



Economy and Regeneration Overview and Scrutiny Committee

Date:	Monday, 6 June 2011
Time:	6.00 pm
Venue:	Committee Room 1 - Wallasey Town Hall

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AGENDA

1. DECLARATIONS OF INTEREST/PARTY WHIP

Members are asked to consider whether they have personal or prejudicial interests in connection with any item(s) on this agenda and, if so, to declare them and state what they are.

Members are reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they are subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement.

2. MINUTES (Pages 1 - 8)

To receive the minutes of the meeting of the Economy and Regeneration Overview and Scrutiny Committee held on 14 March, 2011.

3. APPOINTMENT OF VICE-CHAIR

The Committee is requested to appoint a Vice-Chair.

4. TERMS OF REFERENCE (Pages 9 - 14)

The terms of reference are attached for Members' information.

5. END OF YEAR PERFORMANCE REPORT 2010-11 (Pages 15 - 24)

6. APPRENTICESHIP PROGRAMME

7. SCRUTINY WORK PROGRAMME 2011/12

The views of the Committee are requested concerning topics to be included in this year's scrutiny work programme

8. FORWARD PLAN

The Forward Plan for the period June to September 2011 has now been published on the Council's intranet/website and Members are invited to review the Plan prior to the meeting in order for the Committee to consider, having regard to the Committee's work programme, whether scrutiny should take place of any items contained within the Plan and, if so, how it could be done within relevant timescales and resources.

9. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR (PART 1)

10. EXEMPT INFORMATION - EXCLUSION OF THE PRESS AND PUBLIC

RECOMMENDATION: That, under section 100 (A) (4) of the Local Government Act 1972, the public be excluded from the meeting during consideration of the following item of business on the grounds that it involves the likely disclosure of exempt information as defined by the relevant paragraphs of Part I of Schedule 12A (as amended) to that Act.

11. REGENERATION UPDATE

The Interim Director of Corporate Services will provide a verbal update on major development schemes within the borough.

12. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR (PART 2)

ECONOMY AND REGENERATION OVERVIEW AND SCRUTINY COMMITTEE

Monday, 14 March 2011

<u>Present:</u>	Councillor	G Davies (Chair)
	Councillors	J Keeley (In place of J Hale) S Mountney (In place of D Knowles) E Boulton M Johnston S Kelly
		A Pritchard D Roberts J Stapleton I Williams
<u>In attendance:</u>	Councillors	Councillor C Blakeley, Cabinet Member, Housing and Community Safety
<u>Apologies</u>	Councillors	Councillor J Hale Councillor D Knowles

72 **DECLARATIONS OF INTEREST/PARTY WHIP**

Members were asked to consider whether they had personal or prejudicial interests in connection with any item(s) on this agenda and, if so, to declare them and state what they were.

Members were reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they were subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement. No such declarations were made.

73 **MINUTES**

The Director of Law, HR and Asset Management submitted the minutes of the meeting held on 24 November, 2010

Resolved – That the minutes be received.

74 **PRESENTATION - HOUSING STRATEGY CONSULTATION**

The Interim Director of Corporate Services submitted a report providing members with an update on the borough wide consultation process for Wirral's draft Housing Strategy 2011 - 2026.

The initial stage of the consultation process, to test the draft strategy and obtain specific views on all of the key issues which inform housing policies and initiatives for the future, had ran for a six week period ending on 10th December 2010. It involved a wide range of key stakeholders, members of the public, formal Partnerships and Forums, with initially over 340 stakeholders formally contacted directly to ask for their views, and a short questionnaire was also made available on the Council's web site for completion.

Over the six week consultation process, 1,369 responses were received, providing a significant amount of feedback to be considered when developing the strategy further. Significantly, 94% (out of the 1263 respondents) answered that they strongly agreed/agreed with the overall long term vision for housing. There was also a significant majority of respondents who agreed that the seven key issues and priorities identified in the strategy were either very important or important.

The consultation process had also identified a number of key issues which people felt should be included and developed further:

- The general use and understanding of terminology in the strategy.
- the provision of supported housing available and that this should be where people want to live. A range of options would be utilised alongside new provision and existing supply including carrying out home adaptations and providing low level support to help people to maintain independent living.
- the future of social housing in relation to length of tenancies. Since the consultation on the housing strategy commenced the government had launched its approach to social housing reform and the use of fixed tenancies on the basis that a social tenancy should not necessarily be for life. The strategy now included a commitment to produce a strategic tenancy policy for the use and review of fixed tenancies by registered providers to influence how this will be managed locally in Wirral.
- the ability of young people being able to access affordable homes irrespective of tenure. The Strategy had been strengthened to take advantage of opportunities such as the potential for shared tenancies and the use of the private rented sector to give wider choice to young people.
- the development of new homes in relation to the quality of open space, landscaping and space standards. A new section was included within the strategy that focused on the work housing undertakes with development control, the Homes and Communities agency, registered providers and private developers, in relation to ensuring new developments deliver to quality standards and that housing and planning policies are closely aligned.

The Housing Strategy Team had subsequently collated and reviewed all of the responses received and adapted and developed the strategy further to incorporate and respond to the issues the consultation process had raised. All of these issues raised have been incorporated into the strategy to reflect local opinion.

The Chair commented that the existing Housing Strategy had served Wirral well but there were new drivers that triggered the need for a review in response to government policies, changes in the housing market, and future funding.

Resolved –

- (1) That the Committee note the results of this consultation process.**
- (2) That the officers be thanked for their work in developing the draft Housing Strategy 2011- 2026.**

75 **PRESENTATION - EQUALITY FRAMEWORK FOR LOCAL GOVERNMENT - COUNCIL PROGRESS TOWARDS EXCELLENCE STATUS**

Further to minute 56 (Scrutiny Programme Board – 2/3/2011) Jacqui Cross, Corporate Equality and Cohesion Manager, gave a presentation on the Equality Duty 2010 to ensure that Members were fully equipped to provide effective scrutiny in the areas identified as being necessary for Excellent accreditation by the summer of 2012.

Jacqui Cross outlined the requirements of the new Equality Duty and highlighted the general and specific duties contained within it. She set out the Fairness Agenda contained within the Government's Equality Strategy 2010 and referred in particular to the role of scrutiny to demonstrate that the Council had met its general and specific duties and was able to demonstrate improvements and outcomes as a result of its equality objectives. She also reported that the Council's 'Equality Watch Scheme 2009 – 2012' was due to be refreshed, to take into consideration the Equality Act 2010 and, consultation would take place across the Council, with partner agencies and among members of the Council's equality watch scheme.

Jacqui Cross responded to questions from members regarding the proposed timetable for reaching 'Excellent' status and key milestone dates within the proposed Action Plan, initiatives to more actively engage with staff and increase the declaration rate workforce equality profiling requirements, and liaison with the private and voluntary sector to encourage them to produce this information.

Resolved – That Jacqui Cross be thanked for her presentation on progress made to date with regard to the Equality Framework for Local Government and Equality Duty 2010.

76 **PRESENTATION - QUARTER 3 PERFORMANCE REPORT 2010/11**

The Interim Director of Corporate Services presented a report comprising an overview of progress made against the indicators for 2010/2011 and key projects which were relevant to the Economy and Regeneration Overview and Scrutiny Committee covering the third quarter, from October to December 2010. Appendix 1 provided the detail of the performance indicators that were reported for the third quarter.

There were 27 indicators that could be reported at this third quarter to this committee. Of these 27, 22 could be compared with the previous year and 24 were reported against target:

- 21 projects were green (all milestones that should have been met at this point had been met).
- 2 projects were amber (critical milestones missed/serious slippage). Corrective action to bring amber projects back on track was provided.

In terms of risks, it was noted that the main risks to the achievement of performance targets was the current economic situation and the availability of external grant funding.

The report highlighted some of the key achievements:

- Work was now underway on the new Asda store in Birkenhead, a development which would result in a £30million investment in the town centre.
- The seaside resorts of New Brighton, Hoylake and West Kirby were getting funding to drive forward economic regeneration. A total of £200,000 had now been agreed by Government to help the towns build on their heritage and take advantage of new opportunities to develop strong economies and communities for the future.
- Invest Wirral continued to support Wirral business initiatives such as the Think Big Grant
- Wirral's performance in Job Seekers Allowance (JSA) rates had been excellent over the last year with a reduction of 2312 claimants in 2010. Wirral had also been the top performing authority for JSA rates for four successive months to December 10.
- The successful Wirral Apprentice programme was set to receive further funding after the Council had confirmed it would invest a further £1 million (possibly matched by ESF). With this latest commitment, the Council will have helped employers to create more than 300 apprenticeships.

The Director responded to questions from members regarding the following indicators:

NI 156 (Holmless households living in temporary accommodation)

Local 6272 (Opportunities to view investment messages)

He also agreed to circulate the latest available information regarding Wirral's youth unemployment figures compared with the regional cohort.

Resolved – That the report and presentation be noted.

77 OUTCOMES FROM EXISTING REGENERATION PROJECTS AND PROGRAMMES AND AN OUTLINE OF FUTURE PROGRAMMES

The Interim Director of Corporate Services presented a report setting out key outcomes that have been achieved to date as a result of the following regeneration programmes:

- Working Neighbourhoods Fund (WNF) – WNF was allocated £30.5 million from April 2008 and was planned to run only until the end of March 2011. Activities progressed through WNF had resulted in a range of outcomes which had a beneficial impact on the Borough. Outcomes from the programme up to the end of December 2010 were set out in paragraph 5.3 (Table 2).
- Business Start and Business Support programmes - A key priority for use of WNF resources had been to ensure that a comprehensive business start and support service was in place. Branded as WirralBiz the programme had outperformed other areas of the north west and details of its achievements were set out in paragraph 6.3
- Future Jobs Fund (FJF) - The Future Jobs Fund (FJF) was launched in 2009 with the aim of creating 150,000 jobs nationally, either for young people unemployed for over 6 months or for those in unemployment 'hotspots'. A successful Liverpool City Region bid secured funding for Wirral to provide 719 six month job placements.

The programme was planned to finish at the end of September 2011. At the end of February 2011 the programme had created 581 posts and was on target to fill the remaining 138 by the end of March 2011. Of the jobs created to date, 29% were in administrative and secretarial occupations, 20% were for Teaching Assistant posts in schools and the remainder were spread across a wide range of activities including environmental work, marketing, IT, maintenance and caretaking, catering, sports coaching and nursery work.

A number of council departments had utilised FJF to pilot new services such as the Dog Foul Warden posts and the Assistant Recycling Officers both of which had now secured core funding to allow continuation of these services.

- Housing Market Renewal (HMRI) - Wirral's HMRI programme which began in 2003 had resulted in the development of 473 new homes and the outputs from the programme were set out in paragraph 8 (Table 5). The Government had announced that there would be no further funding for the HMRI programme, but that resources could be accessed from sources such as the Regional Growth Fund or the New Homes Bonus. Officers were currently discussing these options with the Homes and Communities Agency (HCA). However, the original objectives of the HMRI programme would be reviewed to determine whether they were still relevant or deliverable given the changes in Government policies.

The report also outlined the Government's proposed future regeneration programmes which were being progressed to provide opportunities for addressing local priorities within the borough.

In terms of the Council's response to the changing funding mechanisms, the Council had agreed that additional funding would be made in the budget for 2011/12 to:

- Continue to support the Wirral Apprentice Programme;
- Provide dedicated business advice and support to Wirral businesses;
- Provide grants to businesses to support growth;
- Support the development of social enterprises and mutuals in Wirral;
- Continue to support investment in housing through a range of energy efficiency measures;
- Enable posts funded through WNF to be made permanent;
- Support further housing investment through the capital programme.

There was a general discussion highlighting the need for analysis of outputs from the Council's increased investment in regeneration activities to ensure the expected improvements; funding of the new Apprenticeship Programme; the support currently being given to the different levels of qualification within the Apprenticeship Programme, ways of encouraging the attainment of Level 3 qualifications and access to higher paid employment opportunities; improving the current support for apprentices 19 or over; ways of building on the successes of the Apprentice Programme e.g. Open Days, case studies, mentoring, and an apprentice award scheme.

Resolved –

(1) That the Committee note the progress made in the delivery of the regeneration programmes and projects and also note the outline of the Government's future regeneration programmes.

(2) That the Director report back to the next meeting on the issues raised by Members relating to the development of the Apprentice Training Programme.

78 **WORK PROGRAMME 2010/11**

The Committee received an update report on its work programme.

Resolved – That the work programme be noted.

79 **FORWARD PLAN**

The Committee had been invited to review the Forward Plan prior to the meeting in order for it to consider, having regard to the Committee's work programme, whether scrutiny should take place of any items contained within the Plan and, if so, how it could be done within relevant timescales and resources.

Resolved – That the forward plan be noted.

80 **LOCAL DEVELOPMENT FRAMEWORK - APPOINTMENT OF CONSULTANTS TO CARRY OUT A WATER CYCLE STUDY**

Further to minute 176 (Cabinet – 14/10/2010) the Interim Director of Corporate Services reported concerning the appointment of consultants under his delegated powers to undertake a joint Water Cycle Study with Liverpool City Council as part of the evidence base for the Local Development Framework Core Strategy.

Resolved - That the appointment of Scott Wilson for the sum of £27,800 (excluding VAT) under the delegated powers of the Interim Director of Corporate Services be noted.

81 **EXEMPT INFORMATION - EXCLUSION OF THE PRESS AND PUBLIC**

Resolved – That, under section 100 (A) (4) of the Local Government Act 1972, the public be excluded from the meeting during consideration of the following item of business on the grounds that it involves the likely disclosure of exempt information as defined by the relevant paragraphs of Part I of Schedule 12A (as amended) to that Act. The public interest test had been applied and favoured exclusion.

82 **REGENERATION UPDATE**

The Interim Director of Corporate Services provided an update on major development schemes within the borough.

Resolved - That the report be noted.

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ECONOMY AND REGENERATION OVERVIEW AND SCRUTINY COMMITTEE

The overview and scrutiny committee will:

(i) review and/or scrutinise decisions made or actions taken in connection with the discharge of the Council's functions;

(ii) make reports and/or recommendations to the Council and/or the Cabinet and/or any joint or area committee in connection with any policy or the discharge of any functions;

(iii) consider any matter affecting the area or its inhabitants; and

(iv) exercise the right to call in, for reconsideration, decisions made but not yet implemented by the Executive; and

within the following terms of reference of the Cabinet portfolio(s) indicated:

Regeneration and Planning Strategy

- (1) matters relating to the economic and urban regeneration of Wirral
- (2) the economic regeneration strategy for Wirral.
- (3) all economic regeneration programmes including European programmes, any other Council programmes and residual issues in relation to the Single Regeneration Budget.
- (4) consultation and liaison with all organisations involved in regeneration in Wirral, including NWDA, English Partnerships, GoNW, Learning and Skills Council, Greater Merseyside Enterprise, Wirral Metropolitan College, trade unions, the private sector, the voluntary sector, etc.
- (5) all matters in relation to European issues.
- (6) the promotion of Wirral as a premier location for inward investment through the work of Wirral Direct and other organisations; in consultation with the Cabinet Member for Culture, Tourism and Leisure in the case of tourism initiatives.
- (7) to ensure that an adequate supply of sites and premises is provided in order to cater for the needs of local businesses and to help attract new businesses.
- (8) financial support, where appropriate, to businesses, co-operatives and other profit making and non-profit making ventures for the benefit of Wirral.

- (9) provision of a comprehensive business support service to local companies.
- (10) the development of community employment and training initiatives and other initiatives designed to strengthen the economy of local communities and combat disadvantage including the development of a comprehensive “pathways to Integration” strategy for Wirral.
- (11) monitoring economic trends in Wirral and identifying examples of good practice elsewhere in the field of urban policy and economic regeneration from which Wirral can benefit.
- (12) Lobbying Government and other agencies nationally, regionally and internationally, to ensure that Wirral achieves its economic regeneration objectives.
- (13) Welfare to Work.
- (14) the Development Plan and related plans and policies.
- (15) national, regional and strategic issues, including green belt policy.
- (16) the designation and preservation of conservation areas and liaison with conservation bodies.
- (17) the application of the Planning Acts in relation to:
 - preservation of general amenity
 - shopping improvement areas
 - derelict sites
 - building regulations
 - mineral planning issues
 - contributions to the Council’s urban regeneration initiatives
 - compulsory purchase
- (19) liaison on planning matters with other local authorities and external bodies.
- (20) identification and action in relation to derelict land and building, in liaison with the Cabinet Member for the Environment.

Culture, Tourism and Leisure

- (21) the development, management, implementation and review of all aspects of the Council’s Tourism Strategy. The promotion of Wirral as a location for tourism and in consultation with the Cabinet member for Regeneration and Planning Strategy, to encourage tourism initiatives designed to bring new jobs to the Borough.

Housing and Community Safety

- (22) housing strategy.
- (23) the assessment of housing need including the needs of vulnerable people.
- (24) enabling vulnerable Clients to remain at home, through the provision of low level housing support services (the Supporting People programme).
- (25) the provision of homelessness and housing advice services, including rough sleepers.
- (26) the provision of services to enable access to accommodation.
- (27) the assessment of housing markets.
- (28) housing market restructuring and renewal.
- (29) Housing matters relating to:
- Dealing with unfitness and poor condition
 - Acquisition and clearance
 - Financial policies for home improvement funding
 - Regulation and enforcement of statutory provisions relating to private sector housing
- (30) Housing matters relating to:
- The promotion and monitoring of partnerships to achieve wider strategic housing objectives
 - Monitoring the performance of new Housing Stock Transfer organisations
 - The accreditation and licensing of private landlords
- (31) monitoring and responding to the needs of gypsies and travellers.

All portfolios

- (32) those parts of the Corporate Plan within the remit of this Committee,
- (33) to seek to achieve continuing and improving performance, better value for money and customer satisfaction in respect of those services provided through these areas.
- (34) to support the Council's equal opportunity policies by promoting and monitoring initiatives to encourage equality of opportunity amongst disadvantaged groups including: the disabled, ethnic minorities, the long-term unemployed, the poor, and women;
- (35) to scrutinise Local Area Agreements that fall within the areas set out above and to hold partners to account.

OVERVIEW AND SCRUTINY COMMITTEES - TERMS OF REFERENCE

The specific terms of reference for each overview and scrutiny committee are set out below. Their general functions are as follows:

(a) Policy development and review - Overview and Scrutiny committees may:

- (i) assist the Council and the Cabinet in the development of the budget and policy framework by in-depth analysis of policy issues;
- (ii) conduct research, community and other consultation in the analysis of policy issues and possible options;
- (iii) consider and implement mechanisms to encourage and enhance community participation in the development of policy options;
- (iv) question members of the Cabinet and committees and chief officers about their views on issues and proposals affecting the area; and
- (v) liaise with other external organisations operating in the area (whether national, regional or local) to ensure that the interests of local people are enhanced by collaborative working.

(b) Scrutiny - Overview and Scrutiny committees may:

- (i) review and scrutinise the decisions made by and performance of the Cabinet and committees and Council officers, both in relation to individual decisions and over periods of time;
- (ii) review and scrutinise the performance of the Council in relation to its policy objectives, performance targets and/or particular service areas;
- (iii) question members of the Cabinet and committees, and chief officers, about their decisions and performance, whether generally or in comparison with service plans and targets over a period of time, or in relation to particular decisions, initiatives or projects;
- (iv) make recommendations to the Cabinet or appropriate committees of the Council arising from the outcome of the scrutiny process;
- (v) review and scrutinise the performance of other public bodies in the area and invite reports from them by requesting them to address the overview and scrutiny committee and local people about their activities and performance; and,
- (vi) question and gather evidence from any person (with their consent).

(c) Best Value - Overview and Scrutiny Committees will:

- (i) recommend the terms of reference for best value reviews to the Cabinet;
- (ii) receive progress reports on best value reviews;
- (iii) recommend the final report and improvement plans to Cabinet.

- (d) **Finance** - Overview and Scrutiny Committees may exercise overall responsibility for any finance made available to them.
- (e) **Annual Report** - Overview and Scrutiny Committees may report annually to the Council on their workings and make recommendations for future work programmes and amend working methods if appropriate.
- (f) **Officers** - Overview and Scrutiny Committees may exercise overall responsibility for the work programme of any officers employed to support their work.

SCRUTINY PROGRAMME BOARD

The Scrutiny Programme Board will:

- (i) approve and co-ordinate the work programme for the five themed overview and scrutiny committees including resolving any conflict between such committees;
- (ii) allocate work to (or remove work from) any of the five overview and scrutiny committees
- (iii) review or scrutinise decisions made or other actions taken in relation to any executive functions, particularly (but not exclusively) in relation to cross-cutting issues or matters not within the terms of reference of any of the five themed overview and scrutiny committees.
- (iv) consider any call-in notices in relation to any executive functions and determine such notices or allocate them to one or more of the five themed overview and scrutiny committees as it considers most appropriate.
- (v) be responsible for the development and monitoring of an annual scrutiny work programme;
- (vi) undertake scrutiny in its own right with regard to cross-cutting or strategic issues not covered by other overview and scrutiny committees;
- (vii) identify and share good scrutiny practice across all overview and scrutiny committees.

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WIRRAL COUNCIL

ECONOMY AND REGENERATION OVERVIEW AND SCRUTINY COMMITTEE

6TH JUNE 2011

SUBJECT:	2010/11 Year End Economy and Regeneration Overview and Scrutiny Committee
WARD/S AFFECTED:	All
REPORT OF:	Interim Director of Corporate Services
RESPONSIBLE PORTFOLIO HOLDER:	Councillor Phil Davies, Councillor George Davies
KEY DECISION:	No

1.0 EXECUTIVE SUMMARY

1.1 This report provides an overview of progress made against the indicators for 2010/11 and key projects which are relevant to the Economy & Regeneration Overview and Scrutiny Committee

2.0 RECOMMENDATION/S

2.1 That the report is noted.

3.0 REASON/S FOR RECOMMENDATION/S

3.1 This report provides a quarterly progress report on delivering the Council's Corporate Plan and projects relevant to this overview and scrutiny committee.

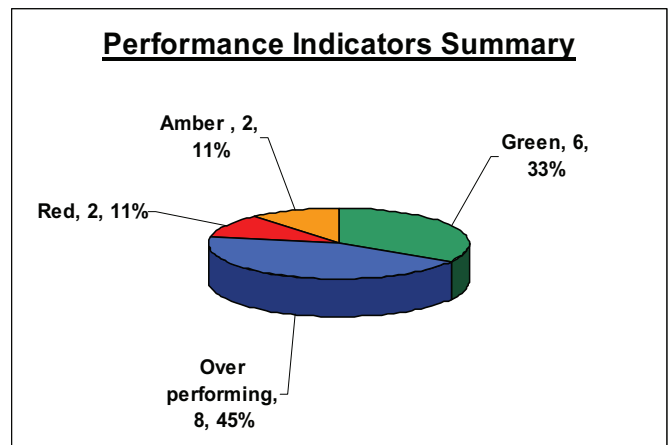
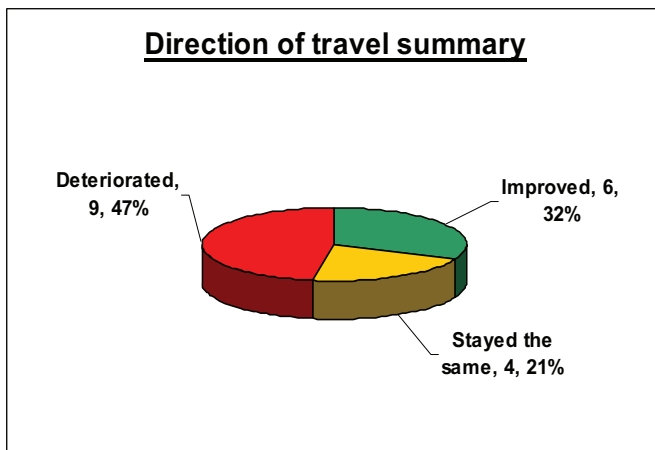
4.0 BACKGROUND AND KEY ISSUES

4.1 Performance Summary

This report sets out the overall performance against the 2010/11 projects relevant to the Economy & Regeneration overview and scrutiny committee.

- 23 projects are green and these are listed in Appendix 2 (all milestones that should have been met at this point have been met)
- No projects are red or amber.

4.2 There are 21 indicators that can be reported at this year end to the Economy & Regeneration Overview and Scrutiny committee. Of these 21, 15 can be compared with the previous year and 18 can be reported against target.



4.3 Appendix 1 provides the status of all the 2010/11 indicators that can be reported to this scrutiny committee at year end.

4.4 **Performance Headlines**

- The number of jobs created has exceeded the target.
- The Wirral Waters proposals were not called in by the Secretary of State and planning permission has been given.
- Peel announced that their preferred location for the International Trade Centre was at West Float, Birkenhead. This is a unique development and has the potential to create significant investment and employment opportunities.
- A major development of the New Brighton waterfront is on site and good progress is being made by Neptune Developments to bring investment and employment to this area.
- A major development by ASDA is on site in Birkenhead Town Centre. This project and the associated highway improvements will bring significant investment and employment opportunities.
- The Apprenticeship Programme has seen a further £1million investment. The Wirral Apprentice is one of the ways the Council is helping to tackle the Borough's unemployment rate, particularly within the 18-24 year old age range. This investment will see the creation of 146 new jobs, primarily within small and medium sized firms taking The Wirral Apprentice programme to over 300 jobs since its launch in September 2009. It has also received a North West award.
- During 2010/11 300 affordable housing units have been completed within Wirral. This has surpassed the original target which was set and has been achieved by the Council securing additional funding from Government Initiatives via the Homes and Communities Agency.
- Of the 300 units, some 119 extra care units for older people have been delivered offering housing for both rent and shared ownership and a further 23 shared equity homes aimed at supporting first time buyers and supporting developers.

- Wirral Council's Cosy Homes Insulation Programme which is funded by Wirral Council and British Gas commenced in October 2010 and is now well underway with 7654 measures installed into private properties across Wirral, which represents a 131,929,256 kg per annum CO₂ saving in the borough.
- Wirral's Cosy Homes Insulation Programme offers loft and cavity wall insulation subject to an initial technical survey to establish the levels of insulation required, and a maximum grant allowance. The insulation is usually free of charge and this has been the case for the vast majority of Wirral residents who have already benefited from the Scheme.
- The Programme, which has also created 30 jobs locally, has made insulation available to private properties throughout the Borough, and included a targeted campaign in certain areas from the Council's delivery partner Energy Projects Plus, to encourage take-up
- There has been significant over performance of the HMRI Programme resulting from additional HCA investment secured to accelerate clearance and demolition to help support new build. This has been further enhanced by the higher than expected take up of refurbishment programmes such as group repair in Birkenhead and Energy efficiency improvements.

4.5 **Performance Issues – Indicators**

The following indicators have missed the 2010/11 year end target and are therefore assessed as **red** or **amber**.

Portfolio	PI no	Title	2010/2011 Target	2010/2011 Actual	On target	Direction of travel
Housing and Community Safety	NI 156	Number of homeless households living in Temporary Accommodation	4 (Lower is Better)	6	Red	Deteriorated
Context: The increase reflects a 51% increase in the number of statutory homeless acceptances compared with the previous financial year, despite an increase in homeless prevention activity.						
Corrective Action: We will continue to work with Registered Social Landlords (RSLs) and the private sector to source suitable move-on accommodation for those we have a statutory duty to provide move on accommodation, and to maintain a high success rate in homeless prevention (377 homeless prevention cases in 2010/11).						

Portfolio	PI no	Title	2010/2011 Target	2010/2011 Actual	On target	Direction of travel
Housing and Community Safety	LOCAL 6302	Percentage of lettings to people with priority need status	66%	42%	Red	N/A
<p>Context: Two thirds of properties are allocated through Wirralhomes with priority given to households with urgent need status and one third are allocated according to how long the applicant has been on the list. Due to the bidding behaviour of applicants which includes some of those in urgent need being particularly selective in their areas of choice, this has resulted in a higher proportion of property than expected being allocated to households who are not in urgent housing need.</p>						
<p>Corrective Action: We will consult with the Wirralhomes partner landlords and elected members to consider increasing the proportion of properties which are advertised where priority is be given to households with urgent need status, pending the introduction of sub-regional Choice Based Lettings in early 2012.</p>						

Portfolio	PI no	Title	2010/2011 Target	2010/2011 Actual	On target	Direction of travel
Culture, Tourism and Leisure	LOCAL 6285	Attendance at core events	60000	56296	Amber	Deteriorated
<p>Context: Whole year position is 56,296 - slightly short of end of year target due to slight overestimate for Port Sunlight Christmas Fayre and overestimate of target for Food & Drink Festival due to previous less robust methodologies around event research. Though attendance at Wirral Food Festival - was extremely good (especially on the Monday) it was less than had been forecast. The Port Sunlight Christmas Food Fayre attendance numbers were slightly less than the target but it was a successful event as the first ever one and is expected that attendance will grow further in 2011.</p>						
<p>Corrective Action: The methodology around calculating attendance/spend will be more robust in the next financial year and to do this we will liaise closely with The Mersey Partnership Research Service, and to ensure Indicator targets set are realistic.</p>						

Portfolio	PI no	Title	2010/2011 Target	2010/2011 Actual	On target	Direction of travel
Culture, Tourism and Leisure	LOCAL 6286	Spend at core events	£2916200	£2729577	Amber	Deteriorated
<p>Context: Overall year performance of this PI directly affected by PI 6285- an overestimate of target attendees figures for the Christmas Food fayre and the Wirral Food and Drink Festival.</p>						
<p>Corrective Action: The methodology will be more robust in next financial year to calculate the target for spend at events and we will liaise closely with The Mersey Partnership Research Service, and to ensure Indicator targets set are realistic.</p>						

Performance Issues – Projects

4.6 There are no projects assessed as red or amber at year end.

5.0 RELEVANT RISKS

5.1 The main risks to the achievement of performance targets are as follows:

- The economic situation
- The availability of national resources
- Continued housing market stagnation and lack of mortgage liquidity.

6.0 OTHER OPTIONS CONSIDERED

6.1 Not applicable

7.0 CONSULTATION

7.1 There are no specific consultation implications arising from this report.

8.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

8.1 There are no specific voluntary, community or faith implications arising from this report.

9.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

9.1 There are no direct resource implications arising from this report.

10.0 LEGAL IMPLICATIONS

10.1 There are no specific legal implications arising from this report.

11.0 EQUALITIES IMPLICATIONS

11.1 The implementation of the Council's corporate plan will have positive equal opportunities impact. The projects and activities identified in the Corporate Plan are included in the ongoing programme of equality impact assessments.

11.2 Equality Impact Assessment (EIA)

- (a) Is an EIA required? Yes
- (b) If 'yes', has one been completed? Yes

11.3 An equality impact assessment has been completed on the Council's corporate planning framework

12.0 CARBON REDUCTION IMPLICATIONS

12.1 There are no specific carbon reduction implications arising from this report.

13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS




13.1 There are no specific planning or community implications arising from this report.

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Interim Director of Corporate Services

PERFORMANCE INDICATOR SUMMARY

PI No.	Title	2010/2011 Target	2010/2011 Actual	On Target	Direction of Travel
NI 141	Percentage of vulnerable people achieving independent living	78	74.27	Green	↔
NI 142	Percentage of vulnerable people supported to maintain independent living	99	98.59	Green	↔
NI 151	Overall Employment rate (working-age) (WNF)	-2.6%	65.7%	n/a	n/a
NI 155	Number of affordable homes delivered (gross)	187	317	Over Performing	↑
NI 156	Number of homeless households living in Temporary Accommodation	4	6 (Lower is Better)	Red	↓
NI 163	Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher	73.7%	71.7%	Green	↔
NI 164	Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher	49.8%	48.0%	Green	↔
LOCAL 6247	Number of jobs created via Invest Wirral	325	544	Over Performing	↓
LOCAL 6282	GVA per capita	£13338	£11478	Red	n/a
LOCAL 6285	Attendance at core events	60000	56296	Amber	↓
LOCAL 6286	Spend at core events	£2916200	£2729577	Amber	↓
LOCAL 6289	Number of successful inward investment projects supported by Invest Wirral	4	6	Over Performing	↑
LOCAL 6291	Indigenous company investment projects supported by Invest Wirral	50	149	Over Performing	↑
LOCAL 6292	Account Management - number of businesses engaged with via account managers through Invest Wirral	750	1050	Over Performing	↑

PI No.	Title	2010/2011 Target	2010/2011 Actual	On Target	Direction of Travel
LOCAL 6296	Total number of homes acquired, demolished, refurbished or built as a result of HMRI investment	930	1482	Over Performing	
LOCAL 6297	Number of new business start-ups supported through Councils Business Start Programme	300	386	Over Performing	
LOCAL 6298	Number of businesses supported through Councils Business Start Programme and still operating 12 months after commencement	210	248	Over Performing	
LOCAL 6301	The number of households fully completing Mortgage Rescue	12	18	n/a	n/a
LOCAL 6302	Percentage of lettings to people with priority need status	66%	42%	Red	n/a
LOCAL 6303	% of Working Wirral project outputs delivered as commissioned in line with Working Wirral priority outcomes	100%	No data until July 2011 due to external claims from recipients of grants not being returned until end of June in line with funding agreement letters		
LOCAL 6304	Number of people enabled to remain in own home following adaptation	1500	1501	Green	n/a
LOCAL 6305	Number of joint funded adaptations to social housing	140	141	Green	n/a

KEY PROJECT SUMMARY

Projects Assessed as Green

The following projects have been assessed as **green** (all milestones that should have been met at this point have been met):

- Economic Recovery Plan for Wirral, including targeted intervention such as Wirral Apprenticeship Scheme and Future Jobs Fund programme
- Business support activities, including Think Big grants (£20k +), business investment grants (£4-20k), business engagement (seconded Business Link advocates located in Invest Wirral offices)
- Delivering Investment Strategy Projects, including Wirral Waters
- Progressing the Local Development Framework
- Leading the implementation of the new Growth Point Development Programme
- Implementing the International Links Strategy
- Development of Next Generation Access for Wirral. Phase 1 will focus on the investment and business areas. Phase 2 will focus on the residential areas
- Future Jobs Fund
- Wirral Business Forum, engaging with Wirral businesses and key sectors
- Grants to business
- Business Start Up Service
- Wirral Apprenticeship Scheme
- Refreshing and monitoring Wirral's Employment and Skills Strategy
- Leading on the strategic development of Working Wirral activities
- Working Wirral Programme
- Advancing Assets Programme
- Fuel Poverty Programme (Carbon Reduction)
- Affordable Housing Programme
- Improve access to rented accommodation through new Sub Regional Choice Based Lettings
- Increase housing options and homeless prevention activity including mortgage repossessions
- HMRI New Build Programme
- Improving access to & maintaining independence in settled accommodation for vulnerable groups
- Deliver adaptations programme including the Hub System and RSL protocol

REFERENCE MATERIAL

Not applicable.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Quarter One Economy and Regeneration Scrutiny Committee Report	15th September 2010
Quarter Two Economy and Regeneration Scrutiny Committee Report	24th November 2010

