07 (11.4%).

Figure 3: Seasonal variation in all cause mortality in Wirral alongside the mean number of deaths for that calendar year

APPENDIX 4



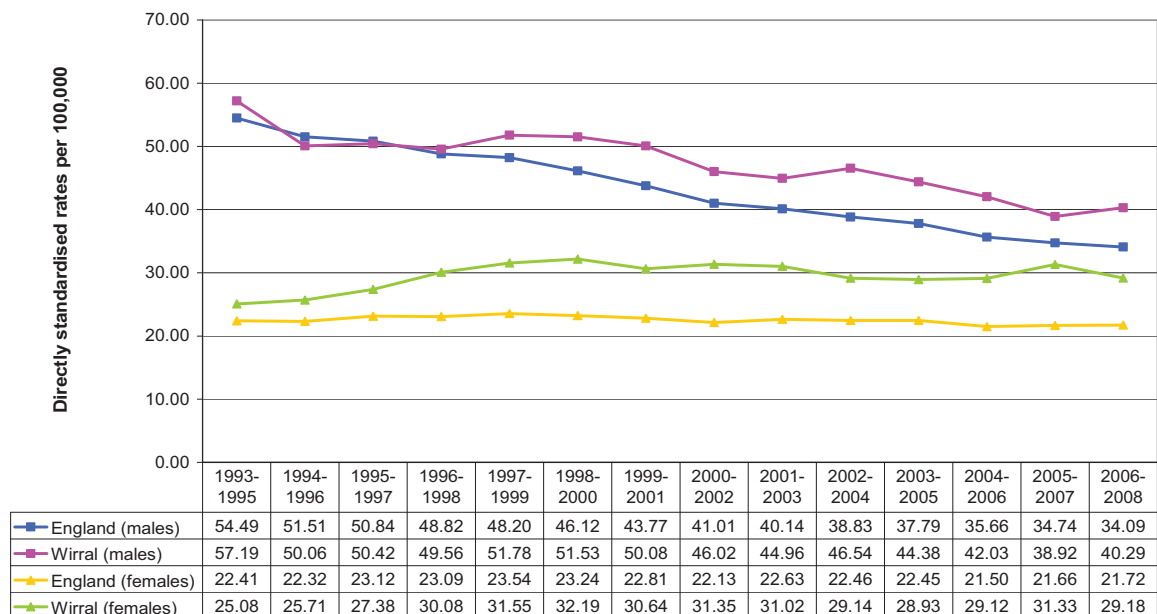
Source: ONS Annual Deaths Table, 2009

COPD

COPD is a general term and includes chronic bronchitis and emphysema. The main risk factor for COPD is smoking.

Figure 4 shows that the gap between England and Wirral for COPD mortality has increased since the baseline period. In addition, whilst the general trend for men has been a reduction, this has not been the case in the most recent time period. For women, the general trend has been an increase in mortality from COPD. In 2006-08, deaths from chronic obstructive airway disease and other respiratory diseases combined accounted for 15.3% of female deaths and 13.8% of male deaths (1,599 deaths).

Figure 4: Trend in COPD Mortality: All ages, Wirral and England (1993-2008)

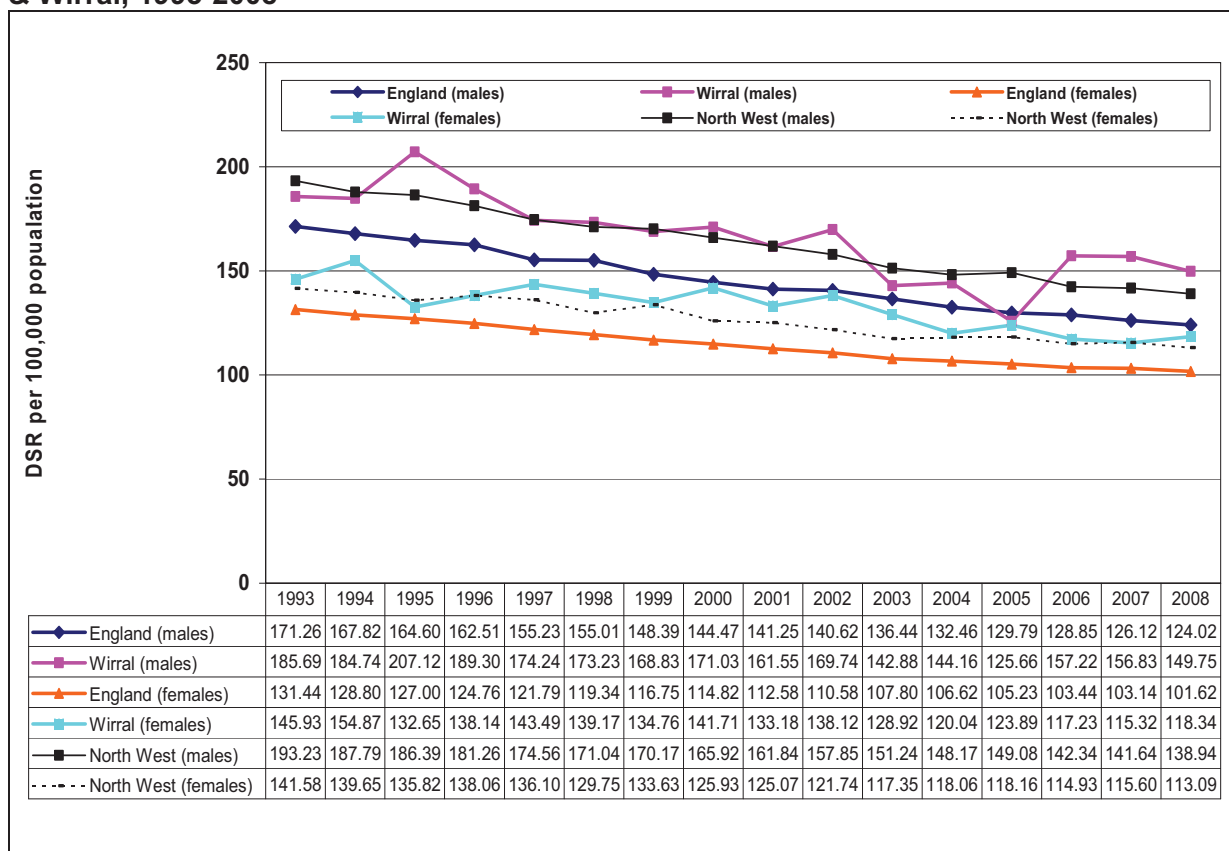


Source: NCHOD, 2009

Cancer

Of the six main causes of death in Wirral, cancer accounts for the most deaths in both men and women (in actual numbers). The death rate (premature – under 75 years) from all cancers has fluctuated but has been declining. Although cancer deaths in males rose sharply in 2006, there has been a reduction in the gap in the mortality rate between Wirral and England since the baseline year 2006 (26.9 to 25.73). In women, the gap has widened (13.38 to 16.75) and female mortality rose in 2008 (see figure 5).

Figure 5: All Cancer Mortality Trend by sex, Under 75 yrs: England, North West & Wirral, 1993-2008



Source: NCHOD, 2009

Suicide and undetermined injury mortality

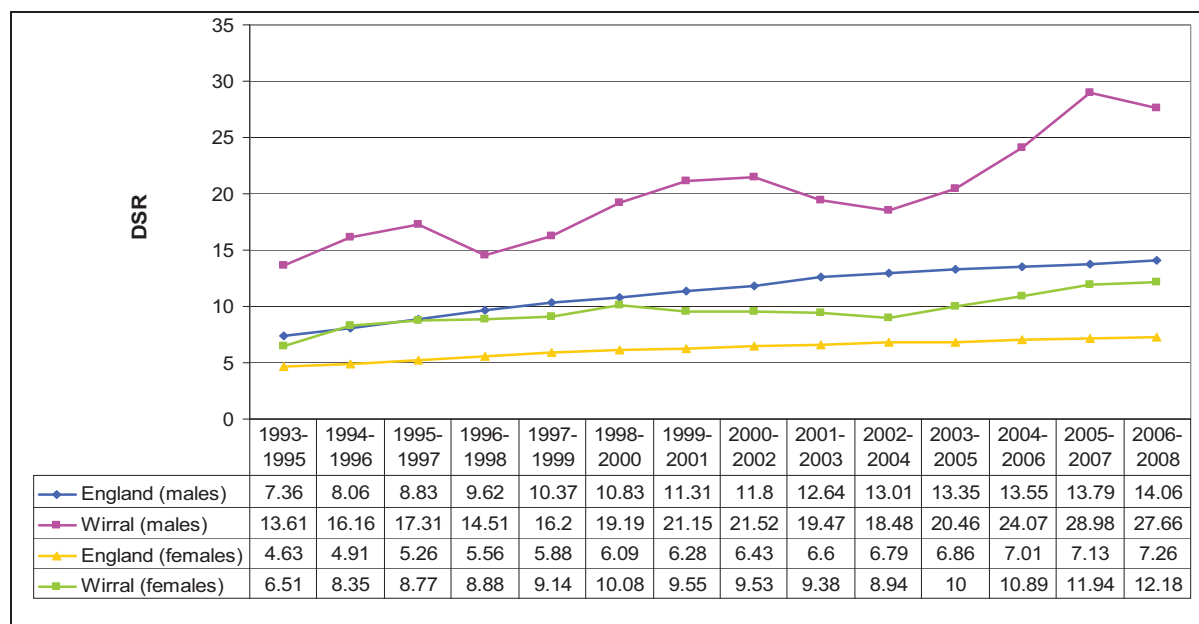
Wirral has a higher suicide/undetermined injury directly standardised rate (DSR) than the North West and England. The rate in Wirral overall has been declining. In 1995/97, the directly standardised mortality rate (all ages) for England was 9.16 compared to a Wirral rate of 13.10 showing a gap of 3.94. In 2006/08, the gap had widened to 4.49 (England; 7.76, Wirral; 12.25).

Digestive Disease

Digestive disease refers to diseases of the digestive system, including the gastrointestinal tract, pancreas and liver (including cirrhosis). Alcohol consumption is highly correlated with premature mortality from digestive disease.

Figure 6 shows the trends in all age mortality (directly standardised rate (DSR) per 100,000) from chronic liver disease in England and Wirral between 1993 and 2008 for males and females.

Figure 6: All age mortality rate (DSR per 100,000) from chronic liver disease (including cirrhosis) in England & Wirral, by sex: 1993–2008



Source: NCHOD, 2009

Overall, death rates from chronic liver diseases have gradually increased in both England and Wirral since 1993-95 but the rate of increase is much more pronounced in Wirral. Mortality from chronic liver disease is higher amongst males than females in both Wirral and England.

The rise in mortality from liver disease and other digestive disorders is caused mainly by alcohol. It is a significant contributor to the failure to meet the target for a reduction in the life expectancy gap locally.

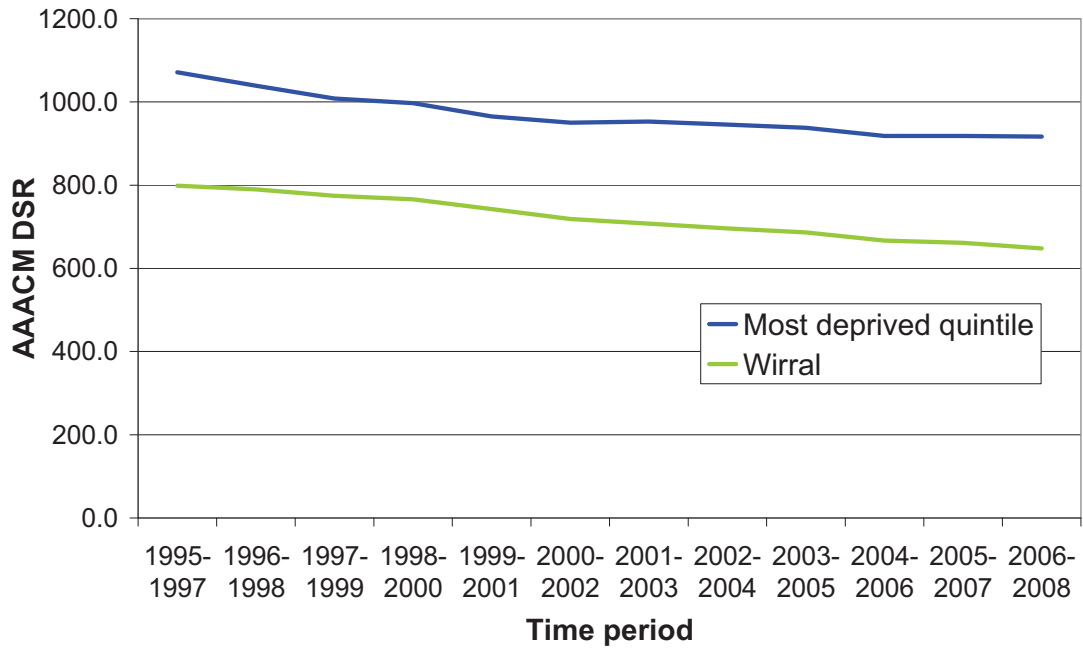
3.2 Health outcome 2. Target timescale 2013

This target is set to achieve a reduction in health inequalities within Wirral by improving the health of people living in the most deprived areas at a faster rate than for the rest of Wirral. This local target was set in the NHS Wirral Strategic Plan as follows:

- A 7% reduction in the AAACM gap for males and females living in the most deprived areas of Wirral by 2013.

This uses the most deprived 20% areas (or most deprived quintile) nationally based on the Index of Multiple Deprivation (IMD) 2007. These areas actually make up 32% of the total Wirral population. The baseline year of this target is 2004-06. Figure 7 shows the trend in all age all cause mortality rates for persons in Wirral and the areas of Wirral in the most deprived quintile. Both have shown a downward trend over the time shown.

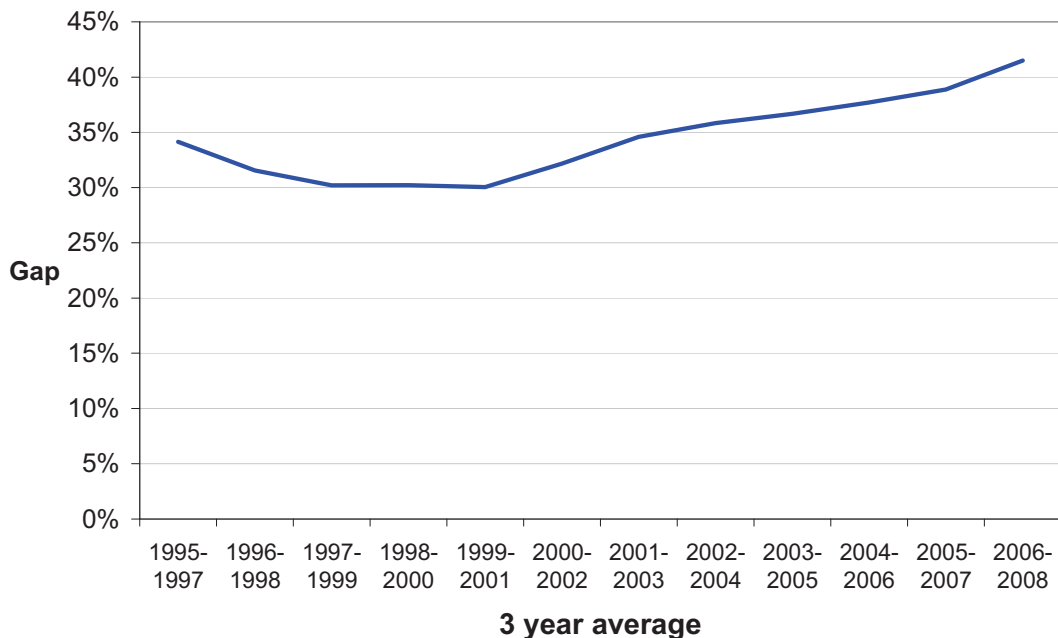
Figure 7. All age, all cause mortality rates in Wirral and most deprived areas, 1995-97 to 2006-08 (3 years pooled time periods).



Source: Calculated from ONS Public Health Mortality Files.

The relative gap in mortality rates between Wirral and the most deprived areas has got wider since 2000. This is shown in Figure 8. The gap is monitored monthly using monthly death files, and as of February 2010 the rolling gap was 41.6%.

Figure 8. Trend in the relative gap in all age, all cause mortality rates in Wirral and most deprived areas, 1995-97 to 2006-08 (3 years pooled time periods).



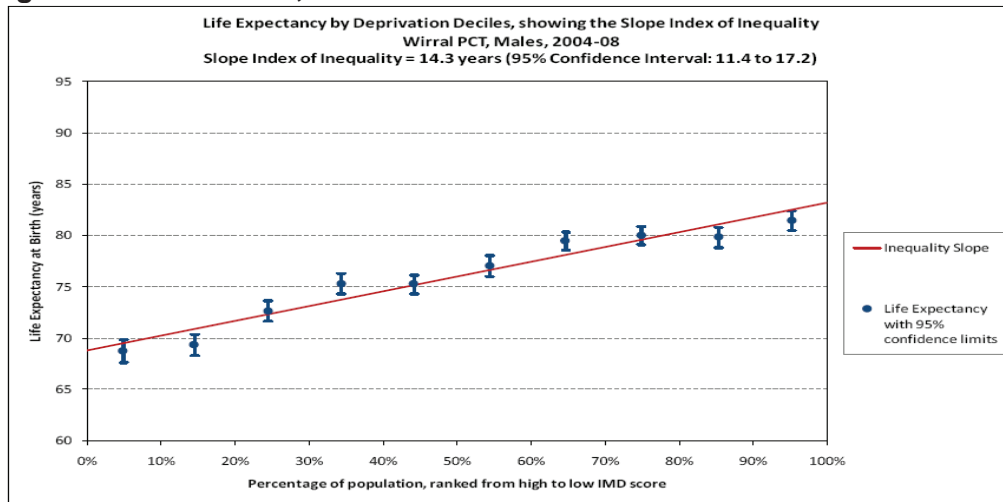
Source: Calculated from ONS Public Health Mortality Files.

The Slope Index of Inequalities (SII)

There is a new indicator that was devised in 2009, the Slope Index of Inequalities (SII). It measures the slope in life expectancy for males and females between the most and least deprived LSOAs, split into tenths (deciles) by deprivation score based on the IMD 2007. 'Slope' refers to the gradient of the line of best fit through the ten deciles of deprivation, so the steeper the gradient, the higher the SII score, and the wider the inequalities in life expectancy are. The SII is not the same as the difference between the maximum and minimum life expectancy by decile in a PCT, because the gradient is affected by all ten points on the line. The SII indicator is based on five years aggregate data. Using five years is necessary to ensure that the numbers of deaths are enough to calculate the SII robustly, and to ensure that there will not be large fluctuations from year to year.

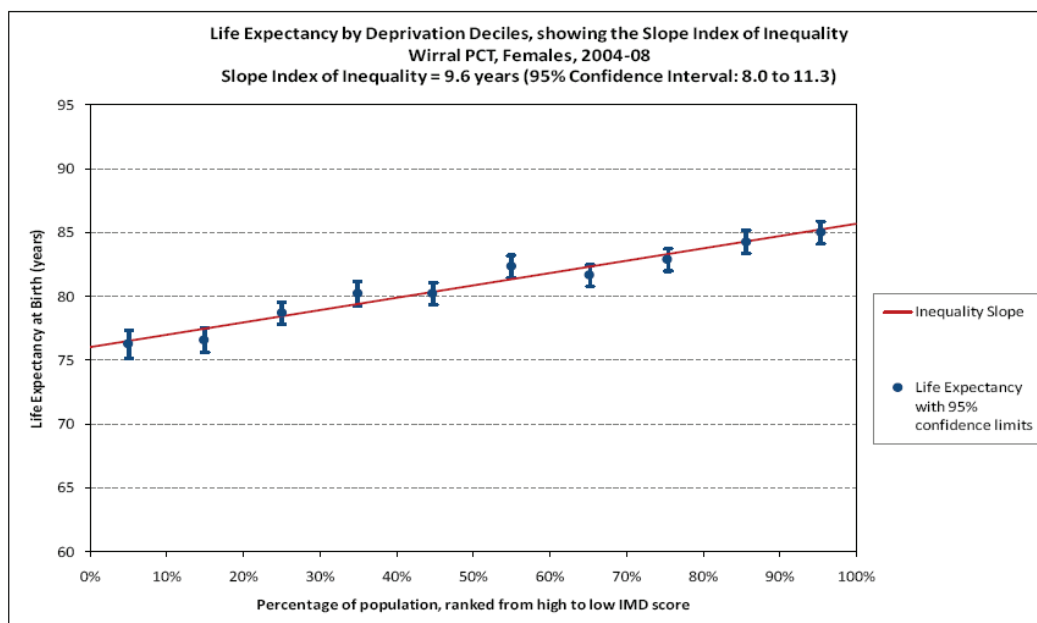
Using 2004-08 data, the SII for males is 14.3 years and Wirral is ranked 5th worst out of 152 PCTs. The SII for females is 9.6 years and Wirral is ranked 9th worst.

Figure 9: SII for males, 2004-08



Source: APHO (Association of Public Health Observatories) 2009

Figure 10. SII for females, 2004-08



Source: APHO (Association of Public Health Observatories) 2009

Using data from 2001 to 2008, it can be seen in table 3, that for males, the SII has increased year on year. For females, there has also been a smaller but increasing trend although in the last time period there was 1% reduction.

Table 3: SII, Males and females to 2004-08.

Actual/Target	Time period	Males	Females
Actual	2001-2005	12.9	9.2
Actual	2002-2006	13.5	9.7
Actual	2003-2007	13.9	9.7
Actual	2004-2008	14.3	9.6

Source: Data from APHO (Association of Public Health Observatories) 2009

It has long been acknowledged that Wirral has a very wide spread of deprivation. Districts with a wide range of communities, from very affluent to very deprived, will always tend to have wide inequalities in health outcomes as well, and the SII will reflect these underlying differences.

Table 4 summarises the gap in under 75 mortality rates between Wirral and the most deprived 20% nationally by cause. Between 1997-99 and 2006-08 for all causes except suicide the gap has got wider.

Table 4: Gap in mortality rates by cause, 1997-99 and 2006-08.

Cause	Gap in under 75s mortality rates		% Change in Gap
	1997-1999	2006-2008	
Cardiovascular disease	49	65	33
Cancer	34	36	5
COPD	82	126	53
Chronic liver disease	37	228	521
Suicide & Injury Undetermined Intent	73	34	-54
Accidents	15	105	586
All causes	45	60	34

Figures 11 – 17 show the trend in the mortality rates in Wirral and the most deprived quintile. Of note is that mortality from COPD, liver disease and accidents seems to be getting higher in the most deprived areas. Mortality from chronic liver disease, which is mainly caused by alcohol, is becoming one of the biggest causes of the mortality gap in Wirral.

Figure 11. Trend in Directly Age Standardised Mortality Rates from Cardiovascular disease, Under 75s, Wirral against most deprived quintile, 1997-2008.

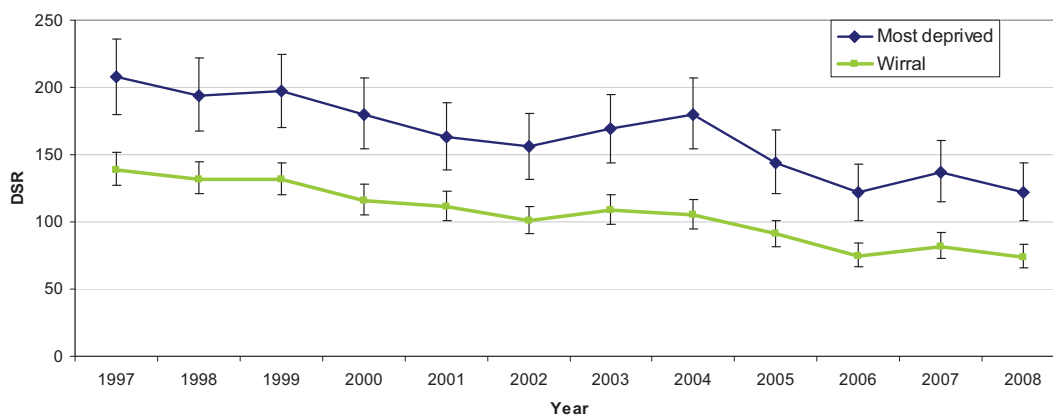


Figure 12. Trend in Directly Age Standardised Mortality Rates from Cancers, Under 75s, Wirral against most deprived quintile, 1997-2008.

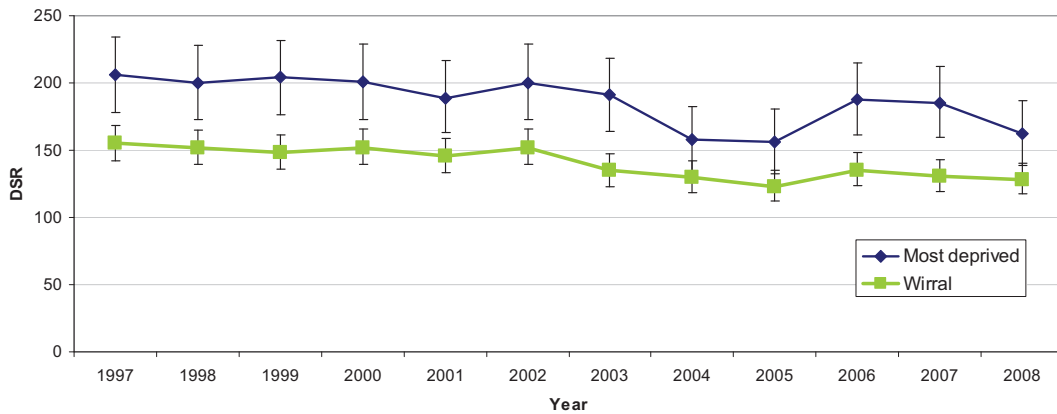


Figure 13. Trend in Directly Age Standardised Mortality Rates from Chronic Obstructive Pulmonary Disease, Under 75s, Wirral against most deprived quintile, 1997-2008.

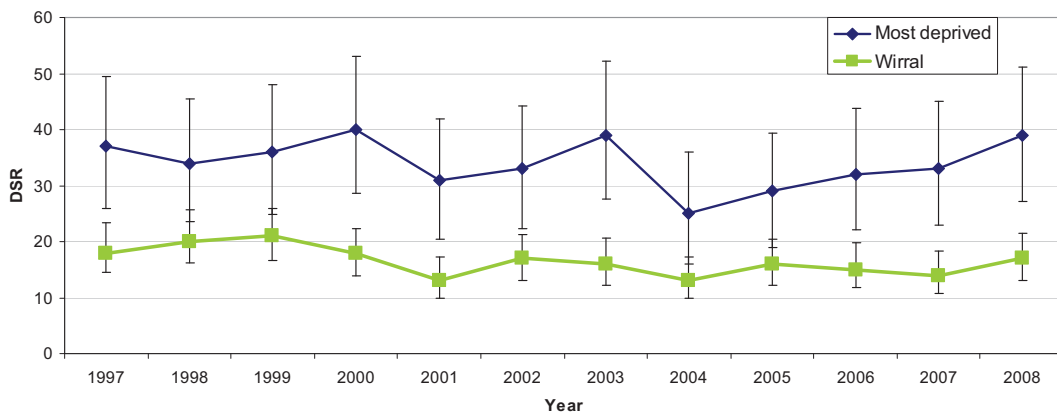


Figure 14. Trend in Directly Age Standardised Mortality Rates from Chronic Liver Disease, Under 75s, Wirral against most deprived quintile, 1997-2008.

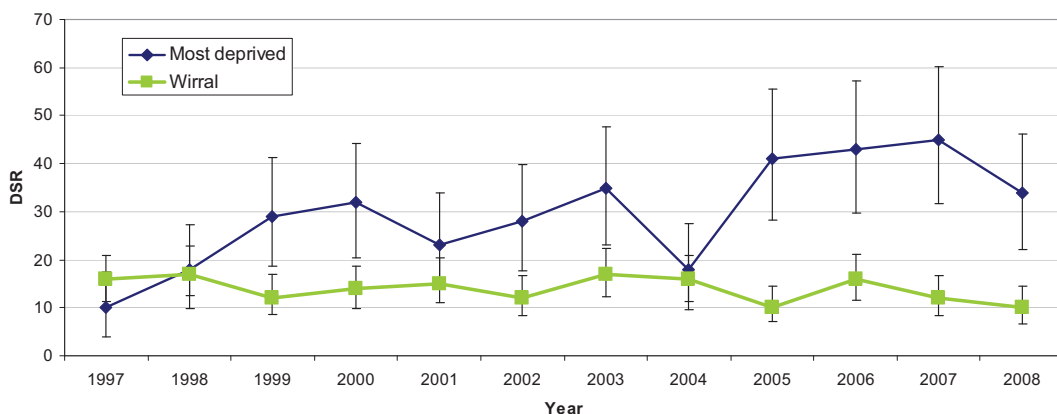


Figure 15. Trend in Directly Age Standardised Mortality Rates from Suicide and Injury Undetermined Intent, Under 75s, Wirral against most deprived quintile, 1997-2008.

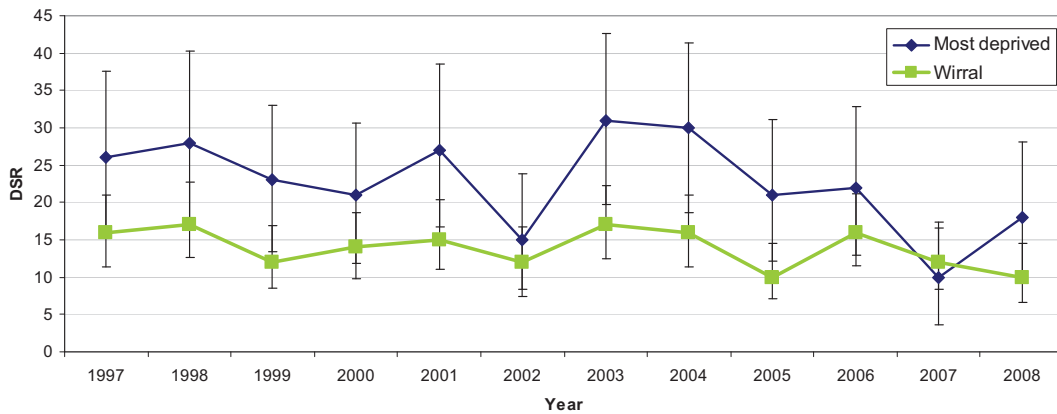
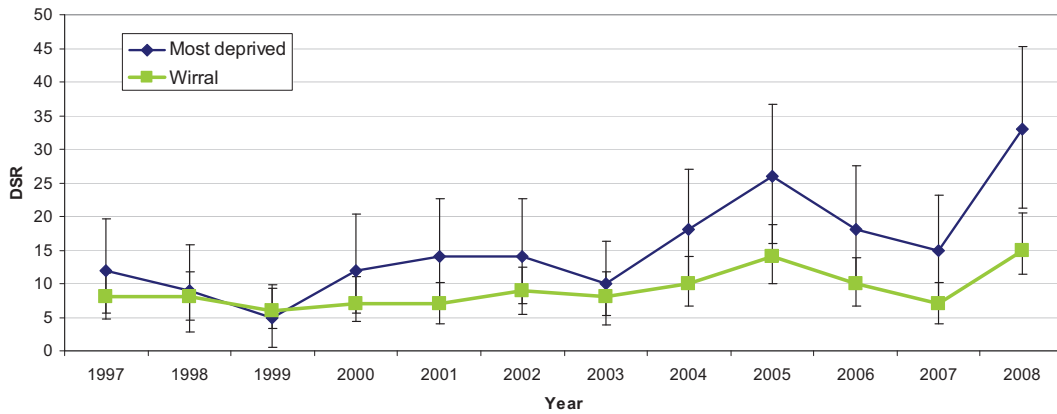


Figure 16. Trend in Directly Age Standardised Mortality Rates from Accidents, Under 75s, Wirral against most deprived quintile, 1997-2008.



3.3 Health outcome 3: Target timescale – 2025

The HIAP aims to achieve improvements in the wider determinants of health that underpin health and well-being in Wirral. It identifies the need to set out measurable targets that will achieve real improvements by 2025. This includes:

- Wirral will improve its index of multiple deprivation position in comparison to other Local Authority Districts by 2020.

There are also three underpinning targets identified in the HIAP that will be discussed in this section:

- Improvement to child poverty leading to fewer children living in poverty.
- Improvement to employment rate leading to more people being in work.
- Improved educational attainment for vulnerable children including looked after children and children from the most deprived areas.

Index of multiple deprivation

The overall Index of Multiple Deprivation (IMD) 2007 is compiled from the following seven domains:

- Income
- Employment
- Health Deprivation and Disability
- Education Skills and Training
- Barriers to Housing and Services
- Crime
- Living Environment

The IMD 2007 is based on data that was gathered in 2005, so it will not be affected by any changes that have happened in Wirral since then. The next IMD is due to be produced in 2010 and consultation has recently been completed on its content and application.

According to the IMD 2007, Wirral is the 60th most deprived of the 354 districts in the country and is therefore in the bottom 20% nationally. This however is a slight improvement on previous data (IMD 2004) when Wirral was placed as the 48th most deprived district. Until the 2010 data are produced, it is not known if Wirral has improved its position since the HIAP was approved.

3.3.1 Underpinning measures

Improvement to Child Poverty

According to the Income Deprivation Affecting Children Index (IDACI) there has been considerable improvement in Wirral on this indicator since 2004. In 2004 there were six areas in the top 100 (most deprived), whilst in 2007 this reduced to three. However, the disparity within Wirral is large with LSOAs being ranked from a 51 to 32,291 (1 is the most deprived and 32,482 is the least deprived of all LSOAs nationally).

The recent (March 2010) Child Poverty Bill places a duty on local administrations to produce a child poverty needs assessment and local action plan in order to contribute to meeting four UK wide targets:

- Relative low income target
- Absolute low income target
- Combined low income and material deprivation target
- Persistent poverty target

The above action will ensure that there is a focus on improving child poverty and that local performance can be tracked.

Improvement to Employment Rate

The Employment domain of the IMD 2007 indicates that Wirral performs poorly on this indicator. It is ranked 8th worst out of 354 districts (bottom 3% nationally). Employment is heavily weighted in the IMD so this is a key contributor for Wirral's poor performance on the IMD overall.

Job Seekers Allowance claimant data, which is the most widely recognised measure of employment, shows that at September 2009 Wirral's unemployment claimant rate was:

- 5.6% (total 10,353), this is higher than both the North West (4.7%) and the England rate (4.2%).
- The claimant count has fluctuated over recent years, reaching a low of 3.1% at the end of November 2007 and peaked at 5.8% in August 2009. The claimant rate is higher amongst males (8.2%) than females (3.0%).

Worklessness is a broader measure of unemployment that also takes into account incapacity benefit claimants, lone parent claimants and other income related benefits. As such it is a more reliable indicator of the economically inactive.

- Levels of worklessness have gradually fallen since August 1999 from a high of 22.3% down to 19% in February 2009 (latest data). This however is higher than both North West (16.4%) and national figures (13.4%).

Improved Educational Attainment

Educational attainment in Wirral has been improving since 2003 and compares favourably with England. Key stage data however, shows inequalities between districts. Tables 5 and 6 demonstrate this at key stages two and four.

Table 5: Key Stage Two 2007 % Level 4+ in both English and Maths by school district and area

	2008	
	Number of pupils	%L4+ English and Maths
Wirral	3691	75.0
Birkenhead District	1041	68.9
Bidston & St James/Claughton	364	65.4
Prenton/Oxton	294	84.0
Birkenhead and Tranmere/Rock Ferry	383	60.6
Wallasey District	1058	73.8
Liscard/Seacombe	390	67.2
New Brighton & Wallasey	346	77.5
Leasowe Moreton East & West/Saughall Massie	322	78.0
South Wirral District	681	75.6
Clatterbridge & Bebington	342	86.3
Bromborough & Eastham	339	64.9
West Wirral District	882	83.0
Pensby/Thingwall/Heswall	254	85.0
Hoylake/Meols/West Kirby/Thurstaston	232	90.9
Greasby/Frankby/Irby/Upton	396	77.0

There are significant disparities in attainment between areas of the borough at key stage two, with children in the Birkenhead district achieving 60.6% Level 4+ in both English and Maths compared to 83% in West Wirral, a gap of 22.4%. These disparities are also evident at key stage 4.

Table 6: 2007 KS4 performance data by district and area

District/Area	2008			
	Number of Pupils	% 5+ A* - C	% 5+ A* - C inc EM	% 5+ A* - G
National		65.3	47.6	91.6
Wirral All Pupils		65.8	50.2	93.9
Birkenhead District	1128	57.0	38.2	90.3
Bidston & St James/Claughton	423	54.6	36.6	88.7
Prenton/Oxton	298	73.2	56.4	96.6
Birkenhead and Tranmere/Rock Ferry	407	47.7	26.5	87.5
Wallasey District	1221	58.4	41.9	92.7
Liscard/Seacombe	421	49.6	30.6	90.7
New Brighton & Wallasey	402	66.2	52.5	96.0
Leasowe Moreton East & West/Saughall Massie	398	59.8	43.2	91.5
South Wirral District	700	71.0	59.6	95.7
Clatterbridge & Bebington	351	77.2	66.7	96.3
Bromborough & Eastham	349	64.8	52.4	95.1
West Wirral District	990	77.8	65.3	96.5
Pensby/Thingwall/Heswall	285	82.8	74.7	97.2
Hoylake/Meols/West Kirby/Thurstaston	285	83.2	68.8	96.8
Greasby/Frankby/Irby/Upton	420	70.7	56.4	95.7

There is also a significant gap between educational attainment of Children in Care (CiC) and all children. In Wirral in 2008, Key Stage 2 results for Children in Care were below that of all children with a gap of 22% for English and 17% for maths. For key stage 4, the gap is 50% between attainment of CIC and all children in Wirral.

4. Health Inequalities Action Plan. Summary of progress April 2009 to March 2010

4.1 Introduction

Wirral Health Inequalities Action Plan draws together the evidence based, high impact actions that need to be set in place in order to achieve three targets for Wirral:

- 2010 Target to reduce the life expectancy gap between Wirral and England (three year rolled data to December 2011).
- 2013 Target to reduce internal inequalities in mortality and life expectancy within Wirral.
- Impacting on the wider determinants of health to improve health and well-being in groups with the poorest health by 2025.

Following advice and support from the National Support Team for health inequalities, priority, high impact actions and targets have been identified and agreed by the relevant partners across the LSP.

Monitoring reports are produced annually to summarise progress on each action. This is the third monitoring report since the plan was agreed by Wirral Strategic Partnership and the first annual report. The report summarises the position at the end of the first year and it is anticipated that this will be used as a basis for discussion on what needs to be done further, to escalate action that is not adequately progressing. When the plan was first produced, it was also anticipated that an annual review of evidence and data would take place in order to inform and agree additional actions to be added to the plan to meet the longer term target.

The Health & Wellbeing Partnership Coordination Group is the accountable theme group for leading the implementation of the plan.

4.2 Performance progress

The report of 2009 - 2010 includes progress on 70 actions under five strategic priorities. Designated leads are agreed for each action and reports were requested from these two weeks after the end of the reporting quarter. Progress is RAG rated using the following criteria:

- Red:** Insufficient action currently set in place / target not being met.
- Amber:** Adequate progress / action expected to be achieved (although may be behind target timescale).
- Green:** Action achieved in full / current action expected to meet target within timescale

Table 7 below, summarises the RAG rated progress.

Table 7: RAG rated progress against all strategic priority actions

	No of targets	Red	Amber	Green	% rated green
Priority 1	12	3	5	4	33%
Priority 2	34	1	15	18	53%
Priority 3	11	0	3	8	73%
Priority 4	10	1	5	4	40%
Priority 5	3	0	2	1	33%
Total	70	5 (7%)	30 (43%)	35 (50%)	

All actions in the HIAP have a designated lead agency - either NHS Wirral or Local Authority. The leads are supported by partners across a range of organisations. Table 8 shows the progress being made by the lead agencies in achieving the strategic priority actions.

Table 8: Progress made by the lead organisations to achieve strategic priority actions

		Red	Amber	Green
Local Authority	N ^o	2	5	3
	%	20%	50%	30%
NHS Wirral	N ^o	3	25	32
	%	5%	42%	53%
Total	N ^o	5	30	35
	%	7%	43%	50%

Each of the actions in the HIAP will impact on health inequalities although some will take longer than others to contribute to health outcomes. Table 8 shows the RAG rating for the actions that are set to achieve each of the three health outcomes (note that the timescale for achieving health impact from the actions relates to the first outcome they will impact on. For example, actions set to contribute to outcome one (short term) will also contribute to outcome two and three).

Table 9 shows that to date, only 53% of actions set to contribute to achieving the national life expectancy target by the end of next year are green.

Table 9: Progress made against actions to achieve each health outcomes

	Red	Amber	Green
Outcome 1 (2011)	2 (6%)	14 (41%)	18 (53%)
Outcome 2 (2013)	0 (0%)	10 (45%)	12 (55%)
Outcome 3 (2025)	3 (21%)	6 (43%)	5 (36%)

4.3 Green – Actions that are on track

50% of actions are now completed (green) or on track to be completed (although some require further monitoring to demonstrate they maintain achievement). These include:

- Actions to embed health impact assessment across Wirral Strategic Partnership policy and planning
- Reducing illegal availability of tobacco and increase access to stop smoking programmes
- Completion of BME health needs assessment

- Review and support to GP practices to achieve maximum performance on primary prevention of main causes of premature mortality including cardiovascular disease (CVD)
- Actions to reduce alcohol misuse
- Implementation of Health Action Area programmes
- Actions to contribute to reduced teenage conceptions and child obesity
- Provision of health equity audit and data to support reduction in premature mortality from CVD and cancers.
- A programme of social marketing to support reduced health inequalities

4.4 Amber – actions that require further focus

46% of actions are in progress and require further focus to be fully achieved.

These include:

- Excess winter deaths – due to flu pandemic, progress was delayed. A data report has been completed and a steering group established which will ensure that people most at risk in winter 2010 are identified and case management is in place.
- Fit for purpose BME data collection in services – although some progress is being made, consistent data sets need to be included in contracts to ensure BME equity of access can be monitored.
- Impact – several actions relate to measuring impact on health inequalities (eg enhanced services, exception reporting and primary care training). Review and evaluation has taken place showing that cost effective, quality services have been developed. However, without further evaluation, as these are population wide programmes, it is not known if the impact on health inequalities is positive or negative.
- Health equity audit – recommendations from cancer and CVD equity audits need to be developed into action plans.
- Alcohol identification and treatment pathways are now in place and require further work to ensure they are fully implemented and utilised.
- Involvement of 3rd sector in tackling health inequalities –structures for the new Wirral 3rd Sector Assembly are now agreed and will support this action
- 16-18 year olds not in education, training and employment, child obesity, child accident prevention and children killed or seriously injured in road traffic accidents is progressing but further planning is required in order to improve performance.
- Joint intelligence requires further development and co-ordination in order to enhance programmes

4.5 Red actions that require review by lead agency

Many of the actions that were red in 2009 have become amber or green between January and March 2010. The five remaining red actions are as follows:

- 1.3 action B - Number of households assisted with energy efficiency measures – the number of households assisted has decreased due to changes in availability of Government grants. Consideration should be given to the impact this will have on inequalities and if alternative arrangements can be made
- 1.6 action A – The proportion of people claiming out of work benefits has risen and continues to be affected by the recession.
- 1.6 action B – Programmes are in place to provide health improvement support to people claiming incapacity benefits but numbers into employment are low and require monitoring to judge impact on reducing the number of claims.
- 2.9 relates to revascularisation equity of access and rate of procedure. Revascularisation rates are being benchmarked and when available, will be used to assess if Wirral are in the top decile for performance.
- 4.4 - the proportion of women continuing to smoke throughout pregnancy has risen over the last 12 months despite increased numbers of women successfully quitting with NHS stop smoking services.

4.6 Recommendations

The following recommendations arise from this report:

- The Health and Well-being Partnership Co-ordination Group should consider what support (resource, information, leadership etc) needs to be set in place in order for amber and red actions to become green and what the timescale will be for achieving this. The actions and timescales in the plan should be amended to reflect any changes agreed.
- Plans to address health outcome one, should be the initial focus of discussion to ensure that the 41% of amber and 6% of red actions are resolved. For those actions that are already green, consideration should be given to any 'stretch' that can be achieved to impact further on next years life expectancy target.
- Networks that are in place to support the 3rd sector should be utilised to engage a larger range of organisations and groups in determining future actions to reduce health inequalities for all three of the health outcomes in the HIAP.
- The report; *Fair Society, Healthy Lives; a Strategic Review of Health Inequalities in England post 2010* should be used as a basis for reviewing and agreeing targets and actions to achieve longer term reduced health inequalities.

HEALTH INEQUALITIES ACTION PLAN
ANNUAL REPORT
2009-2010

Note: The comments in italic relate to suggested additional work that needs to be completed in order that the RAG rating becomes green

Strategic Priority 1: Address the underlying determinants of health

1.1 Ensure that development plans for Wirral Waters maximise positive impact on health inequalities	
<p>LEAD: David Ball – Head of Housing & Regeneration Rob Beresford – Head of Regulation</p> <p>ACTION A: Complete a health impact assessment on Wirral Waters Development Plan including recommendations for action</p>	<p>Action progressing A high level desktop HIA was produced by the applicant for the WW development. Comments were submitted by the Director of Public Health and a response from the applicant is pending.</p>
1.2 Set in place an effective strategy for reducing the availability of illegal, poor quality and reduced cost tobacco products, especially to young people and disadvantaged adults	
<p>LEAD: Rob Beresford – Head of Regulation</p> <p>ACTION A: Review and re-launch the Smoke Free Wirral Action Plan</p>	<p>Action completed Smoke Free Wirral Action Plan is reviewed and being implemented. Trading Standards Officers monitor sale of tobacco to children and work with HMRC to seize illegally imported tobacco products not complying with UK health warnings</p>
1.3 Ensure that vulnerable individuals are able to live in homes that are warm	
<p>LEAD: Ed Kingsley – Principal Officer Home Energy</p> <p>ACTION A:</p>	<p>Action in progress The Affordable Warmth Strategy was reviewed in 2008 and is due to be reviewed again in September 2010. A new steering group met on 4th February 2010 to progress with the review; terms of reference for the group have been written and membership currently consists of officers from Wirral Council, NHS Wirral, Merseyside Fire & Rescue Service and third sector organisations.</p>

<p>Review the Affordable Warmth Strategy and ensure there is an effective partnership group to lead an associated action plan</p>		<p><i>This is a key action to impact on excess winter deaths contributing to achievement of the 2010 life expectancy target. It is not clear if the planned review and any recommendations will be within the timescale to impact on the target</i></p>
<p>LEAD: Ed Kingsley – Principal Officer Home Energy</p> <p>ACTION B: Increase the number of vulnerable households assisted with at least one main energy efficiency measure under Warm Front (LAA – local target)</p>		<p>Action in progress but target not expected to be achieved The number of households assisted with Warm Front: 2007-08 – 2648 2008-09 – 2717 (2.6% increase) 2009-10 – 2003 (26.3% decrease) The reason for the decrease in 2009-10 was that on 23 April 2009, the Government announced its intention to increase the maximum grant available to households under Warm Front by about 30% for gas heated properties and 50% for oil heated properties, without increasing the overall budget. In October 2009, demand for grants began to outstrip supply as, in the Government's own words, "The increase in grant maxima has led to an increase in the average spend per household and fewer households requested to make a contribution. This will lead to fewer households being helped within the available budget". In November 2009, the Warm Front scheme manager, Eaga, increased waiting times for grant applications to control the number of grants issued. Unless the Government increase spending on Warm Front in 2010-11, there is likely to be a further decrease in households assisted.</p> <p><i>Number of households supported is likely to further decrease. Review needs to take account of the impact on health inequalities</i></p>
<p>1.4 Ensure key agencies and Wirral Strategic Partnership have sufficient information to lead action to address excess winter deaths</p>		
<p>LEAD: Tony Kinsella – Head of Performance & Intelligence</p> <p>ACTION A: Set in place the mechanism to collate and report on excess winter deaths including number and locality</p>		<p>Action in progress Systems are in place for the collation of data and a report has been produced, However, further work needs to be done to make data available on a regular basis and by locality</p> <p><i>Establish a reporting system for winter 2009/10</i></p>

1.5 Improve Data collection and intelligence on black and racial minority populations in Wirral	
<p>LEAD: Julie Graham – Acting Joint Head of Health & Wellbeing (Healthy Communities)</p> <p>ACTION A: Carry out a health and wellbeing needs assessment amongst the BRM population</p>	<p>Action completed BME Health and Well-being Needs Assessment complete and included as part of the JSNA to ensure accessibility.</p>
<p>LEAD: Jackie Collier / Tony Kinsella – Head of Performance & Intelligence</p> <p>ACTION B: Establish fit for purpose data collection methods within key services to assess access by BRM groups</p>	<p>Action in progress More robust contract clauses relating to collection of BME data have been included in the March 2010 provider service, acute, oncology and CWP contracts. An action plan is to be developed for supporting services to develop data collection and reporting on BME status.</p> <p>The next step will be agreeing actions for the Single Equality Scheme to assist provider services in improving the accuracy and level of collection, and developing a usable reporting method.</p> <p><i>A review of data being collected as a result of improved contract specifications to see if it is appropriate and accessible for equity analysis by services and performance and intelligence team</i></p>
1.6 Reduce economic inactivity	
<p>LEAD: Kevin Adderley – Head of Strategic Development</p> <p>ACTION A: Reduce the proportion of working age people claiming out of work benefits (LAA / NI153)</p>	<p>Action in progress Action A is heavily scrutinised and reported through existing channels and data will be available by due date. Interim data indicates an increase in NI 153 – from 36.7% in May 09 to 37.5% in August 09 (latest data). The impact of the recession in increasing economic inactivity is being closely monitored, and a number of very successful interventions have been developed.</p> <p><i>Action is affected by recession and continues to be monitored</i></p>

<p>LEAD: Neil Perris – Head of Public Health Provider Services</p> <p>ACTION B: Reduce the number of people claiming incapacity benefits</p>	<p>Action in progress</p> <p>Two key programmes work to reduce IB claimants from which outcomes include: 1st year of WW4H programme, operational for 9mths: 83 leavers: 22 employed & 61 unemployed. 21 employed leavers who were at risk of moving to I.B. retained in employment, 1 became self-employed. 56 leavers were referred to other health & employability partners, eg Health Action Area's and Working Links. 61 leavers unemployed: 8 were DNA's. Of the 53 - 38 referred to other support , advice , guidance and 5 claimants in to employment</p> <p><i>Whilst programmes are successfully supporting people who are at risk of, or already on incapacity benefits, numbers are currently not sufficient to reduce total number of claimants.</i></p>
<p>1.7 Support the development and maintenance of skills and independence in vulnerable adults</p>	
<p>LEAD: John Webb – Director of Adult Social Services Maura Noone – Head of Communities and Wellbeing (DASS)</p> <p>ACTION A: Increase the number of people supported to live independently through social services – all adults (LAA local target)</p>	<p>Action being met (ongoing)</p> <p>The performance outturn for NI 136 "People supported to live independently through social services (all adults)" (local LAA indicator) is 2195.65. Target was 2230.05 (1.54% difference). Individuals are also supported to remain independent through Home Assessment Reablement Team and through POPIN which are not included within the definition of NI 136.</p> <p><i>Performance is slightly below target</i></p>

1.8 Maximise the Health & Wellbeing impact of new programmes and policy changes on potential vulnerable and excluded groups	
<p>LEAD: Carolyn Curr – Head of Policy</p> <p>ACTION A: Steps are in place to carry out equality and diversity impact assessment on all new programmes and policies</p>	<p>Progress being made The LSP does not currently have a shared template for equality impact assessments. However, the development of a Wirral Equalities Charter will enable this to happen. An extensive Equality Impact Assessment programme in place monitored by Corporate Equality Group. <i>Processes being developed but still to be implemented</i></p>
<p>LEAD: Carolyn Curr – Head of Policy</p> <p>ACTION B: An approach to Health Impact Assessment (HIA) being developed by the Health and Well-Being group, in collaboration with IMPACT</p>	<p>Action has been met and will facilitate ongoing development of HIA IMPACT has been commissioned to provide training for partners and second staff to the partnership to develop HIA skills and capacity. The secondee is appointed and an Induction programme and work programme being developed. Planned start date April 2010</p>

Strategic Priority 2: Improve access to high quality public services for people with poor health & wellbeing

2.1 Improved QOF performance in areas that are major contributors to reduced mortality	
<p>LEAD: Tony Kinsella – Head of Performance & Intelligence</p> <p>ACTION A: Review practice QOF scores in all high impact areas and identify low scoring practices (eg CHD 5,6,7,9)</p>	<p>Action complete - process in place and ongoing A review of QOF scores for high impact indicators (eg CHD, COPD) has been carried out by localities. QOF scores are discussed with each practice during QOF visit and an action plan for driving up performance is produced as a result, where this is required. Records are collated of lower scoring practices and subsequent performance compared to ensure it is improved. It is acknowledged across the Localities that measuring QOF achievement may not be the most useful analysis as achievement is near 100% each year. For this reason the balanced scorecard was developed in which practices' achievement without exception reporting is stated. Furthermore, practices' achievement in relation to NICE targets rather than QOF is more accurate in highlighting practices where there are difficulties in particular clinical areas.</p>

<p>LEAD: Heads of localities Paul Edwards - Birkenhead Lorna Quigley – Bebington & West Wirral Andrew Cooper – Wallasey</p> <p>ACTION B: Support low scoring practices to produce a recovery plan to achieve maximum QOF points in high impact areas</p>		<p>Action complete - process in place and ongoing Practice achievement of high impact indicators has been reviewed and compared with latest achievement for 09/10. Practices have been given until mid-April 2010 to validate their balanced scorecard data, and from this point graphs will be sent to practices highlighting their distance in these two areas from the PCT average. Localities will be made aware of the practices failing to meet PCT average so that an action plan may be set up to support the practice.</p>
<p>2.2 Use financial incentives and local payment schemes to maximise impact on life expectancy and health inequalities</p>		
<p>LEAD: Cathy Gritzner – Director of Health Systems Management</p> <p>ACTION A: Review PCT and LHD local enhanced services against performance, health impact and value for money</p>		<p>Action partially completed Local enhanced services have been reviewed although health impact was not included. <i>Review LES against performance, health impact and value for money</i></p>
<p>LEAD: Cathy Gritzner – Director of Health Systems Management</p> <p>ACTION B: Review exception policy for practices and impact on health inequalities</p>		<p>Action partially completed Exception procedure in place. Level of exceptions at practice level are periodically reviewed. However, this does not take account of impact on health inequalities because the data are not broken down into equalities or disadvantaged groups <i>Consider how current exception policy could impact on health inequalities and if there is a need for further review</i></p>

<p>LEAD: Cathy Gritzner – Director of Health Systems Management</p> <p>ACTION C: Review the support, resources and development available to practices to reduce exception reporting, achieve higher QOF and LES activity in high impact areas</p>		<p>Action is progressing The support to practices to reduce exception reporting and achieve higher LES and QOF activity is regularly reviewed by localities. Several methods of support have been set in place and led to high levels of achievement overall.</p>
<p>2.3 Ensure quality training is available to practice staff and that records demonstrate high levels of completion</p>		
<p>LEAD: Abhi Mantgani – Medical Director Heads of localities Paul Edwards - Birkenhead Lorna Quigley – Bebington & West Wirral Andrew Cooper – Wallasey</p> <p>ACTION A: Review the training needs of practice staff to achieve performance improvements in the health inequalities high impact areas</p>		<p>Action is progressing Robust processes are in place for assessing needs and providing and evaluating quality training for practice staff. This has covered some of the high impact areas such as CVD and COPD. Further needs assessment would be advantageous to ensure health inequalities issues are included. Reports from localities include: Overall: Six Protected Learning Time events per year, topics chosen by the Training forum based on current issues pertaining to the Locality demographic eg diabetes, anti-biotic prescribing, and also according to PCT recommendation, i.e Safeguarding. Professional Development Nurses implement a rolling programme of training based on needs according to the demographics of the area and of QOF. This is reviewed continually. Bebington and West Wirral: Training is agreed by the Locality Training Forum, practices carry out training needs assessment internally, a training plan is compiled and training commissioned. Birkenhead: Training budget devolved to practices, which carry out training needs assessment internally and make investment accordingly. Training events are held annually as per requirements of local enhanced services: CVD, CKD and Diabetes. Wallasey: Training budget stays as one in the Locality. Practices have a system for requesting training which is then discussed at a monthly Training Forum. The training forum has a GP Member, Nurse Member, Practice Managers and PCT Members. Practice based training is booked in bulk</p>

APPENDIX 4

		<p>sessions for practices to access at their convenience. Internal Protected Learning times also occur quarterly and it is the practices' responsibility to organise training on these days, these are monitored by requesting evidence of training from practices.</p> <p><i>Consider the health inequalities high impact areas in order to meet 2010 target and 2013 local target and review recent training and future plans to see if gaps remain requiring further training or development</i></p>
<p>LEAD: Abhi Mantgani – Medical Director Heads of localities Paul Edwards - Birkenhead Lorna Quigley – Bebington & West Wirral Andrew Cooper – Wallasey</p> <p>ACTION B: Establish systems to maintain and review up to date training records of primary care staff</p>		<p>Action complete Localities maintain training records for locality training</p>
<p>LEAD: Abhi Mantgani – Medical Director Heads of localities Paul Edwards - Birkenhead Lorna Quigley – Bebington & West Wirral Andrew Cooper – Wallasey</p> <p>ACTION C: Agree standards for training and development linked to quality payment scheme</p>		<p>Action complete Training and development requirements are clearly outlined within each enhanced service. Training is not lined to QPS as localities co-ordinate training.</p>

2.4 Identify inequalities in the prevention, diagnosis and treatment of cancer and CVD	
<p>LEAD: Tony Kinsella – Head of Performance & Intelligence</p> <p>ACTION A: Complete a cancer equity audit review and produce an improvement action plan to implement recommendations</p>	<p>Action in progress Cancer equity audit has been completed as a first draft and areas highlighted for action are being planned, including producing an early intervention and prevention plan.</p> <p><i>Produce recommendations and an action plan for implementation</i></p>
<p>LEAD: Teresa Owen – Public Health Consultant</p> <p>ACTION B: Complete a CVD equity audit review and produce an improvement action plan to implement recommendations</p>	<p>Action in progress CVD equity audit has been completed as a first draft and areas highlighted for action are being planned.</p> <p><i>Produce recommendations and an action plan for implementation</i></p>
2.5 Ensure patients with high risk of CVD and not in contact with primary care are supported to maximise their risk reduction	
<p>LEAD: Abhi Mantgani – Medical Director</p> <p>ACTION A: Establish interface between Health Action Areas and Primary Care to ensure data and patients are supported to move between clinical and lifestyle programmes</p>	<p>Action completed Core offer for practices has been agreed. Medical Directors have written to all practices to encourage them to engage fully with Health Action Area Programme.</p> <p>Health Action Area teams work in local communities and attempt to engage with patients at high risk of CVD. Patients are supported to make positive lifestyle changes via personalised behaviour change action plans. Health Trainers work alongside Health works as part of the Vascular Screening Programme. All practices have designated HAA leads. Health Trainers running support sessions from local practices. Pathways are in place to allow Primary Care staff to refer into and signpost patients to access Health Trainer support.</p>

<p>2.6 Ensure that structural constraints are removed if they prevent services from collaborating to deliver improved health and wellbeing to the population</p>	
<p>LEAD: Tina Long – Director of Strategic Partnerships</p> <p>ACTION A: Review the partner alignment and structures for delivering services to children, young people and adults and make recommendations for maximising resources, quality and equity of access</p>	<p>Action progressing Structural constraints have been identified and significant progress made in the development of integrated working between health and social care. Locality Boards are representative of health and social care. Partners have agreed the need to align localities in relation to CYP services. How this is managed amidst differing catchment and figuration of core services such as practices and schools is being considered. Front line services continue to co-locate and core induction training is being rolled out to the whole CYP workforce</p>
<p>2.7 Patients treated for angina are supported to adhere to their care plan</p>	
<p>LEAD: Frieda Rimmer – Head of Heart Centres</p> <p>ACTION A: Protocols for the referral of patients with angina for exercise tolerance testing are reviewed and procedures set in place to ensure minimum standards are achieved and adherence to care plans reviewed</p>	<p>Action completed Exercise Tolerance Testing (ETT) care pathway agreed by all Intermediate clinic stakeholders and used for direct access ETT patients. Continuous clinical audit in place on positive ETT requiring secondary care intervention. Appropriate patients referred onto the cardiac rehabilitation programme.</p>
<p>2.8 Increase support available for patients with CVD to adhere to medication therapy</p>	
<p>LEAD: Julia Simms – Head of Medicines Management</p> <p>ACTION A: Review the support available for patients on medication to reduce CVD risk and make recommendations for improving support.</p>	<p>Action complete 75% of pharmacies will now accept triaged referrals from the PCT for Medicines Use review (MUR) and this is supporting PCT capacity for medication review. CVD agreed as the target area for MUR in 2010/11. The training package and materials will be developed in Q1 2010/11. The package will include strategies to promote uptake of MURs to CVD patients.</p>

		<p>Support available has been reviewed and includes:- (i)QoF target for GP practices- 'a medication review is recorded in the notes in the preceding 15 months for all patients being prescribed 4 or more repeat medicines. Standard 80%.' Practice nurse clinics also focus on CVD and other chronic disease patients.</p> <p>(ii)PCT medication review service and criteria for referral include non compliance. GPs, provider services staff, hospital pharmacists and a number of social care teams can refer patients with compliance problems. This applies to all conditions, not just CVD. It is a specialised targeted service because staffing would not support review of all Wirral patients.</p> <p>Also developed onward referral of the above to the community pharmacy Medicines Use Review (MUR) service (part of the national contract). Pharmacies select patients, or patients can request a MUR but PCTs can also recommend target groups of patients (pharmacies are not required in the contract to adopt PCT recommendations). Onward triage of appropriate referrals from the PCT medication review service to MURs is in a development phase and it is hoped this will build additional capacity to increase the number of medication reviews available to patients- considering there are only 6WTE PCT pharmacists for 61 practices and they have much wider roles than medication review.</p>
<p>2.9 Increase revascularisation rates</p>		
<p>LEAD: Tony Kinsella – Head of Performance & Intelligence</p> <p>ACTION A: Benchmark revascularisation rates and set out mechanisms to ensure PCT is in top 10% nationally (whilst reducing any inequity of access)</p>		<p>Plans in place to complete action Revascularization benchmarking data, Part of Cardiac review going to PEC in April 2010.</p> <p><i>Complete benchmarking, identify current position and set out plans to achieve top 10% position</i></p>
<p>2.10 A care pathway is in place and being adhered to for primary angioplasty</p>		
<p>LEAD: Abhi Mantgani – Medical Director</p>		<p>Partially completed, clarity required A map of medicine pathway for angioplasty is in place but needs to be reviewed to assess if it covers primary angioplasty or if, in fact, it should.</p>

<p>ACTION A: Consult with relevant clinical and patient groups to agree and launch a map of medicine care pathway for primary angioplasty</p>		<p><i>Complete desk top review to determine if further work on pathway is required</i></p>
<p>2.11 Retention and completion within cardiac rehabilitation programmes is maximised</p>		
<p>LEAD: Frieda Rimmer – Head of Heart Centres</p> <p>ACTION A: Complete a review of attendance, retention and completion of cardiac rehabilitation programmes, including equity of access from people from most deprived areas and high risk population groups.</p>		<p>Action completed National Team were contacted, as we are not linked into the National Data set, prior data is not available. Audit completed from October to December on patient attendance rates from all postcodes of the Wirral.</p>
<p>LEAD: Frieda Rimmer – Head of Heart Centres</p> <p>ACTION B: Set in place an action plan to improve adherence and increase equity of access</p>		<p>Action completed Audit results analysed and action plan produced and implemented</p>
<p>2.12 Prescribing recommendations for Champix and other smoking cessation treatments are reviewed.</p>		
<p>LEAD: Julia Simms – Head of Medicines Management</p> <p>ACTION A: Current prescribing guidance is reviewed regarding first and second line treatment options.</p>		<p>Action on course for completion Detailed evidence review, costing analysis and benchmarking compared to practice in other NW PCTs completed. Guideline review discussion planned.</p> <p><i>Complete discussion and implement any recommendations</i></p>
<p>2.13 Improve stop smoking success rates from 35% to 50%</p>		

<p>LEAD: Neil Perris – Head of Public Health Provider Services</p> <p>ACTION A: Review support available to intermediate stop smoking services and set in place action to improve follow up and ongoing engagement of smokers to improve success rates</p>		<p>Action complete Specialist Advisors allocated clusters of Intermediates to support with their stop smoking activity. Success rate within Intermediate Services has now increased to 47%. In 08/09 it was 43%. Specialist Service success rate has remained above the 50% target</p> <p><i>Achieve 50% success rates across all intermediate services as well as specialist services</i></p>
<p>2.14 Ensure that smokers with high risk co-morbidities are targeted to stop smoking</p>		
<p>LEAD: Kim Ozano – Smoking Programme Manager</p> <p>ACTION A: Produce action plan to target high risk smokers with support to quit</p>		<p>Action complete Action plan has been produced and is being implemented. Implementation Action Plan has been devised and shared with the Commissioner at the Tobacco Control Meeting on 19/03/10. Links established with key areas in secondary care and Stop Smoking Service. Trust activity reports requested, to be issued monthly. Training needs assessed in key areas. Training dates set. Training packages being developed. Resources available for frontline staff.</p>
<p>2.15 Produce an action plan to address excess cancer deaths in Wirral</p>		
<p>LEAD: Dr Murray Freeman – Clinical Cancer Lead</p> <p>ACTION A: Conduct a review into excess cancer deaths, particularly for women</p>		<p>Action completed An analysis of excess cancer deaths has now been completed for the period 1993-2008. This has been undertaken for the main cancers for men and women –for all cancers. The report is via Standardised Mortality Rates (SMRs) –and provides a useful picture of Wirral in comparison with England, North West and the Industrial hinterlands.</p>
<p>LEAD: Teresa Owen – Public Health Consultant</p> <p>ACTION B: Produce a resourced action plan to reduce cancer</p>		<p>Action completed – ongoing monitoring of excess cancer deaths Using the data from Action A, and other intelligence available from the PHIT and other national sources, and following three meetings of key stakeholders we agreed the priorities and key elements of general action plan. We have agreed to focus on early detection and prevention as our approach to reducing the excess cancer deaths and a Cancer Early Detection and Awareness plan</p>

<p>excess deaths at least in line with statistical neighbours</p>		<p>will be developed. This has been discussed and approved at the Cancer Network Group. The timeline for plan development was agreed at the inaugural Cancer Network meeting. This will address excess deaths as outlined – however given the increasing focus on early detection and the work of the MCCN – this is agreed as the appropriate next step and next requirement.</p>
<p>2.16 Services for breast cancer are reviewed and recommendations implemented</p>		
<p>LEAD: Teresa Owen – Public Health Consultant</p> <p>ACTION A: Commission a review of breast cancer services and make recommendations for areas of improvement</p>		<p>Action in progress PHIT team analysis undertaken (where data available). Because we continue to await data from provider we have split the report into 2. Part 1 review focuses on the burden of disease and is complete and is complete and has been presented to PEC. Part 2 underway and awaiting data. Should be finalised by May.</p> <p><i>Completion of review and recommendations</i></p>
<p>2.17 Identify, support and reduce the risk of excess winter death amongst vulnerable older people</p>		
<p>LEAD: Tina Long – Director of Strategic Partnerships</p> <p>ACTION A: Work in partnership to identify people most at risk from seasonal winter death / hospital admission (winter risk list)</p>		<p>Action in progress Review of excess winter deaths has been completed. Further work is being completed to determine how the winter risk list should be compiled (identify risk factor).</p> <p><i>Complete identification of people at risk</i></p>
<p>LEAD: Tina Long – Director of Strategic Partnerships</p> <p>ACTION B: Ensure there is a care worker in place with agreed care protocols for regularly reviewing the care of those people on the winter risk list</p>		<p>Action in progress Care plans and key workers are being identified for patients who are repeatedly admitted to hospital. This process will be expanded to include the winter risk list when available.</p> <p><i>Complete process and ensure care worker is in place for each person on the at risk list</i></p>
<p>LEAD: Tina Long – Director of Strategic Partnerships</p>		<p>Action completed Winter planning group is in place and is developing partnership plans to manage excess winter</p>

<p>ACTION C: Establish a Winter Planning Group to ensure that partnership plans are in place to manage increased health risk associated with the winter season</p>		<p>deaths prevention.</p>
<p>2.18 Establish care pathways for alcohol</p>		
<p>LEAD: Mindy Rutherford – Alcohol Programme Manager</p> <p>ACTION A: Review, revise and promote care pathways for alcohol</p>		<p>Action complete</p> <ul style="list-style-type: none"> ○ All alcohol service contracts have been amended for 2010 to introduce an obligation for all services to refresh and publish service pathways on NHS map of medicine. ○ Budget has been identified to progress RCGP training programme to improve knowledge relating to the management of harmful and dependent drinkers ○ Service leaflet and staff directory have been produced to promote availability of services. ○
<p>2.19 Review of implementation of care pathway</p>		
<p>LEAD: Mindy Rutherford – Alcohol Programme Manager</p> <p>ACTION A: Identify points in the care pathway for alcohol that have high rates of disengagement and review systems to improve adherence and outcomes (including engagement from hard to reach groups such as those in criminal justice system)</p>		<p>Action complete</p> <p>A baseline audit has been completed and makes quality improvements in respect of pathways for Tier 3 and 4 services. A subgroup will take these forward. Work has commenced on the development of a training resource relating to identification and brief advice. A joint action plan is in place and under review to improve the hospital pathway with support from alcohol engagement workers. Improvements relating to joint alcohol assessments have been made in pathways for homeless people to improve access to resident detoxification and rehabilitation facilities. Redesign proposals are underway to introduce a crisis intervention service to prevent unplanned hospital admissions. Residential assessment pilot has been commissioned to provide up to 72 hour residential assessment service for alcohol users</p>
<p>2.20 Review alcohol interventions to ensure health outcomes from invested resources are maximised</p>		
<p>LEAD: Mindy Rutherford – Alcohol Programme Manager</p> <p>ACTION A:</p>		<p>Action completed</p> <p>Round of informal visits completed and SWOT analysis undertaken. Additional capacity agreed to support evaluation plan development. Logic model draft produced.</p>

<p>Review all existing and planned alcohol interventions and services ensuring there is systematic evaluation of outputs, outcomes and value for money</p>		
<p>2.21 Ensure Children and Young People at risk of repeat self harm or alcohol misuse are provided with effective information on alcohol</p>		
<p>LEAD: Mindy Rutherford – Alcohol Programme Manager</p> <p>ACTION A: Review protocols for providing information to children and young people following self harm to ensure it routinely includes alcohol brief intervention</p>		<p>Action in progress New service commissioned through CAHMs to improve pathways for young people presenting to A&E and hospital as a consequence of alcohol misuse. Progress will be reviewed</p> <p>New Alcohol Prevention programme of work commissioned to address alcohol misuse amongst young people. Projects established from 1st September 2009. An external consultant has been commissioned to develop a guidance document for schools and youth settings on the management of alcohol related incidents. Will complete a draft document for consultation. With a full consultation it is likely to be out to schools and youth settings for September 2010.</p> <p><i>Completion of current planned work</i></p>
<p>2.22 Identify people on GP registers at risk of chronic ill health due to alcohol</p>		
<p>LEAD: Mindy Rutherford – Alcohol Programme Manager</p> <p>ACTION A: Develop a mechanism to identify patients on GP registers that are at risk of chronic ill health due to alcohol</p>		<p>Action partially complete 30/61 GP practices are registered as part of the DES to deliver alcohol screening for newly registered patients with two thirds of referrals into Wirral Alcohol Service Dependant Team originating from GPs.</p> <p><i>Develop a mechanism for screening patients other than newly registered</i></p>
<p>LEAD: Mindy Rutherford – Alcohol Programme Manager</p> <p>ACTION B: Implement a mechanism to search, review and sign post to alcohol pathway and follow up, patients at risk</p>		<p>Action partially complete 30/61 GP practices are registered as part of the DES to deliver alcohol screening for newly registered patients with two thirds of referrals into Wirral Alcohol Service Dependant Team originating from GPs.</p> <p><i>Develop and implement a process for search, review and sign post</i></p>
<p>2.23 Ensure that obese people with co-morbidities are provided with interventions that improve their quality of life and reduce premature mortality</p>		

<p>LEAD: Julie Graham – Acting Head of Health & Wellbeing (Healthy Communities)</p> <p>ACTION A: Establish comprehensive care pathways for primary and secondary prevention and treatment of obesity</p>		<p>Action partially complete. Awaiting review of bariatric pathway Child Obesity – 3 pathways on Map of Medicine Bariatric Pathway (adult) developed meeting next week to discuss review across Cheshire & Merseyside Health & Wellbeing Life Course pathway developed <i>Complete all pathways</i></p>
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Strategic Priority 3: Engage communities and individuals, supporting them to improve their health through the health and wellbeing choices they make

<p>3.1 Reduce smoking prevalence by 8,000 smokers per year</p>		
<p>LEAD: Julie Graham – Acting Head of Health & Wellbeing (Healthy Communities)</p> <p>ACTION A: Develop and implement an action plan to target manual workers and high prevalence communities to achieve an additional 5,000 people stopping smoking each year</p>		<p>Action complete, ongoing monitoring of target required The following achievements are estimates for the end of Q4, however complete accurate data for smoking targets will not be available until June end. Stop Smoking Service - 2,410 4-week quitters Social Marketing Campaign - 500 4-week quitters (Campaign launch Feb 2010) National, Regional and local marketing – 1,500 less smokers from the 20% most deprived areas in Wirral (identified through smoking prevalence and behaviour survey Oct 2009) Total = 4,410 The Stop Smoking Social Marketing Campaign “Your Reason Your Way” - over 1,000 smokers registered with the campaign in the first two months. 70% of these were from the 20% most deprived areas in Wirral.</p>
<p>3.2 Work to a shared vision for partnership, third sector and public engagement</p>		
<p>LEAD: Andy Mills – Head of Engagement</p>		<p>Processes in place to enable action to commence On 10th March 2010, VCAW had approval from existing members of the VCAW ‘Network’ to re-structure WVCSN to become the ‘Wirral 3rd Sector Assembly’.</p>

<p>ACTION A: Agree and complete an engagement process with the voluntary sector to identify key actions and programmes that will impact on health inequalities and the outcomes they will achieve against each of the target timescales</p>		<p>Wirral 3SA will move toward a new model of empowerment which gives voice for the sector through its members. All Third Sector Organisations are eligible for membership. The above forums will provide a platform to agree key actions</p> <p><i>Carry out an engagement process focussed on identifying key actions to impact on health inequalities</i></p>
<p>LEAD: Andy Mills – Head of Engagement</p> <p>ACTION B: Develop a partnership engagement strategy for the Wirral Strategic Partnership</p>		<p>Action completed The cross-borough Comprehensive Engagement Strategy (CES) completed in partnership with LSP and is referenced within NHS Wirral Communications & Engagement Strategy document.</p>
<p>3.3 Identify people not in contact with primary care services and support them to reduce health and wellbeing risk</p>		
<p>LEAD: Julie Graham – Acting Head of Health & Wellbeing (Healthy Communities)</p> <p>ACTION A: Screen 4,000 people per year for vascular risk, targeting people least likely to be in contact with primary care (eg manual workers, men aged 40-75, substance misusers, offenders and homeless)</p>		<p>Action progressing To date 3, 676 Health Checks have been offered and 2081 have been completed within community settings. Plans to utilise the remaining health checks through large scale events are being developed. It is estimated that approximately 3,000 Health checks will be taken up by people in the community by the end of June 2010. This is in addition to health Checks being offered to all 40-74 year olds through GP practices</p> <p><i>Complete planned process</i></p>
<p>LEAD: Neil Perris – Head of Public Health Provider Services</p> <p>ACTION B: Deliver a community programme of activities that support people at high risk of premature mortality</p>		<p>Action complete A Community Programme of activities is now established, focussed in the most deprived areas of Wirral. There is still plenty of scope for expansion and development of the activities available to target those at greatest risk of ill-health. The attendance target for CP activities was 8000. Attendances of the CP between April 2009 – March 2010 = 19,076</p>

<p>to change behaviour through increased physical activity, reducing smoking, reducing alcohol consumption, improved diet and improved mental wellbeing</p>		
<p>LEAD: Neil Perris – Head of Public Health Provider Services</p> <p>ACTION C: Ensure the Health Trainer workforce are linked to practices to support patients at high risk to make lifestyle changes</p>		<p>Action complete Links have been established with GP practices within the HAAs. Health Trainer clinics have been set up in 13 practices with more to follow. A 'core offer' and clear referral pathways for GP practices has been circulated to increase access to all components of the HAA programme.</p>
<p>3.4 Front line staff confidently raise the issue of lifestyle behaviours and provide confident brief interventions and sign posting</p>		
<p>LEAD: Julie Graham – Acting Head of Health & Wellbeing</p> <p>ACTION A: A minimum of 500 front line staff are trained each year</p>		<p>Action complete for year. 691 staff have been trained to date</p> <p>Timetable of courses throughout the year developed and publicised. Target audience widened. Whole-scale team training of various teams in Social Services. Resource pack to accompany training has been developed and is provided to all participants to facilitate discussion with clients.</p>
<p>3.5 Develop and implement a plan for increasing health gain in the most deprived areas of Wirral</p>		
<p>LEAD: Julie Graham – Acting Head of Health & Wellbeing (Healthy Communities)</p>		<p>Partially complete This has been partially achieved. Each individual HAA team has action plans pertinent to their areas. An overarching HAA action plan incorporating new performance indicators from the 2010-</p>

<p>ACTION A: Develop and implement a Health Action Area Plan to accelerate health improvement in the 3% and 20% most deprived areas of Wirral</p>		<p>2011 service specification will be produced. Plan to be developed will reflect changes as a result of the NHS Strategic Plan refresh.</p> <p><i>Develop an integrated plan to improve health in the designated health action area (in addition to plans for the HAA team)</i></p>
<p>3.6 A strategic approach to social marketing is developed</p>		
<p>LEAD: Martin McEwan – Director of Engagement</p> <p>ACTION A: Review resources and programmes currently invested in promoting health and wellbeing to tackle health inequalities</p>		<p>Action complete A programme of activities to tackle the key health needs has been established and prioritised to identify the key areas of focus for social marketing activities. An agreed programme of activity, with alignment of campaigns has been agreed between NHS Wirral and Wirral Borough Council. A joint Public Health and Communications workshop has been held with colleagues across the Cheshire and Merseyside footprint to review options for greater alignment of campaigns across the Cheshire & Merseyside footprint. An audit of social marketing campaigns is currently being completed to identify where efficiencies could be maximised. Involvement in the Cheshire & Merseyside ChaMPs social marketing group is also established to share best practice and review health and wellbeing programmes and resources across the region. Endorsement for the Year of Health and Wellbeing has been incorporated in to NHS Wirral activities and plans to further strengthen messages around key health needs. A detailed evaluation of the Life Channel has been conducted to align campaigns to key health needs and ensure targeted messages in a timely fashion (i.e. to coincide with other local, regional and/or national campaigns)</p>
<p>LEAD: Martin McEwan – Director of Engagement</p> <p>ACTION B: Produce a fully resourced health and wellbeing priority communications plan including social marketing programmes – to cover as a minimum alcohol harm reduction, smoking, recognising early signs and symptoms of stroke and CVD</p>		<p>Action in progress Smoking, alcohol, CVD and Urgent Care social marketing campaigns are underway. Early discussions with PCTs across Merseyside regarding a joint Safe-Sleeping Campaign are ongoing. A joint Social Marketing Officer post between the Communications & Engagement Directorate and Public Health is currently being recruited. This post will support the development, delivery and evaluation of social marketing campaigns to deliver against NHS Wirral key public health targets and strategic objectives. An agreed programme of activity, with alignment of campaigns has been agreed between NHS Wirral and Wirral Borough Council. In-depth insights research (via focus groups, on-street surveys and MOSAIC profiling) across a number of campaigns has been conducted which builds a clearer picture of audience preferences therefore shaping targeted communications approaches. An audit of communications activities is on-going and press activity closely monitored to shape future plans for key health need campaigns (i.e. what works well, what the media pick up on etc.). An account management model has been</p>

		established within the Communications Team to actively support each of the key health needs and to ensure dedicated resource for communications activity planning
3.7 Increase opportunities to provide information about affordable warmth for vulnerable adults		
LEAD: Jan Gill – Head of Health Protection		Action completed 10,000 card thermometers were printed and distributed via Localities in October 2009 to be included in invitations for seasonal flu vaccination along with Dept of Health Winter Warmth booklets
ACTION A: Provide affordable warmth information alongside flu campaign		

Strategic Priority 4: Improve opportunities for children, young people and families

4.1 Reduce under 18 conceptions by 50% (LAA NI 112)		
LEAD: Marie Armitage – Joint Director of Public Health		Action completed, monitoring of target is ongoing Wirral has experienced significant improvements in its teenage conception rate and has now observed a 21% reduction since the 1998 baseline. Recent data shows that there were 249 teenage conceptions in Wirral in 2008, equating to 40.0 per 1000 females aged 15-17 years old, compared to the 2007 rate of 47.4. A multi-agency approach continues to be implemented to reduce the number of unwanted teenage conceptions and support those young people who choose to become parents at an early age. Future work will aim to further develop targeted support for those areas within Wirral which still have a higher than average teenage conception rate and will also act upon recommendations made in the refreshed National Teenage Pregnancy Strategy.
ACTION A: Implement the Teenage Pregnancy Priority Action Plan		
4.2 Reduce the number of children seriously injured or killed due to accidents		
LEAD: Dave Rees – Group Leader Road Safety Services		Action is co-ordinated through Community Safety Partnership Year end actual figure 2009-2010 = 14.5. Previous year's calculation: Child KSI total for 2008 = 14 The target for the percentage change since the base period

<p>ACTION A: Reduce the number of children seriously injured or killed in road traffic accidents (LAA NI 48)</p>		<p>(average of KSI's in 2005; 2006 & 2007) compared to average of KSI's in 2006; 2007 & 2008 was 16.3% This was derived using target data (based on straight line projection between last known KSI info for 2007 and our ultimate target of 19 KSI in 2010) instead of actual data for 2008. The actual performance using the data provided by the police for 2008 is 25.0% Review of multi-agency RoadSafe Action Plan focuses existing and additional resources against high-risk casualty and road user groups. Analysis of KSI casualty data has shown additional actions from last year having overall positive effect on reducing casualties, however actual KSI casualty reduction was not as good as expected during 2009.</p> <p><i>Continue plans to reduce NI 48</i></p>
<p>LEAD: Anne Tattersall – Head of Health & Wellbeing (Children & Young People)</p> <p>ACTION B: Review and revise child accident prevention programmes</p>		<p>Action partially completed Following multi agency review of the Safety Equipment Scheme decision made for Rospa and Moss Alliance to work alongside each other throughout the period of Rospa funding and for both organisations to take part in training organised through Rospa</p> <p><i>Fully implement findings from review</i></p>
<p>4.3 Reduce the proportion of the population that are obese, starting with children and families</p>		
<p>LEAD: Anne Tattersall – Head of Health & Wellbeing (Children & Young People)</p> <p>ACTION A: Reduce the proportion of children aged 4-5 (LAA NI 55) years and 10-11 years that are overweight and obese</p>		<p>Target monitored as part of LAA and strategic plan NCMP results for 2007/08 were as follows: Reception year saw 13.1% overweight and 9.6% Obese whilst Year 6 saw 15.1% overweight and 19.1% obese. NCMP results 2008/09 were released December 2009. The results are as follows: Reception year saw 14% overweight and 9.6% obese and Year 6 saw 14.1% overweight and 20.6% obese. This means that the proportion of children overweight has only reduced in year 6. Six schools identified for additional support through the Active Lifestyles Programme and have attended the one day obesity awareness training. Feedback letters sent to parents for second year running to inform them about their child's weight. Aggregate data to be shared with schools through cluster groups and media strategy agreed to improve public perceptions of programme following recent negative publicity. NHS Wirral identified as a good example for NCMP data sharing as part of DH research NHS Obesity Programme Board in place to monitor contract compliance and impact on obesity through specialist weight management provision. In addition, plans in place to develop multi agency Obesity Steering Group across the Children's Trust partnership with initial meeting to</p>

		<p>canvass commitment to be held 23.4.10 and agree action plan to deliver on targets</p> <p><i>Revise and implement plans to achieve a reduction</i></p>
<p>LEAD: Anne Tattersall – Head of Health & Wellbeing (Children & Young People)</p> <p>ACTION B: Review and implement the Child Obesity Priority Action Plan</p>		<p>Action progressing well Obesity Programme Board established October 2009 to oversee the delivery of the strategic commissioning plan to include monitoring of the NCMP for 2009/10. Child Obesity is a priority area within the Being Healthy Strategic Action Plan (strand of Children & Young Peoples Plan).</p>
<p>LEAD: Anne Tattersall – Head of Health & Wellbeing (Children & Young People)</p> <p>ACTION C: Review and revise care pathways for preventing and treating child obesity</p>		<p>Action completed Childhood obesity care pathway in place and continues to be used. Care pathway for obese pregnant women in developmental stage.</p>
<p>LEAD: Anne Tattersall – Head of Health & Wellbeing (Children & Young People)</p> <p>ACTION D: Increase breast feeding rates with a focus on most deprived areas</p>		<p>Target monitored as part of the Strategic Plan The breastfeeding initiation rate has increased from 429 – 51% in Q4 09/09 to 530 – 58.5% in Q3 09/10. However, breastfeeding maintenance rates remain static.</p> <p>UNICEF breastfeeding training group set up to co-ordinate training for all relevant disciplines across Wirral. Training plan for 2010 produced and Breastfeeding care pathway in development. Breastfeeding social marketing launch confirmed for 22nd June – posters, leaflets and website have been produced.</p> <p>Breast feeding peer support programme commissioned to support breast feeding mothers with focus on 20% mothers from deprived areas. Coordinator and volunteers trained to support new mothers from April 2010. Service launched at Arrowe Park Hospital 13.4.10 – received with much enthusiasm and commitment from midwifery services.</p>

		Review plans for timely achievement of breast feeding maintenance targets
4.4 Protect children from the harmful effects of tobacco		
<p>LEAD: Neil Perris – Head of Public Health Provider Services</p> <p>ACTION A: Set and achieve a target to reduce the proportion of women who continue to smoke through pregnancy</p>		<p>Action completed. Ongoing monitoring of target required Target set was 12, years performance is 47.</p> <p>During the first 3 quarters of 09/10 the Specialist Service has helped 24 pregnant women stop smoking with a success rate of 57%. During 08/09 the annual total of pregnant women stopping smoking was 26 with a 44% success rate</p> <p><i>Whilst the stop smoking service has increased engagement and success with pregnant women, overall numbers of women continuing to smoke throughout pregnancy have risen. Plans to achieve a reduction should be set in place</i></p>
<p>LEAD: Neil Perris – Head of Public Health Provider Services</p> <p>ACTION B: Implement a campaign to reduce childhood exposure to second hand smoke, including training of frontline staff</p>		<p>Action complete but campaign ongoing 150 + Smokefree Homes pledges have been made in the community. 10 teams have been trained to deliver the programme.</p>
4.5 Enable young people to access high quality education, training and employment that provides them with positive life choices		
<p>LEAD: Sheila Lynch – Connexions</p> <p>ACTION A: Reduce the proportion of 16-18 year olds that are not in education, employment or training (LAA NI 117)</p>		<p>Action is monitored via LAA The current 16-18 year old NEET figure at end of Q4 was 8.48%. This equates to 875 young people out of a cohort of 10316. This is a positive reduction against performance at the same time last year when the figure was 9.66%. The Nov/Dec/Jan 3 month average reported figure for Wirral was 8.90%. A borough wide task group has now been established, chaired by the Principal of Wirral Met to understand and address the issues faced by NEET young people within a strategic context.</p>

<p>ACTION B: Set in place policies in the LA partnership agencies to support the training and access to local jobs for Wirral young people</p>		<p>Continue to review and implement plans to reduce NEET</p>
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Strategic Priority 5: Improve and share data and intelligence on health and wellbeing

5.1 Develop shared ownership of progress towards achieving health inequalities targets	
<p>LEAD: Tony Kinsella – Head of Performance & Intelligence</p> <p>ACTION A: Identify key health inequalities metrics and develop reporting (eg MIS)</p>	<p>Q4 Update (Sue Drew) A new basket of indicators is being developed to monitor progress on inequalities. System by which access to the monitoring data is given throughout key stakeholders is still to be decided. The JSNA provides a deep dive into health inequalities data and is used to produce a Health Inequalities Annual Report for 2009/10</p> <p><i>Further develop health inequalities metrics as an indication of progress against key outcomes</i></p>
5.2 Increase use of shared data and intelligence	
<p>LEAD: Tony Kinsella – Head of Performance & Intelligence</p> <p>ACTION A: Develop and implement a Shared Data and Intelligence Plan for health & Wellbeing</p>	<p>Action progressing Key workstreams have been provisionally drafted and are to be agreed at the JSNA Executive group meeting in May.</p> <p><i>Complete development and implementation of plan</i></p>
5.3 Neighbourhood Action Plans identify gaps and opportunities to improve health and wellbeing	
<p>LEAD: Julie Graham – Acting Head of Health & Wellbeing (Healthy Communities)</p> <p>ACTION A: Health & Wellbeing data and intelligence available to neighbourhood management programmes in the 20% most deprived areas are reviewed and made available to compliment local intelligence</p>	<p>Action completed Neighbourhood plans produced for each programme including public health data. JSNA now available in web format to be fully accessible to partnership. Additional health and well-being needs assessment findings to be included in JSNA web site. Physical Activity Needs Assessment being carried out in most deprived areas to precede procurement project that will include target group in selection panel BME Health Needs Assessment completed Awaiting final report from Mental Wellbeing Study HIV/Aids needs assessment currently underway</p>

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