☼WIRRAL

Local Strategic Partnership Executive Board (not a public meeting)

Date:	**Thursday, 19 January 2012**
Time:	**5.00 pm**
Venue:	**Mersey Maritime, Monks Ferry, Birkenhead**

AGENDA

1. **WELCOME, APOLOGIES, INTRODUCTIONS**

2. **MINUTES FROM PREVIOUS MEETING (Pages 1 - 4)**

3. **DECLARATIONS OF INTEREST**

4. **WIRRAL LOCAL STRATEGIC PARTNERSHIP REVIEW (Pages 5 - 10)**

5. **WIRRAL COMPACT (Pages 11 - 14)**

6. **THIRD LOCAL TRANSPORT FOR MERSEYSIDE - A NEW MOBILITY CULTURE FOR MERSEYSIDE (Pages 15 - 50)**

7. **WIRRAL'S CHILD POVERTY STRATEGY (Pages 51 - 72)**

   Presentation.

8. **NEIGHBOURHOOD PLANS**

   Presentation.

9. **ANY OTHER BUSINESS**

10. **DATE OF NEXT MEETING**

    To be confirmed.
    Venue – Mersey Maritime

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Agenda Item 2

Minutes - Local Strategic Partnership - Executive Board
(*Not a public meeting*)
Wednesday 23RD February 2011

Present	
Chair	Cllr Jeff Green (Leader, Conservative Group, Wirral Council)
Public Sector	Cllr Simon Holbrook (Leader, Liberal Democrat Group. Wirral Council), Jim Wilkie (Chief Executive, Wirral Council), Mike Hagen (Merseyside Fire and Rescue Service), John Martin (Merseyside Police), Chris Allen (Wirral's Strategic Housing Partnership)
Voluntary, Community & Faith Sector	Karen Denman (Voluntary and Community Action Wirral) and Roy Sheriff (Third Sector Assembly)
Private Sector	Neil Dutton (Federation of Small Businesses), Alberto Bertali
Secretariat	Emma Degg (Wirral Council), Lucy Beed (Wirral Council) Howard Cooper (Wirral Council), Kevin Adderley (Wirral Council) Fiona Johnstone (NHS Wirral & Wirral Council), Peter Molyneux (Wirral Council)
In Attendance	Richard Perry (GONW)
Apologies	Cllr Steve Foulkes (Leader, Labour Group), Wirral Council, Kathy Doran (Chief Executive, NHS Wirral), Len Richards (Wirral University Teaching Hospital NHS Foundation Trust), Sheena Cumiskey (Wirral and Cheshire Partnership Trust), Ken Davies (Wirral Chamber of Commerce), Brian Simpson (Wirral Partnership Homes), The Rt Rev Keith Sinclair (Bishop of Birkenhead), Annette Roberts (VCAW), David Armstrong (Director of Children's Services)

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Minute 244 - WELCOME, APOLOGIES, INTRODUCTIONS

Apologies received as stated above.

The Chair welcomed Karen Denman, Roy Sheriff and Chris Allen to the meeting.

Minute 245 - ACTIONS AND AGREEMENTS FROM PREVIOUS MEETINGS

Actions and agreements from meeting held on <u>Wednesday 29th September 2010</u>

Minute 236 - Volunteering

To note the progress to date of the volunteering project and partners would consider how they could support the project

That the project should seek representation at the LSP Recession Monitoring Group meeting and consider its exit strategy

To continue to receive further progress reports in due course

Minute 237 – Local Transport Plan – LTP 3 – Update on draft preferred strategy consultation

To note the progress and consultation work to date for the LTP3

Partners would respond individually through their own internal processes to the consultation questions as available online at www.transportmerseyside.org.

To circulate today's presentation to partners for reference

To continue to receive further progress reports in due course

Minute 238 – 'Wirral's Future' Be a Part of it

To note the progress and work to date for the 'Wirral's Future' Be a Part of it' consultation

That partners could consider their wider involvement in future consultation processes

To continue to receive further progress reports in due course and share information relevant to the work of partner organisations

To circulate today's presentation to partners for reference

Minute 239 – 2010 Governance review and future partnership challenges

Provide the LSP Executive Board with a further report to the next meeting on the potential for change for the LSP, what that process might look like and what further steps should be taken to ensure the LSP is 'fit for future purpose'

Minute 240 – Local Enterprise Partnerships – Regional Growth Fund

Note the details of the report on LEPs and agreed to receive future updates as and when the bid was successful.

Minute 241 – Child and Family Poverty Strategy for Wirral

Note the approach and progress to date in developing a Child and Family Poverty Strategy for Wirral.

Support the proposal that Wirral LSP Management Group act as the Child Poverty Management Board, subject to consideration by Wirral Council's Cabinet as the statutory lead organisation for the Child Poverty Act.

To continue to receive updates on progress in developing the Child and Family Poverty Strategy prior to its adoption in April 2011.

Minute 242 – Any Other Business

Workshop date for the Adaptation to Climate Change is set for the afternoon of Tuesday 16th November 2010 at Wallasey Town Hall and requested that partners please submit their organisational / sector nominations to Hazel Edwards, 0151 606 2423 at Wirral Council's Sustainability Team

Minute Decision :
Resolved that -
1) The minutes and actions of the 29th September meeting were accepted as a true record.

Minute 246 - DECLARATIONS OF INTEREST

There were no declarations of interest made by board members.

Minute 247 – QUARTER THREE LOCAL AREA AGREEMENT PERFORMANCE AND RISK REPORT

Lucy Beed presented the LSP Executive Board with an overview of performance against the 2008-2011 local area agreement (LAA) at the third quarter. The report provided a summary of performance against the LAA improvement targets and a summary of risks and performance for each of the six LAA themes.

In response to a discussion regarding young people not in education, employment and training, Chris Allen queried whether funding was available for the apprenticeship programme which Kevin Adderley confirmed that funding and places are available.

Kevin Adderley advised that he will liaise with David Armstrong, Interim Director of Children's Services regarding the work of the 14-19 Strategic Partnership to reduce the numbers of young people not in education, employment and training.

Howard Cooper responded to questions raised regarding numbers of looked after children. Howard advised that the number included 100 children and young people who are in the care of their parents and a further 100 who are cared for by other members of their family. These cases continue to require active management. Howard also advised that the recent Ofsted assessment concluded that it was confident that the current number was a safe number for those children and young people who are looked after.

In response to a performance issue relating to street cleanliness, the Chair requested further information to be provided regarding the calculation of this indicator.

Resolved

Executive Board members noted the third quarter performance and risk information contained within the report and requested that updates for the identified actions be provided at the next meeting.

Minute 248 – LOCAL STRATEGIC PARTNERSHIP REVIEW

Richard Perry presented the LSP Executive Board with an overview of the findings from the recent review of Wirral Local Strategic Partnership. All members of the Executive Board and Assembly members have been approached and have had the opportunity to express their thoughts and views with regards to the future role of the LSP.

The Chair concluded following the presentation that there were three options available for the board; abolish, reform or replace and requested the views of the board regarding the future of the local strategic partnership.

The board concluded that the LSP Executive would be reformed with new terms of reference and clarity with regards to the accountability of the board. There was a consensus among all board members that the board needed to focus on a few key priorities that does not duplicate the work of other partnership groups.

The Chair requested that Emma Degg undertake a review of the partnership structures which currently are within the Local Strategic Partnership and report back to the next meeting. The role of the LSP Assembly will be discussed at the next Assemble meeting

The Chair also requested that the new terms of reference included expectations of board for board members to sign up to and requested a review of the board's membership. It was also requested that the frequency of the meetings be reviewed

The board thanked Richard Perry and John Highton for their work on the review.

Resolved

Executive Board members requested a new terms of reference and work programme which includes a review of membership will be reported to the next meeting, along with a review of other partnership structures.

Minute 243 – DATE AND TIME OF NEXT MEETING

Venue Mersey Maritime

Wednesday 14 September 2011, 5.00 – 7.00pm

Draft Memorandum of Understanding

Wirral's Local Strategic Partnership Executive Board

Aims and objectives of Wirral's Local Strategic Partnership Executive Board

Wirral's Local Strategic Partnership Executive Board ("the LSP Executive Board") will lead and develop the vision for the Borough of Wirral set out in the Sustainable Community Strategy.

The LSP Executive Board will provide strategic guidance to Partner Organisations and relevant partnerships operating within Wirral's Strategic Partnership.

Members of the LSP Executive Board shall work collaboratively to remove any barriers that hinder or otherwise prevent the vision for the Borough of Wirral being achieved

The LSP Executive Board shall pro-actively promote and implement the LSP Board Principles.

Principles of Wirral's Strategic Partnership Executive Board

All Partner Organisations agree to work together actively to achieve the aims and objectives of the LSP Executive Board through demonstrating and championing:

- Visible commitment and 'ownership' of matters and issues;
- Mutual trust and respect;
- Openness and transparency;
- Effective communication and accountability;
- Shared ownership of resources where appropriate;
- Combined expertise;
- Creative and innovative solutions to problems;
- Identification and sharing of best practice, based on mutual learning;
- Removal of barriers to equality of access and opportunity;
- Clear purpose, clarity of expectations and agreed targets for action;
- Shared mechanisms for risk management, monitoring, evaluation, reviewing and reporting on performance, progress and success;
- Meeting Wirral's COMPACT agreement.

Terms of Reference

The LSP Executive Board will provide strategic guidance on:

- The development of the Sustainable Community Strategy as the principle driver for delivering a shared vision and priorities for Wirral;

- Ensuring that the area's child poverty strategy is delivered and is aligned to the Sustainable Community Strategy;

- Emerging partnership issues and challenge;

- Opportunities for joint partnership working across Wirral;

and

- Oversee the delivery of the Sustainable Community Strategy through the established thematic partnership arrangements outlined below.

Emerging issues can be referred to the LSP Executive Board from these partnerships to address any barriers or provide a strategic direction.

These partnerships will provide their expertise to the LSP Executive Board should any emerging issue require further investigation.

Wirral Community Safety Partnership

Wirral's Community Safety Partnership, Safer Wirral, is a statutory partnership between the Council, Merseyside Police, the Health Service Merseyside Police Authority, Merseyside Fire and Rescue Service and the Merseyside Probation Trust.

The partnership's strategy was drawn up following analysis of partnership data and public consultation, and aims to make Wirral a safer place, through a variety of initiatives. It has priorities to:

- Reduce crime and anti social behaviour.
- Reduce reoffending by adult and young offenders
- Reduce the impact of substance misuse

Wirral Children's Trust

The main objectives of Wirral's Children's Trust are to:

- Work across professional and agency boundaries to make a difference to the experience and life chances of children, young people and their families.
- Agree priorities and actions for children's services ensuring safeguarding underpins all activity and provide a framework for the effective operation of local arrangements.

There is no statutory requirement to have this partnership;
however partnership working is essential for delivering effective children's services. This partnership will continue building on the positive work that has been brought about by the Children's Trust arrangements.

Wirral Health and Wellbeing Board

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Wirral's Health and Wellbeing Board is currently established with a draft terms of reference. It is intended that this board should become statutory under the Health and Social Care Bill.

The main objectives of Wirral's Health and Wellbeing Board are to:

- To develop a shared understanding of the needs of the local community through the development of an agreed Joint Strategic Needs Assessment
- To seek to meet those needs through leading on the development and publication of a high-level Joint Health & Wellbeing Strategy.
- To consider and take advantage of opportunities to more closely integrate health and social care services in commissioning and provision.

Wirral Economic Development and Skills Partnership

Wirral Economic Development and Skills (WEDS) partnership is a strategic group within Wirral's Local Strategic Partnership responsible for developing, monitoring and influencing cross agency strategic approaches to employment and skills in Wirral. Formed in 2007, it currently consists of a strategic and operational group.

It should be noted that following significant restructuring of the employment and skills landscape, the partnership has seen a shift in its strategic decision making responsibility. As a result, WEDS partners are now in the process of considering the future role and remit of the partnership. Initial discussion has proposed to amalgamate the strategic and operational group into a single working group with decision making capacity where appropriate. Over the coming months WEDS partners will identify key themes which will contribute to the development of a forward work plan which will determine the focus and appropriate attendance.

Wirral Strategic Housing Partnership

The objectives of the Wirral's Strategic Housing Partnership are to:

- Enable effective partnership working between public, private and the voluntary, community and faith sector when taking a strategic view of the sector.
- Ensure the vision of Wirral's Housing Strategy and its strategic priorities are delivered.

Wirral Climate Change Group

The purpose of the Wirral Climate Change Group is to:

- Support the development an implementation of the Wirral Climate Change Strategy
- Add value to, and improve the impact of, partner work relating to climate change mitigation and adaptation, through:

- information exchange;
- sharing lessons from experience;
- co-ordination of reporting and monitoring; and co-ordination of action, where appropriate - including the development of partnership projects and funding bids where opportunities arise
- Promote engagement with and a wider understanding of climate change and sustainability across partner organisations and in the wider community
- Assist the Local Strategic Partnership (LSP) to deliver a high quality living and working environment in support of objectives in the Sustainable Community Strategy with particular reference to climate change
- Provide a forum for the LSP to conduct appraisals of the action being taken to deliver the Sustainable Community Strategy

Composition

The LSP Executive Board will include the following organisations ("Partner Organisations"):

- Wirral Council
- NHS Wirral
- Wirral University Hospital Trust
- Cheshire and Wirral Partnership Trust
- Merseyside Police
- Merseyside Fire and Rescue Service
- Job Centre Plus
- Skills Funding Agency
- Federation of Small Business
- Wirral Chamber of Commerce
- Voluntary, Community and Faith Sector
- Private Sector

The LSP Executive Board may vary its composition through the addition or removal of organisations as it considers appropriate.

LSP Executive Board Membership and Terms of Office (current membership)

Chair: Leader of Wirral Metropolitan Borough Council

Deputy Chair: Chief Executive, Wirral Metropolitan Borough Council

Membership will include the following representatives from each Partner Organisation (unless otherwise varied):

- Wirral Metropolitan Borough Council (Leaders of the political groups and the Council's Chief Executive)
- NHS Wirral (Chief Executive)
- Wirral University Hospital Trust (Chief Executive)
- Cheshire and Wirral Partnership Trust (Chief Executive)

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- Merseyside Police (Area Commander)
- Merseyside Fire and Rescue Service (Area Manager)
- Job Centre Plus (nominated representative)
- Skills Funding Agency (nominated representative)
- Federation of Small Business (nominated representative)
- Wirral Chamber of Commerce (nominated representative)
- Voluntary, Community and Faith Sector (nominated representatives)

("Members")

Advisory roles:

- Director of Public Health

The Membership and Advisory Roles will be amended in accordance with any variation to the LSP Executive Board's composition.

The Membership of LSP Executive Board will be reviewed on an annual basis in order to ensure it is works efficiently and effectively.

Quorum and Frequency of Meetings

LSP Executive Board will meet on a quarterly basis at an agreed venue(s) determined by the LSP Executive Board.

A schedule of the LSP Executive Board's meetings will be agreed on an annual basis by all its Members.

A Member may nominate an authorised representative (with full voting powers) to attend any LSP Executive Board meeting on his/her behalf.

The LSP Executive Board shall be quorate providing at least 50% of all the Members (or their authorised representatives) are in attendance at its meeting.

LSP Executive Board meetings will not be open to the public.

All relevant agendas, reports, minutes and documents relating a LSP Executive Board meeting will be published using Wirral Council's Modern.Gov website site at least 5 working days prior to the relevant meeting.

All Members (including any authorised representative) are required to adhere to the Memorandum of Understanding and promote the Principles of Wirral's Strategic Partnership Executive Board.

Any Member who has the support of at least 50% of the other Members (or their authorised representatives) may request that an extraordinary meeting of the LSP Executive Board be convened. Any such request must be in writing to the Chair of the LSP Executive Board who shall upon receipt promptly convene an extraordinary meeting of the LSP Executive Board which shall not be earlier than ten (10) working days from the date the request was received.

Decision Making and Accountability

The LSP Executive Board is not a statutory or decision making body.

The LSP Executive Board shall make recommendations to one or more Partner Organisations providing recommendations are agreed by at least 50% of the Members of the LSP Executive Board present at the meeting.

All recommendations made by the LSP Executive Board shall only have effect if it is approved by the relevant Partner Organisation(s) in accordance with their own decision making and governance arrangements.

The LSP Executive Board is accountable to each Partner Organisation.

Disrepute and Conflict Resolution

Members of the LSP Executive Board:

- Must not use their position improperly, confer on, or secure for themselves or any other person, an advantage or disadvantage
- Must ensure that activities are not undertaken for political purposes
- Must not unduly influence any person in the paid employment of any of the partner agencies

Secretariat

Wirral Council will provide appropriate secretariat support (including arrangement of meetings and preparation of agendas) ("the Secretariat").

The Secretariat will be supported by the appropriate working groups established to coordinate the work of the LSP Executive Board.

Equalities and Inclusion

The LSP Executive Board will pro-actively promote and encourage compliance with relevant equality and diversity obligations and requirements and good practice; and shall in particular promote fair treatment and equality of opportunity for all living and working with the Borough of Wirral.

Equality impact assessments will be carried out as appropriate.

Termination

Any Partner Organisation may leave the LSP Executive Board by giving one month's written notice, which must be served upon the Chair of the LSP Executive Board.

Review and alteration to the Memorandum of Understanding

The LSP Executive Board will review this Memorandum of Understanding on an annual basis.

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Wirral Relationships Poll

In August 2011, the Wirral Compact Working Group contacted a range of individuals from both sectors with a relationship poll developed nationally by Compact Voice.

The aim of the poll was to establish how relationships between the voluntary, community and faith sector and the public sector had fared over the last twelve months and to ask for comments or suggestions for improving this in the future. In order to achieve this, the group developed a short survey/relationships poll as this was the easiest way to gather the information.

Individuals were asked to respond to this survey as an individual NOT on behalf on their organisation. All responses were anonymous.

Detailed in the following summary is the quantitative data, the qualitative information will be presented at the LSP Board on 19th January.

1. I am from

		Response Percent	Response Count
A public body		44.0%	22
A local voluntary, community or faith group or organisation		**56.0%**	**28**
		answered question	50
		skipped question	0

2. Has working together between public bodies and local groups improved during the last year?

		Response Percent	Response Count
Improved a great deal		26.0%	13
Improved a little		**34.0%**	**17**
No change		18.0%	9
Got worse slightly		10.0%	5
Got worse a great deal		6.0%	3
Unsure		6.0%	3
Please provide any additional comments you wish to make & Please provide any suggestions for how working together can be improved			20
		answered question	50
		skipped question	0

3. How would you expect relations to change in the coming year?

		Response Percent	Response Count
Improve a great deal		22.4%	11
Improve a little		**34.7%**	**17**
No change		6.1%	3
Get worse slightly		16.3%	8
Get worse a great deal		8.2%	4
Unsure		12.2%	6
Please provide any additional comments you wish to make & Please provide any suggestions for how relationships can be improved			13
	answered question		49
	skipped question		1

4. Do you agree with the following statement? "Public bodies generally recognise the independence of local groups in practice." (e.g. managing own affairs, campaigning.)
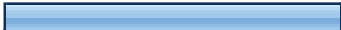
		Response Percent	Response Count
Strongly agree		12.0%	6
agree		**52.0%**	**26**
Neither agree or disagree		18.0%	9
disagree		16.0%	8
Disagree strongly		2.0%	1
Unsure		4.0%	2
Please provide any additional comments you wish to make & Please provide any suggestions for how statutory bodies can better recognise independence can be improved			12
	answered question		50
	skipped question		0

5. Do you agree with the following statement? "Local groups work well with the council and other public bodies to achieve better outcomes for the community."

		Response Percent	Response Count
Strongly agree		12.0%	6
agree		**54.0%**	**27**
Neither agree or disagree		22.0%	11
disagree		12.0%	6
Disagree strongly		0.0%	0
Unsure		0.0%	0

Please provide any additional comments you wish to make & Please provide any suggestions for how outcomes for the community can be improved — 10

answered question	**50**
skipped question	**0**

6. Do you feel that you are engaged with by colleagues from other sectors?

		Response Percent	Response Count
Strongly agree		10.0%	5
agree		**56.0%**	**28**
Neither agree or disagree		14.0%	7
disagree		16.0%	8
Disagree strongly		4.0%	2
Unsure		2.0%	1

Please provide any additional comments you wish to make & Please provide any suggestions for how engagement can be improved — 9

answered question	**50**
skipped question	**0**

A New Mobility Culture for Merseyside

The third Local Transport Plan for Merseyside

Summary

A city region, committed to a low carbon future which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.

LOCAL TRANSPORT PLAN
M E R S E Y S I D E

Public Transport | Goods | Walking | Cycling | Traffic

Our third Local Transport Plan (LTP) marks the end of a long and inclusive process designed to set out the best possible strategy for enhancing and improving transport for Merseyside.

We continue to plan in uncertain and volatile times. The effects of the recent recession and its possible longer term financial impacts locally mean that forecasting remains more fraught with difficulty than normal. This third Plan makes our best estimates for the future, based on all the available evidence we have gathered. It is however, only a reflection of where we currently find ourselves. It will need constant review and updating to reflect changing circumstances.

We were gratified by the level of interest shown during our two periods of consultation in 2010. Working in partnership, not only with the local authorities and major stakeholders such as the transport operators and business interests, but also the community sector and local interest groups has always marked the way we have achieved success. That platform will stand us in good stead over the next few years.

This is more important than ever, given the much reduced levels of funding we now have at our disposal. We will be starting to implement LTP3 with only one third of the funding with which we started the final year of LTP2. The scale of the challenge we all face to ensure Merseyside has the transport network that will support its future growth, reduce its carbon output and help improve the health and wellbeing of its residents is therefore great.

We recognise the need to change the way we work. That is why we set out in this LTP the need for a new mobility culture. By this we mean, the need to find better ways of matching our transport network with new developments, new and smarter ways of travelling around and delivering transport services that ensure the efficient movement of people and goods.

This cannot be achieved by the Merseyside Transport Partnership (MTP) working in isolation, but must embrace all our stakeholders. That is why a constant theme in this LTP is the need to work with partners and stakeholders to address common objectives

In the short term at least, it will be difficult to deliver some of our ambitions. But the Government has recognised the importance of continuing transport investment through recent decisions to electrify the rail lines to Manchester and Wigan and to support the Thornton/Switch Island link in Sefton and Mersey Gateway in Halton. We will continue to work with Government for more investment and with partners and stakeholders to examine ways and means of securing the right level of investment for Merseyside.

Our LTP sets out a Vision and Strategy that will guide us for the future.

Mark Dowd OBE
Chair of Merseyside Integrated
Transport Authority

Neil Scales OBE
Chief Executive & Director General, Merseytravel
Chair of Merseyside Transport Partnership

Summary

Summary

Introduction

1. Responsibility for the LTP rests with the Integrated Transport Authority (ITA), but is developed and delivered in close collaboration with the five Merseyside local authorities, who together with Merseytravel form the Merseyside Transport Partnership. The LTP provides the transport strategy and plans for the county of Merseyside.

2. The Liverpool City Region (LCR) is made up of the five Merseyside local authorities and Halton Council. Halton have their own LTP [Ref 1], but there has been close collaboration across the city region so that the two LTPs provide a united approach for the future development of the city region's transport needs.

3. The introduction of the third LTP marks the end of a sustained period of evidence gathering and consultation to help us find the best strategy for the future. We issued *Challenges and Opportunities*, [Ref 2] for initial consultation in March 2010 and this was followed in September with the draft Preferred Strategy [Ref 3]. We had high levels of interest throughout this period and published our Options Review [Ref 4] in January 2011, setting out the final issues that needed to be considered for the LTP.

    The LTP is in three parts:-

    *   Part One sets out our Strategy and summarises our overall approach and technical appraisal.

    *   Part Two provides a more detailed explanation as to how we aim to deliver against the Goals we have set to support the Strategy.

    *   Part Three is the Implementation Plan setting out the programmes that the Merseyside Transport Partnership, made up of the five local authorities and Merseytravel, plan to deliver over the next four years. In addition, there are a number of supporting technical annexes and extensive evidence base that underpin our plans.

The technical annexes are listed below:-

Annexe One	Supporting Local Strategic Partnerships
Annexe Two	Possible funding sources
Annexe Three	Forecasting and modelling
Annexe Four	Freight Strategy
Annexe Five	Intelligent Transport Systems Strategy
Annexe Six	Active Travel Strategy
Annexe Seven	Disadvantaged Communities Research
Annexe Eight	Merseyside Cycle and Short Trip Evidence Study
Annexe Nine	LTP3 Consultation Report
Annexe Ten	Merseyside Authorities Air Quality Action Plans

In addition there are a large number of monitoring and research reports. A summary of the main findings is provided as an annexe to this summary.

All documents can be viewed from 1st April, 2011 at:-

www.TransportMerseyside.org

Summary

The Headlines

The statutory framework

4.   This LTP provides the statutory framework for the policies and plans that will guide the future provision of transport in Merseyside.

5.   The Government has now set its course. We have a new policy framework within which we have set our third LTP. Critically, we also now know that levels of funding are well below what we planned for in the draft Preferred Strategy [Ref 3]. We start the third LTP period with about a third of the funding we enjoyed in the last year of LTP2.

6.   The new Local Transport White Paper, *'Creating Growth, Cutting Carbon'*[Ref 5], has demonstrated the Government's continuing commitment to addressing the twin peaks of providing a transport system that supports sustainable economic growth whilst addressing carbon reduction. These are entirely consistent with our local priorities, alongside promoting and improving health and wellbeing, in order to address inequality and social exclusion.

Vision, Goals and Actions

7.   The LTP is set within the context of the vision for the Liverpool City Region:-

'To establish our status as a thriving international city region by 2030'

8.   Our vision for our transport network is:-

A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.

9.   In order to meet our challenges and maximise our opportunities, we believe that we have to use our past successes as a springboard for a new approach and create ***a new Mobility Culture*** that recognises the need to find new and smarter ways of travelling around and ensuring the efficient movement of people and goods, in order to support sustainable economic growth, reduce carbon emissions and promote health and wellbeing.

10.   In order to support the city region and achieve our transport vision we have set six goals.

One - Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships.

Two - Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.

Three - Ensure the transport system promotes and enables improved health and wellbeing and road safety.

Four - Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

Five - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

Six - Maintain our assets to a high standard.

Please note all goals have equal status.

Part Two provides greater detail of how the Strategy will deliver our six goals.

11.   Within the context of our longer term Strategy and current funding levels, the priorities for the period until 2014/15 are:-

    (a)   **Prioritise maintenance programmes.** This will meet the priorities of the LCR by ensuring that the network allows for the efficient movement of people and goods, provides a safe environment for vulnerable members of the community and encourages cycling and walking. It must also become more resilient to extreme weather.

    (b)   **Expand the range of public transport services including examining the role of other providers**. This could expand service availability and seek to continue initiatives such as Neighbourhood Travel Co-ordinators. It will also see the introduction of Statutory Quality Partnerships (SQP) on key bus corridors. These measures will also have a direct impact in disadvantaged areas, creating greater opportunities to travel, access employment and foster wellbeing.

    (c)   **Begin to implement the next generation of technology**. This will improve information systems for all users and will maintain free flowing networks, increase journey opportunities and integrate a wide range of transport uses. The introduction of smart cards will offer a range of benefits to a wide spectrum of users.

(d) **Work with the Freight Quality Partnership (FQP) and other parties to develop and enhance the freight and logistics network**. This will strengthen Merseyside's competitiveness, support SuperPort and access to the Port, reduce the impact of freight movement on local communities, promote the use of rail and make a major contribution to reducing carbon outputs.

(e) **Implement the Active Travel Strategy.** This will improve and expand facilities to encourage cycling and walking, which will have major health benefits, contribute to reducing carbon and increase accessibility to employment and services.

(f) **Implement the Low Emissions Strategy.** This will reduce carbon emissions, improve air quality and health and provide a stimulus to the creation of new jobs in support of the low carbon economy.

(g) **Increase promotion of sustainable travel and behaviour change and support the Decade of Health and Wellbeing.** This will reinforce the advantages of change to create a healthier and low carbon Merseyside and develop the foundations for the area to join other sustainable and successful city regions.

(h) **Confirm the role of the Road Safety Partnership and introduce measures to control excessive speed on the highway network**. This will sustain the high quality enforcement delivered by Merseyside Police in recent years and by the introduction of an extensive network of low speed zones, create safer roads, encourage more cycling and walking and therefore improve health.

12. The Strategy must also take a longer look forward, so we will undertake the following as part of our planning for the period from 2015 to address change and potential new major proposals.

(a) **Fully integrating the LTP with the Local Development Frameworks (LDF) and Community Strategies**. This will provide a robust planning framework linking transport and future developments, (potentially through Infrastructure Development Plans (IDP) in ways that can ensure the right level and scale of investment, reduce long distance travel, improve accessibility and provide a framework for future funding.

(b) **Prepare a complementary strategy that seeks to reduce reliance on oil.** This will set out how we can make the transport system more resilient to rising fuel prices and insecurity of supply, but which will also assist in addressing carbon emissions and encouraging a low carbon economy.

(c) **Collaboration and co-operation**. Work with planners and developers to improve existing assets and reduce reliance on transport capital solutions.

(d) **Maximise funding opportunities**. Work with the private sector, operators and other agencies to achieve our ambitions and take an innovative approach to ensure clever use of available resources including pooling and sharing, in pursuit of shared objectives.

Impacts assessment

13. The LTP has been subject to a statutory Impacts Assessment. In overall terms, this has concluded that LTP3 is likely to have a positive effect on the environment, equalities and health, although some measures will have an effect in areas such as land take, habitat loss, waste generation and resource use. In these cases mitigation measures to take forward will include appropriate design, construction, operation and maintenance measures.

How the LTP will support our main priorities

14. The following table summarises the main ways that we believe the Strategy and actions set out in this LTP will help address our three overarching priorities.

Summary

Supporting sustainable economic growth	Addressing carbon reduction in Merseyside	Supporting health and wellbeing
• We will ensure this LTP forms the basis of considerations by the city region and the Local Enterprise Partnership (LEP) for future transport demands and requirements to meet the city region priorities. • We will seek to work with the LEP and Department for Transport (DfT) in determining priorities as set out in the Local Transport and Local Growth White Papers. • This will include consideration of measures and funding to support the transformational programmes and other priorities brought forward by the LEP and LCR. • We will work with partners to produce a clear strategy to reduce reliance on oil and cheap fossil fuels. Reducing the reliance on fossil fuels for transport will insulate local businesses and public services against rising fuel prices, which are anticipated to cost the area an additional £260 million per year by 2024.	• We will reduce carbon emissions by addressing the three elements of transport transformation, which are; vehicles, fuels and mobility. • To do this we are investigating innovative ways of incentivising the use of environmentally friendly vehicles, for example by charging differential fees for low emission vehicles at Merseytravel bus stations and using procurement policies to favour suppliers with less polluting vehicles. • We are also working with businesses to improve awareness of the financial saving potential of purchasing highly efficient vehicles and supporting them to make that change. • In developing a strategy to identify the future fuels requirements of business, communities and public transport operators and planning for how this infrastructure could be delivered, the LTP will enable the prompt uptake of new low carbon technologies.	• LTP will support Decade of Health and Wellbeing, by assisting cross sector working that can bring about fundamental changes to Merseyside's health and wellbeing. • Measures to support sustainable economic growth and address carbon emissions will be fundamental to this approach in drawing together our proposals with housing, health and planning in ways that can provide a healthy high quality environment. • The LTP will support the city region priorities within the framework of good planning systems that will help to provide developments that encourage non car transport and use of sustainable modes. • We will address inequalities and wellbeing by seeking to ensure equal access to jobs, education health and other key opportunities. This will provide particular benefits in our most disadvantaged communities.

Supporting sustainable economic growth	Addressing carbon reduction in Merseyside	Supporting health and wellbeing
• We will link LTP closely to local authority planning regimes, particularly the LDFs, to ensure land use and locational choices are linked to existing transport assets and seek to reduce unnecessary and lengthy journeys.	• This will help stimulate the local economy and make clear links with the transformational programme around the low carbon economy.	• We will work to ensure that we fully meet our equalities requirements across all members of the community. We will aim to provide more than the basic requirements.
• We will plan for the future by working with the private sector to ensure future transport demands are taken fully into account in future developments such as Liverpool and Wirral Waters and Post Panamax development at Seaforth.	• We will work closely with the emerging strategies for Green Infrastructure to offer further means by which good planning and new technology will stimulate business growth, reduce carbon and improve health.	• We will continue to strive for equality of travel opportunity by working with programmes such as the City Employment and Skills Strategy and with the LCR Child Poverty and Improving Life Chances Commission and associated Child Poverty and Improving Life Chances Strategy.
(In doing so we will expect realistic planning assumptions in line with this Plan).	• We will work to change the way that transport is planned, so that sustainable modes become the option of choice and are available to all. The new mobility culture sets out our vision for a transport system which is integrated with housing, planning, health and environmental policies.	• We will particularly look to ensure a new generation of travel information ensures everybody has equal access to service provision.
• We will continue to manage congestion and overcrowding and improve journey reliability both on the highway and public transport network.	• To achieve this we will continue to promote smarter choices via TravelWise and our Active Travel Strategy which help to promote and increase the use of the lowest carbon modes of transport.	• We will continue to work with operators and other partners to examine means by which we can reduce the cost of travel.
• To help us achieve this we will make targeted investments to improve capacity and efficiency through measures such as better information systems, vehicle detection, smart cards and selective infrastructure measures.		• Travelsafe will continue to ensure that fear for personal security does not produce a barrier to travel particularly in accessing work and education.
		• We will implement a range of measures that can mitigate the worst

Supporting sustainable economic growth	Addressing carbon reduction in Merseyside	Supporting health and wellbeing
• We will continue to work with the private sector and the Chambers of Commerce to ensure efficient movement for the freight and logistics industry through our FQP. • We will help business by seeking to ensure good access to employment through a range of initiatives including collaboration with the City Employment Strategy (CES) and in doing so improve the pool of labour and open up new opportunities to those seeking work. • Our focus on disadvantaged communities will help address worklessness, help growth and open up opportunities to work education and health and address social inclusion. • In addressing our local priorities to reduce carbon outputs from the transport sector we will help growth by opening up opportunities in new low carbon transport technologies.	• Measures to improve the public transport network will improve customer satisfaction, reliability and availability, making it a more natural choice for more people. • We will strive to reduce levels of stationary and slow-moving traffic which produce greater levels of carbon emissions by continuing to manage congestion. • This in turn will help improve air quality. • We are ensuring, as a priority, that we reduce carbon emissions from our own operations by taking opportunities to improve the energy efficiency of street lighting and signage, traffic signals and buildings. • We will bring forward further proposals to examine impacts that could result from future fossil fuel shortages in our 'Peak oil' proposals. • A clean, green and sustainable city region will help attract investment.	impacts of transport in our most disadvantaged areas. • We will seek to improve air quality, reduce noise, provide safer and higher quality street environments that will encourage walking and cycling that reduce congestion and carbon outputs and improve the health of the community. • We will use our road hierarchy to examine and implement low speed zones where appropriate in order to create people friendly streets that reduce accidents, encourage active travel and improve the urban environment. • We will work with proposals for implementing green infrastructure programmes. • We will continue to develop our public rights of way. • We will use our TravelWise programme and revised Active Travel Strategy to promote behaviour change and smarter choices particularly in areas such as cycling and walking.

15. Full details of our proposed actions are provided in the tables at the end of Part One.

16. Our Strategy for the new mobility culture is about effecting a change to reach our vision, for a sustainable and equitable transport network, as the table below summarises.

The sustainable and equitable transport network

Factor	Business as usual – Unsustainable	New mobility culture – a sustainable transport network.
Transport volume	High numbers of trips and longer trip distances.	Demand for travel is reduced and journeys are short.
Transport modes	Reliance on private motorised transport for passengers. This has major adverse health impacts.	High numbers of trips are made by public or non-motorised transport and freight is carried by rail and other low-carbon modes. Active travel encourages improved health.
Technology	Vehicles rely on inefficient fossil-fuels, network is inefficiently managed.	Low carbon vehicle technologies are mainstreamed.
Transport pricing	The price paid by users does not cover the full costs; pollution, air quality, road accidents – encouraging motorised vehicle use.	The price paid by transport users reflects true costs and encourages environmentally friendly alternatives.
Resilience to climate change/peak oil	Transport systems are highly vulnerable to changes in the climate and reduced oil supplies.	Transport assets are developed in a way that is resilient towards changes in climate and reduced oil supplies.

Based on Institute for Transport and Development Policy, August 2010

Summary

The critical role of transport

Maximising opportunities

17.   We want the Liverpool City Region to be a vibrant, economically successful, low carbon city region which improves quality of life for all residents. This reinforces the importance of synergies between, not only, our transport policies but with wider policy areas. Therefore we need to identify policies and measures that can add significantly to this overarching objective by contributing to as many different strands as possible and all at the same time.

18.   All the evidence suggests that sustainable cities are successful cities. They are able to attract inward investment because they have high quality environments, skills, health and wellbeing. Cities like Copenhagen, Vancouver and Hamburg are places most other cities would aspire to be like.

19.   Successful world cities have grasped the notion that having high levels of cycling, walking and public transport use is a sign of prosperity and wellbeing. The recently published, *'Building the low carbon economy on Merseyside'* [Ref 6] has confirmed this and shown how most of the report's sixteen exemplar cities who are building low carbon economies are also pursuing sustainable transport development. They in turn continue to thrive as they become magnets for inward investment based on their high quality of life. We believe Merseyside has the opportunity to grasp the opportunities through a similar approach.

20.   The evidence therefore provides a compelling case that acting together to address climate change, can drive sustainable economic growth, promote health and wellbeing and create attractive environments, exploiting Merseyside's many natural and built attributes in ways that begins to emulate the world's successful cities.

Meeting common objectives

21.   A report by the Cabinet Office and DfT [Ref 7] set out the importance of good urban transport and how it could have triple benefits across health, regeneration and urban environments. We believe the impacts are even more wide ranging, but in order to achieve such gains we want our strategy and policies to work very hard and to deliver on multiple objectives. Any one measure, policy or intervention must explicitly deliver concrete result on as many headline themes as possible.

22.   This is also about Value for Money (VFM) and synergy and these are two strong organising principles especially in a period of budget cuts and major reductions in local transport funding.

23.   In relation to transport, Sir David King, former Chief Scientific Advisor to the Government has noted, [Ref 8] that as well as technological change and innovation;

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'we will also need to go beyond the designs of the vehicles and fuels themselves and look at changing urban design, buildings and improving mass transportation systems and changing the ways people drive. This of course is independent of the additional but pressing imperative to reduce carbon emissions and prevent dangerous climate change. **Put the two together and the case for change becomes overwhelming'.**

24. The Marmot report *Fair Society, Healthy Lives* [Ref 9] states specifically the need to link transport, housing, planning and describes how in;

    'creating and developing sustainable places and communities , many policies which would help mitigate climate change would also help reduce health inequalities – for instance more walking cycling and green spaces'

Sustainable economic growth

Cities that meet the challenge of sustainability will leap ahead of others by attracting people who demand a healthy and culturally-rich lifestyle [Ref 10]

Our Cities Ourselves: 10 Principles for Transport in Urban Life
Institute for Transportation & Development Policy, June 2010

25. If we start from the position laid out by Sir David King, we believe that the policies we set out later to address climate change and plan for a transport system less dependent on oil, will also play a major role in securing increasing economic growth, not only by creating the sort of environment set out above, but in helping to create opportunities in new transport technologies. Through developing initiatives such as the LCR's bid to Plugged in Places; [Ref 11] or working toward a carbon neutral rail network, we will be contributing directly to the city regions aspirations for a low carbon economy. There are major opportunities to work with the regions two motor manufacturers to develop new vehicle technologies.

26. This final element in creating a virtuous circle that embraces and links economic growth, climate change and health and wellbeing is confirmed by the Governments recent White paper, *'Local Growth ensuring every places' opportunity'* [Ref 5] which sets out the following:-

The role of transport in growth

The transport sector itself, through the research and development of innovative transport technologies, is working to develop the new skills and jobs that will be needed to support a low carbon economy in the future. The Government is committed to investing in future transport infrastructure and has taken the hard decisions about priorities, to secure the transport investment that will support the national economic recovery.

Transport plays a crucial role in supporting economic development and creating the opportunities for growth. Millions of people every day rely on our transport networks to go to work and to access essential services, such as hospitals and schools. Businesses rely on our national and international connectivity to offer services and deliver goods and to drive growth opportunities across different sectors and in different places.

Summary

Strategy and Implementation

A new landscape

27.   Although there is the welcome introduction of the Local Sustainable Transport Fund, (LSTF), [Ref 12] and the possibility of additional funding from other new initiatives such as the Regional Growth Fund (RGF) [Ref 13], funding overall is much reduced from that which we have enjoyed over the past 10 years. It is clear that our ability to deliver the Vision and Goals we have set within this LTP will be severely affected, at least in the short term.

28.   The Government has presented us with new challenges and opportunities beyond just financial constraints. The regional structures provided by Government Office for the North West and the North West Regional Development Agency [Ref 14], have been dismantled and replaced with LEPs [Ref 15], which, along with localism and the Big Society, [Ref 16] set out new and radical ways of working at the local level.

Challenges and Opportunities

29.   There are approximately 4 million trips starting and finishing in Merseyside every day. This presents a huge and diverse challenge to meet the many competing transport demands. The City Centre represents the single most concentrated location for trips and it is important we secure its long term wealth and vitality as the key economic driver of the city region. However, we must also address the fact that large numbers of trips are taking place across Merseyside and for a wide range of purposes; freight and accessing education are particularly important.

30.   Our Vision and Goals reiterate the clear need, in line with Government policy, to both support the sustainable economic growth of Merseyside and to address climate change by reducing transport's carbon output. They also support and promote our commitment to help improve and promote health and wellbeing in order to address inequality and social exclusion. We have a major commitment to support the Decade of Health and Wellbeing launched in January 2011 [Ref 17].

31.   To achieve our aims we must have policies and plans that meet multiple objectives. We also explain our concerns regarding the security of future oil supplies, as we believe these issues must be addressed in tandem with the drive for sustainable economic growth and our proposals for a low carbon economy. Recent concerns over the price of fuel have reinforced this imperative.

32.   We believe our Vision and Goals and our ambitions for a new mobility culture are the right ones for Merseyside because we have to change how we plan, provide and promote future transport provision. We also believe that a time of fiscal constraint is not a time for retrenchment, but one for bold and innovative actions to achieve multiple objectives, by pooling resources and expertise across a wide number of policy areas.

33. The previous ten years have seen considerable development of the local transport network. Similar levels of investment are unlikely for the foreseeable future, but we have a lasting legacy of a modern and extensive rail and bus system. The Government's commitment to electrify the lines to Manchester and Wigan will offer further significant improvements. Likewise the highways network has also seen extensive improvements through recent major schemes such as Edge Lane and the completion of Hall Lane. Further improvements are planned with the Government's support to the Thornton - Switch Island link and Mersey Gateway schemes.

34. Despite this, evidence still points clearly to Merseyside being delineated by mobility rich and mobility poor communities, where lack of transport choice is having a major impact on inequalities and access to jobs and opportunities. A major imperative for our plans is therefore improving equality of travel opportunity for all but in a way that is part of a truly sustainable approach.

Future prospects

35. For Merseyside, in common with most other areas, future economic growth and development may be less easily achieved than in the recent past, at least in the short term. LTP looks forward as far as 2024, but nobody can be clear about what sort of world we will be living in then. That is why the LTP also sets out clear proposals, through the Implementation Plan for the shorter term to 2014/15. We must be flexible in our approach to take account of inevitable change and constantly review our proposals and plans.

36. There are real hopes that there will be major developments at locations such as Liverpool and Wirral Waters and the Port of Liverpool. At the moment plans for these developments remain uncertain in terms of scale and timescales.

37. Wirral Waters has obtained outline planning consent. The phasing has not been confirmed but the extent of the transport infrastructure has been agreed and will be brought forward in line with stages of development for delivery up to 2030. The Port of Liverpool plans for the post Panamax facility at Seaforth are now being taken forward by Peel Ports [Ref 18]. The new facility is anticipated to generate additional freight traffic and the recently completed Port Access study will inform the Port Masterplan currently under development [Ref 19].

38. Our Strategy is therefore designed to be flexible in its approach and to ensure that appropriate transport measures are put in place to support these developments at the right time.

A new Mobility Culture

39. A new Mobility Culture means developing a transport system which supports the objectives and aspirations of all communities and stakeholders across Merseyside. It is about developing a transport system that provides real sustainable options and which supports the continuing regeneration and economic development of the city region.

40.   However, the new Mobility Culture goes further than that; it is also about equality. It is about delivering a transport system which ensures that people have more equal access to employment opportunities, education and health facilities and to leisure, cultural and sporting resources. In this sense it goes beyond traditional transport planning and must be integrated with and support, health, environmental, education, housing and planning policies. The 2010 Year of Wellbeing has provided a clear example of how this approach can be taken forward [Ref 20]. The recently launched Decade of Health and Wellbeing presents a real opportunity to deliver this over the lifetime of this LTP.

41.   As Decade of Health and Wellbeing makes clear, to be successful it will require simultaneous action across the economy, health and environment if we are to build a community that is equal, prosperous green and healthy.

42.   This process has been graphically explained by Dr. Ruth Hussey, Regional Director of Public Health, in the development tree approach illustrated below. This assumes that measures to improve the economy go hand in hand with measures to improve the environment and health. Not acting in any one of those areas will seriously damage the impact in the other sectors. This reinforces the need to work across sectors and seek multiple benefits from funding opportunities.
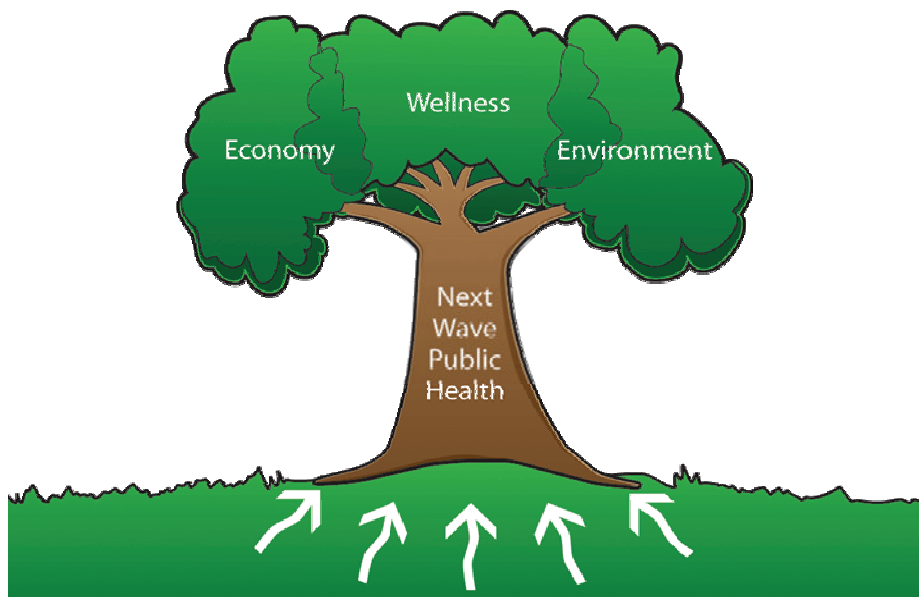
43.   If we can get this approach right, transport will help to:-

(a)   Create a resilient city region that will support a strong and vigorous internationally competitive economy at the same time as increasing its ability to deal with challenges in the future from climate change, increases in oil prices, interruptions in oil supply and economic down turns.

(b)   Create a city region of opportunity where all sections of the community can make contact with as many goods and services as possible including jobs, training, education and social, leisure and recreational activities that increase quality of life.

(c)   Contribute to a low carbon city region that recognises the responsibilities of all cities to play a leadership role in carbon reduction and celebrates the opportunities this provides to create competitive and sustainable jobs in green technology industries and activities.

(d)   Create a healthy city region where all transport options, including walking and cycling facilities link to spatial planning and send strong signals in support of high levels of physical activity.

(e)   Create a high quality liveable city region that improves air quality, reduces noise levels and creates highly attractive public spaces and cultural offerings building on the achievements of the Capital of Culture.

44.   We also believe that our approach will provide a critical input to emerging proposals arising from the 'Building the low carbon economy on Merseyside' report noted earlier, for Liverpool to seek to become European Green Capital. This is a proposal we support.

The Strategy

45.   Our Strategy is grounded in our approach to placing transport firmly within the wider priorities and policies of the LCR and seeking common aims and goals with other partners and stakeholders to make the most of the resources we have and maximise the benefits to the people of Merseyside. This is a common thread running through this Strategy.

46.   At the current time we are fully supportive of the rationale set out in the Local Transport White Paper, *'Creating Growth, Cutting Carbon'*, of treating our Strategy as a package that works best together and where small scale interventions can have potentially disproportionate benefits.

47.   In summary our Strategy is underpinned by three key principles:-

(a)   Demonstrate VFM, effectiveness and efficiency in a funding constrained environment;

(b)   Address multiple objectives with other core policy areas to address common goals; and

(c)   Undertake resilient planning to ensure capacity for future development and economic and policy and funding changes.

Summary

Forecasts and impacts of the Strategy

48. Longer term forecasting, particularly at the present time is an uncertain science. We have used the best evidence available to us at the time of writing, including shared and jointly agreed forecasts with local authorities about likely future economic development and housing projections. We say more about this in Chapter Four.

49. Results presented in the tables below show our primary "do minimum" and "final strategy" forecasts for Merseyside. Do minimum refers to a future where there is no additional transport investment over and above that already in place or committed. Therefore the do minimum does include committed schemes such as the Liverpool - Manchester/Wigan electrification and Thornton – Switch Island link road for example.

Do minimum forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	8%	-4%
	Change to 2024	23%	-7%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	9%	-3%
	Change to 2024	27%	-3%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	9%	-3%
	Change to 2024	22%	-5%

Final Strategy forecasts of Merseyside transport demand (by time period and mode) for 2014 and 2024

Modelled Time Period	Year/Change	Highway Trips	Public Transport Trips
AM Peak (8-9am)	2008	218,705	61,758
	Change to 2014	6%	6%
	Change to 2024	20%	1%
Inter Peak (average hr, 10am to 4pm)	2008	151,801	43,631
	Change to 2014	7%	3%
	Change to 2024	24%	3%
PM peak (5-6pm)	2008	203,331	48,466
	Change to 2014	7%	6%
	Change to 2024	20%	3%

50.   In the do minimum the highway trip growth forecasts are consistent with the strong growth represented in the local employment and housing forecasts (described earlier, which are taken as inputs to the transport modelling process). For public transport the figures reflect a continuation of a gradual long term decline in overall public transport usage. It should be noted however that historically this long term decline has been due to falls in bus usage.

51.   The final strategy forecasts demonstrate that the strategy is delivering a reduction of about 2% in the level of highway trips forecast on Merseyside's roads. However, it should be noted that this does imply, particularly in the long term, that traffic growth will still be substantial. For the public transport network the final strategy is shown to secure up to 10% increases in passenger trips.

52.   Contrary to these forecasts, evidence points to a recent decline in traffic levels in Merseyside, in common with many other urban areas in England. This is believed to be due to the impacts of the recession on traffic volumes. The figure below demonstrates this.

Trends in recent Merseyside traffic levels (vehicle kms)
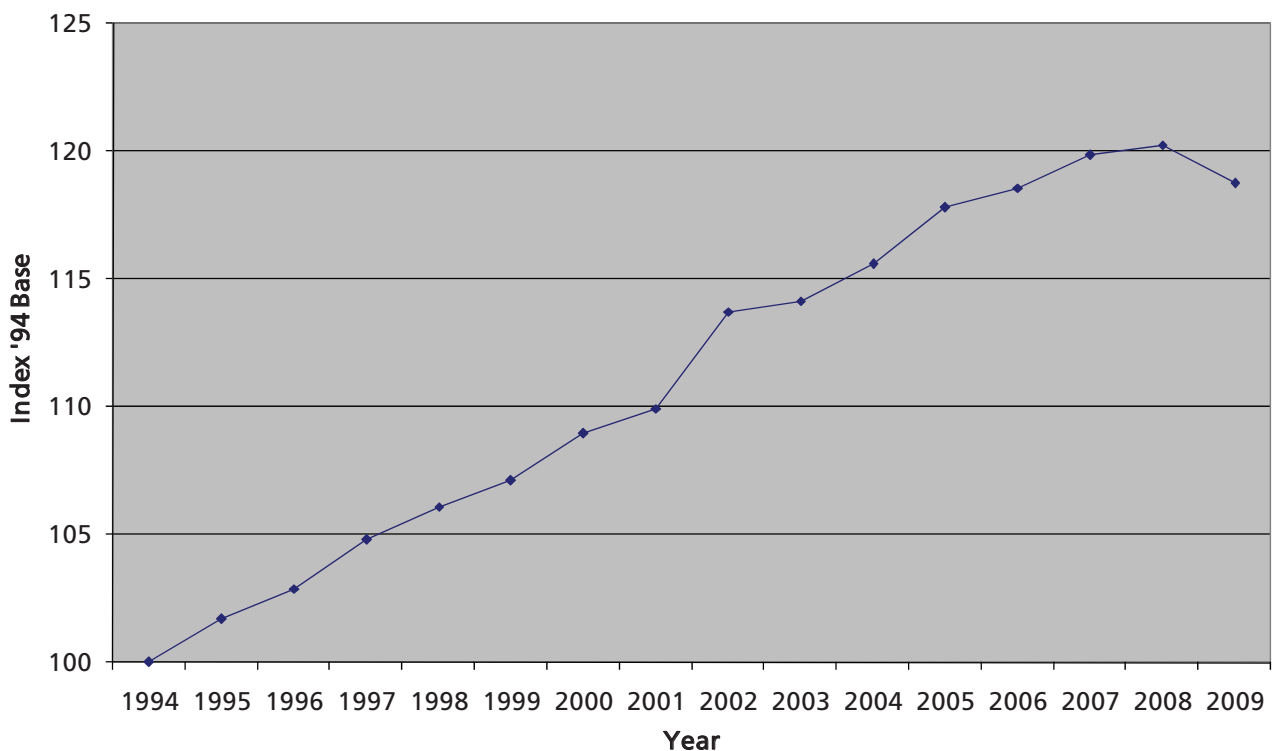
Source: DfT Road Traffic Statistics

53.   A second important factor that may also influence future traffic levels is the impact of high fuel prices on vehicle usage. In February 2011 petrol prices are averaging a record high of £1.30 per litre. We have undertaken research to explore what impact this is having on people's travel behaviour and this has shown 50% of respondents claim to be using their car less due to high fuel prices. In the longer term, peak oil is also likely to have a significant impact on travel demand.

54. Taking this into account, we have undertaken some alternative tests utilising the most recently published DfT TEMPRO [Ref 21] projections which provide a more conservative view of growth in the economy, which in turn implies lower traffic levels. The figure below compares the results of our primary tests and these alternative tests for AM peak highway trips. It shows that in the short term growth is lower under the alternative test. The impact of the final strategy is similar in both tests.

AM peak Highway Forecasts
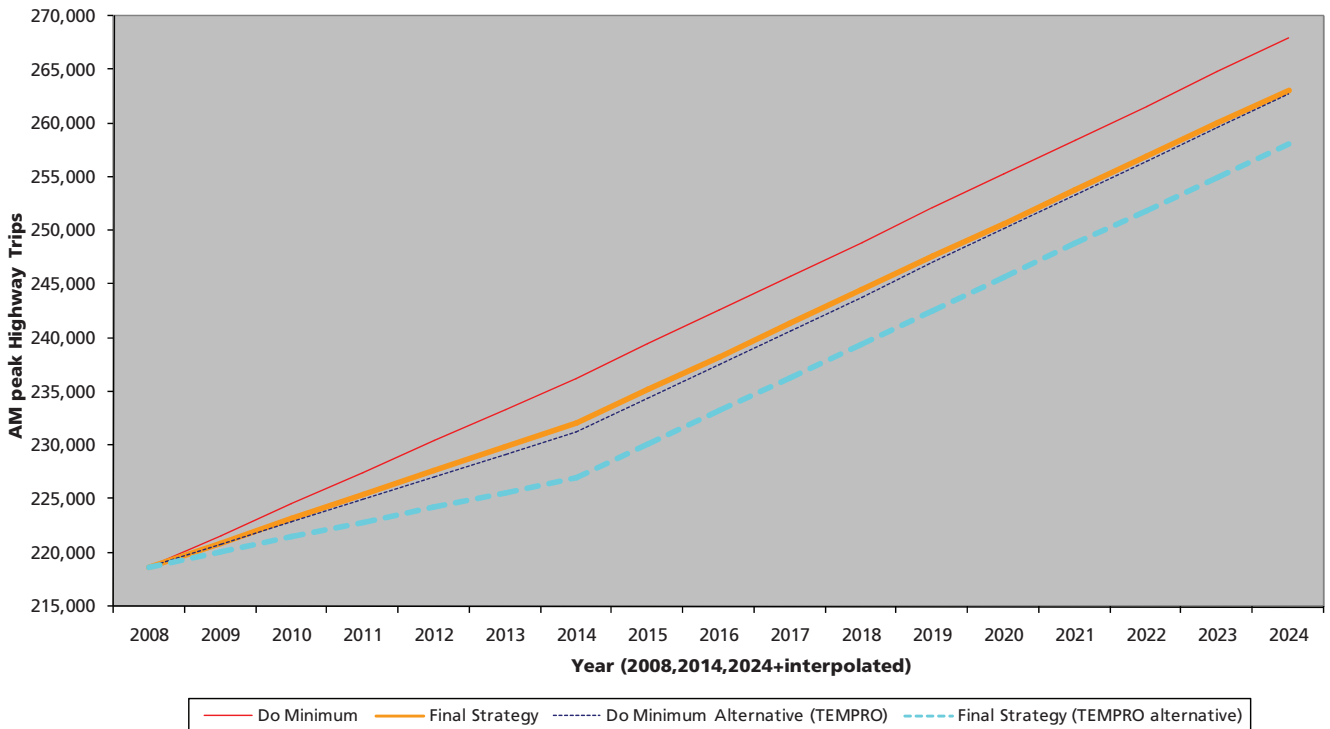
55. Our forecasts for the short term have indicated that our existing assets can largely manage with demand, apart from certain pinch points such as the A5300/A562 junction.

56. Over the longer term our final strategy has a relatively small impact on reducing overall levels of traffic. However, it is important to note that it does reduce traffic levels from both the local (primary) and national (alternative) do minimum projections and has a significant positive impact on public transport usage. It also has a positive impact upon levels of cycle usage and walking, although these are not shown here.

57. Above all, the range of growth we are examining together with uncertainties arising from rising fuel prices and concerns over future security of oil supplies reinforces the need for constant review and flexibility.

Environmental impacts

58.	The table below sets out forecast changes in air pollution. Data is presented for carbon dioxide (CO_2), Nitrogen oxides (NO_x) and particulate matter (PM_{10}).

Changes in annual air pollution for 2014 and 2024

Scenario	Year/Change	CO_2	NO_x	PM_{10}
Do Minimum	2008	1,500Ktonnes	5,500tonnes	460tonnes
	Change to 2014	5%	10%	-3%
	Change to 2024	1%	-76%	-5%
Final Strategy	Change to 2014	3%	9%	-4%
	Change to 2024	0%	-77%	-6%
Difference DM/FS	2014	-1.4%	-1.2%	-1.1%
	2024	-1.2%	-1.0%	-0.9%

59.	Emissions of CO_2 and NO_x increase initially in both the do minimum and final strategy scenarios due to the significant forecast increases in traffic growth discussed earlier. Through to 2024 this increase is tempered by advances in cleaner vehicle technology. While CO_2 falls back to 2008 rates in 2024, NO_x and PM_{10} are showing considerable improvements with decreases of 77% and 6% respectively under the final strategy scenario.

60.	It should be noted that the results modelled, particularly in relation to CO_2, are considered to be a conservative estimation of environmental improvements to vehicle technology. We may expect to see greater reductions in CO_2 emissions by 2024 as vehicle manufacturers are required to comply with EU regulations on environmental performance of new vehicles.

61.	Our results show a small but notable improvement in emission levels between the do minimum and the final LTP strategy for all pollutants. The financial value of these reductions, calculated in terms of damage avoided (for example negative health impacts and damage to buildings and crops) are worth £1.2million per year to Merseyside.

62.	The figure overleaf shows changes in NO_x emissions across Merseyside's road network as a result of the Final Strategy. Decreases in emissions are forecast on 29.2% of roads following implementation of the Final Strategy. These are highlighted in green on the figure overleaf. 6.1% of links, shown in orange and red, see an increase in emissions resulting from the strategy. The majority of roads (64.7%) show negligible changes in emissions. This pattern is reflective of changes in other air pollutants. For greater detail see Goal Two in Part Two.

Merseyside roads: changes in NO$_x$ emissions between Do Minimum and Final Strategy

2014 NOx
(Tonnes / year)

- 0.08 to 0.17
- 0.01 to 0.08
- -0.01 to 0.01
- -0.25 to -0.01
- -0.494 to -0.25
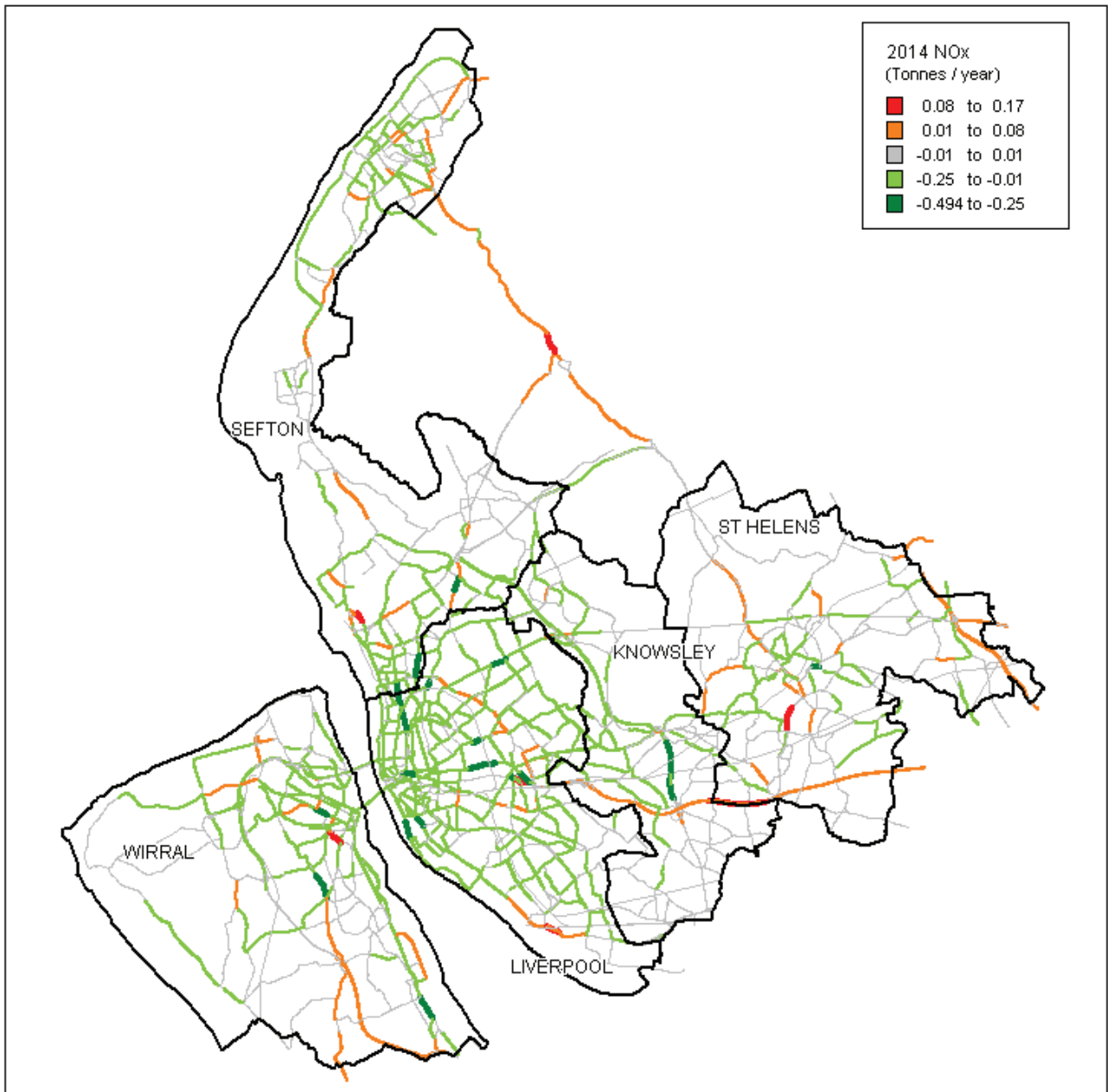
Source: MAEI

Monitoring and measuring our performance

63. The Government have made it clear that they wish to see an end to a target setting culture; many national targets have been dropped and performance regimes such as the Comprehensive Area Assessment (CAA) [Ref 22] dismantled. Nevertheless it is important that we are able to review our progress and report to our communities and stakeholders.

64. We have set a number of performance indicators that will allow us to measure our performance in addressing our Strategy and the effectiveness of our Implementation Plans. They reflect what we believe are the main transport priorities for Merseyside.

65.   We have set numerical targets for those indicators where the MTP is able to exercise the most direct influence For other equally important indicators, but where we have less direct influence we will use a traffic light system to indicate performance. The table below lists our indicators and targets.

Performance indicators with targets

With targets

Indicator LTP3/LTP2	Description	2014 Target
A1 / LTP3	Cycling – Index of Usage	112 (100 = Baseline year 2010/11)
A2 / BVPI 223 (96)	Principal Road Condition	Merseyside average 6.08% Knowsley 1% Liverpool 11% Sefton 8% St Helens 5% Wirral 4%
A3 / BVPI 224a (97a)	Non-Principal Classified Road Condition	Merseyside average 5.32% Knowsley 3% Liverpool 7% Sefton 7% St Helens 5% Wirral 4%
A4 / BVPI 99x	Total KSI Casualties	466
A5 / BVPI 99y	Child KSI Casualties	70
A6 / N/A (New Indicator)	Public Transport Customer Satisfaction	To be set after April 2011
A7 / 3	Limit current number of publicly available car parking spaces available in Liverpool City Centre	Cap of 16,500

Performance indicators - traffic light

Indicator LTP3/LTP2	Description
B1 / 13 & 14	Access by public transport, cycle and walk to employment, education health and fresh food.
B2 / LTP6	Traffic Flows into Centres
B3 / LTP4	Mode Share of Journeys to School
B4 / 16	Estimated Transport Related Emissions
B5 / BVPI 102a	Public Transport Patronage – Bus
B6 / BVPI 102b	Public Transport Patronage – Rail
B7 / 2	Journey Times on Designated Routes

Summary

The Implementation Plan

66. The Government has now provided financial resources for the next two years with indicative levels of financing for the following two years to 2014/15. These levels are significantly less than recent years and less than our planning assumptions used in the draft Preferred Strategy, as the table below shows.

Impact of reduced funding

| | Revised base following DfT cuts to 2010/11 budget (£000s) | Planning Projections for the Preferred Strategy | | Actual Funding 2011/12 (£000s) |
		Further 25% cut on revised 2010 funding level (£000s)	Possible 40% cut on revised 2010 totals (£000s)	
Projected LTP3 Funding 2011/12	24,451	18,338	14,671	11,489

Note; There is a separate funding pot for maintenance. Details are provided in Chapter Three.

67. The following table presents a summary of the capital programmes for 2011/12. These have been developed based on the emerging priorities set out in the draft Preferred Strategy.

The 2011/12 Capital Programme

Allocations / Priorities	Knowsley £ 000s	Liverpool £ 000s	St Helens £ 000s	Sefton £ 000s	Wirral £ 000s	Merseytravel £ 000s
Active Travel	154	467	200	360	355	0
Safety & Security	131	550	285	362	365	0
Efficient and Accessible use of Highway Network	230	748	120	46	65	0
Reduce congestion and pollution	27	170	30	100	100	0
Support for Public Transport	233	270	0	0	0	5,745
Studies	56	70	31	109	270	0
Total ITB	831*	2,275	666	977	1,155	5,745
Maintenance	1,935 *	3,825	2,020	2,474	3,095	0
Grand Total	2,766	6,100	2,686	3,451	4,250	5,745

* Knowsley contains 'other' funding (Integrated Transport Block (ITB) allocation – 672, maintenance – 1,647)

68.   The three main areas of spend within the integrated blocks for the first year of LTP3 are consistent across all districts. Road Safety accounts for about 30% of the districts capital programmes, followed by active travel – walking and cycling at 26% with the efficient use of the highway network accounting for 20% of the total. There are variations across the districts, depending on specific circumstances. In Liverpool and Knowsley, for example, there are schemes in support of improved access for public transport, planned in conjunction with Merseytravel.

69.   A key focus for Merseytravel will be the development of new technologies such as Real Time Information (RTI) and Smart ticketing which will support the wider Intelligent Transport Systems (ITS) proposals already being implemented on our strategic highway network and will also be closely linked to TravelWise activities. Smaller scale improvements to key rail stations across the County are another key Merseyside wide priority.

70.   The matrix overleaf shows the extent to which each authority's actions are supporting the LTP3 key actions as identified in the draft Preferred Strategy. Maintenance is shown to have strong links into the wider actions, particularly freight and long term planning.

Full details of the Implementation Plans are contained within Part Three.

71.   The need for flexibility to take account of changing priorities or circumstances has been a theme throughout the LTP. The performance management regime outlined above, will be a critical tool for the ITA in the future, in deciding how financial resources should be used in line with the priorities identified for the short term.

The Local Sustainable Transport Fund (LSTF)

72.   LSTF allows us the opportunity to go further and faster with our ambitions to support the city region's priorities. These will be spelt out in full detail in the proposal to DfT in June 2011 and will show how it could provide clear additionality to the proposals set out in the LTP in ways that can have a real impact on the future development of the city region.

73.   The bid for LSTF funding will be made following extensive consultation and the creation of a joint programme that utilises the skills and resources of our partners and stakeholders.

Summary

Supporting the Strategy

LTP Key Actions \ Authorities Actions	Active Travel	Safety and Security	Efficient and Accessible Use of Highway network	Reduce Congestion and Pollution	Support for Public Transport	Studies	Maintenance
Maintenance			K, S		L, M	S	K, L, S, H, W
Integrate LTP with LDF and Community Strategies	L, H	K, L, H	K, L, H	H	L, M	L, S	L, H
Public transport	L, S		K, S, W		K, L, M	L, S	
New ITS			K, L, S, H	H, W	L, M	L, S	S
Freight			K, L, S, H, W		L	S	K, L, S
Low Emissions Strategy	L, H, S	L, H	K, S, H	K, L, W	L, M	L, S	
Effective Delivery of capital Programme	S	S	K, S	H	K, L, M	S	K, L, S
Healthy Travel/TravelWise	L, S, H, W	L	S, H	W	K, L, H, M	L, S	
Road safety	L	K, L, S, H, W	K, H		M	S	
Long term planning	L, H	L	K, L	L	K, L, H, M	K, L, S, H, W	K, L, H

Key: K = Knowsley, L = Liverpool, S = Sefton, H = St Helens, W = Wirral, M = Merseytravel

Further Information

LOCAL **TRANSPORT** PLAN
M E R S E Y S I D E

Acronyms

BVPI	Best Value Performance Indicator
CAA	Comprehensive Area Assessment
CES	City Employment Strategy
DfT	Department for Transport
DM	Do Minimum
FQP	Freight Quality Partnership
FS	Final Strategy
IDP	Infrastructure Development Plan
ITA	Integrated Transport Authority
ITB	Integrated Transport Block
ITS	Intelligent Transport Systems
KSI	Killed or Seriously Injured
LCR	Liverpool City Region
LDF	Local Development Framework
LEP	Local Enterprise Partnership
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
MAEI	Merseyside Atmospheric Emissions Inventory
MTP	Merseyside Transport Partnership
RGF	Regional Growth Fund
RTI	Real Time Information
SQP	Statutory Quality Partnership
VFM	Value for Money

Ref 1	Third Local Transport Plan for Halton *Halton Borough Council*	April 2011
Ref 2	Challenges & Opportunities *Merseyside Transport Partnership*	March 2010
Ref 3	Draft Preferred Strategy for the Third Merseyside Local Transport Plan *Merseyside Transport Partnership*	September 2010
Ref 4	LTP3 Options Review *Merseyside Transport Partnership*	January 2011
Ref 5	Local Transport White Paper *Department for Transport*	January 2011
Ref 6	Building the Low Carbon Economy on Merseyside *School of Environmental Sciences, University of Liverpool*	February 2011
Ref 7	The Future of Urban Transport *Department for Transport*	November 2009
Ref 8	"We must abandon oil before its too late" – The Observer 13 June 2010 *Sir David King, former chief scientific advisor to the Government 2000-2007*	June 2010
Ref 9	Fair Society, Healthy Lives: A Strategic Review of Health Inequalities in England Post-2010 Marmot Review Team	February 2010
Ref 10	Our Cities Ourselves: 10 Principles for Transport in Urban Life *Institute for Transportation & Development Policy*	June 2010
Ref 11	Plugged-in Places *Department for Transport*	July 2009
Ref 12	Local Sustainable Transport Fund *Department for Transport*	January 2011
Ref 13	Regional Growth Fund *Department for Business, Innovation & Skills*	October 2010
Ref 14	North West Development Agency	
Ref 15	Local Enterprise Partnerships *Department for Communities & Local Government*	October 2010
Ref 16	The Big Society *HM Government*	July 2010
Ref 17	Decade of Health & Wellbeing *Liverpool Primary Care Trust*	January 2011

References

Ref 18	Liverpool SuperPort *The Mersey Partnership*	June 2008
Ref 19	Port Masterplan *Peel Ports*	Autumn 2010
Ref 20	Year of Health & Wellbeing *Liverpool Primary Care Trust*	December 2009
Ref 21	TEMpro *Department for Transport*	January 2006
Ref 22	Comprehensive Area Assessment *The Audit Commission*	April 2009

Knowsl@y Council	Department of Regeneration, Economy & Skills Knowsley Metropolitan Borough Council P O Box 26, Yorkon Building, Archway Road, Huyton, L36 9FB 0151 443 2235 Email: transport.policy@knowsley.gov.uk
Liverpool City Council	Transportation Regeneration Liverpool City Council Municipal Buildings, Dale Street, Liverpool, L2 2DH 0151 233 8303 Email: transportation@liverpool.gov.uk
Sefton Council	Strategic Transport and Planning Unit Technical Services Sefton Metropolitan Borough Council Magdalen House, 30 Trinity Road, Bootle, L20 3NJ 0151 934 4225 Email: transport.planning@sefton.gov.uk
St.Helens Council	Transporting Planning Department of Urban Regeneration & Housing St Helens Metropolitan Borough Council Town Hall, Victoria Square, St Helens, WA10 1HP 01744 671 616 Email: planningtransport@sthelens.gov.uk
WIRRAL	Forward Planning & Transport Policy Technical Services Wirral Metropolitan Borough Council Cheshire Lines Building, Canning Street, Birkenhead, CH41 1ND 0151 606 2004 Email: transportplanning@wirral.gov.uk
Merseytravel	Corporate Strategy & Marketing Merseytravel 24 Hatton Garden, Liverpool, L3 2AN 0151 227 5181

Our Local Transport Plan can be made available in another format, by contacting our Equality & Diversity Officer (see below) to discuss your needs.

Paula Coppell, Equality and Diversity Officer
Tel: 0151 330 1291; E-mail: paula.coppel@merseytravel.gov.uk

The Merseyside Local Transport Plan (LTP) aims to give Merseyside a safer, sustainable, efficient and integrated transport network, accessible to all.

It is produced for the Merseyside Integrated Transport Authority by the Merseyside Transport Partnership of Merseytravel and the five district councils of Merseyside - Knowsley, Liverpool, Sefton, St Helens and Wirral.

TravelWise is the Partnership's campaign to help people on Merseyside make sustainable transport choices - public transport, walking, cycling and using cars wisely.

www.TransportMerseyside.org

The Merseyside Transport Partnership

Knowsl@y Council · Liverpool City Council · Merseytravel · St.Helens Council · Sefton Council · WIRRAL · 2020 Decade of Health & Wellbeing

APPENDIX 1

ROOTS & WINGS

BUILDING FOUNDATIONS, ACHIEVING DREAMS

OUR VISION

As partners in the future of Wirral, we will work together to reduce the numbers of children and young people living in poverty and support them to build the foundations for prosperous, healthy and happy lives. We will also work together to raise the aspirations of all of our children and young people and their families so that their dreams for themselves and their communities can be achieved.

We are clear that the best way to achieve this vision is through:

- Ensuring that children and families can easily access the services they need and that partners work together to provide more joined up approaches to eliminating poverty and deprivation;

- Targeting our efforts to make work the best route out of poverty for Wirral families;

- Providing effective support for Wirral families who need help to manage debt or issues of financial exclusion;

- Maximising the impact of all we do to improve the life chances of Wirral's children;

- Recognising and supporting the role that safe and high quality neighbourhoods and thriving communities can have in transforming lives.

We will not be complacent about this vision. We will challenge ourselves and each other to maintain a clear focus on working together and taking practical action to achieve our common goals of reducing poverty and harnessing the talent and ambitions of Wirral's children, families and communities. *We want everyone in Wirral to sign up to our vision; you can do this at www.wirral.gov.uk/rootsandwings*

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If I had two wishes, I know what they would be
I'd wish for Roots to cling to, and Wings to set me free;

Roots of inner values, like rings within a tree, and Wings of independence to seek my destiny.

Roots to hold forever to keep me safe and strong,
To let me know you love me, when I've done something wrong;

To show me by example, and help me learn to choose,
To take those actions every day to win instead of lose.

Just be there when I need you, to tell me it's all right,
To face my fear of falling when I test my wings in flight;

Don't make my life too easy, it's better if I try,
And fail and get back up myself, so I can learn to fly.

If I had two wishes, to make my dreams come true,
And they could just be granted, by someone such as you;

I wouldn't ask for money or any shop-bought things,
The greatest gifts I'd ask for are simply Roots and Wings.

(inspired by A Child's Bedtime Song taken from Denis Waitley's *Excerpts From the Seeds of Greatness Treasury*)

CONTENTS

1.   POLICY BACKGROUND

The development of Wirral's child and family poverty strategy is set against a policy background of key legislation, independent reviews and national and sub-regional strategies. These are described in the following pages.

Child Poverty Act 2010

The Child Poverty Act 2010 sets the ambition to end child poverty by 2020, and highlights the associated national and local actions required. The commitment to end child poverty was maintained by the Coalition Government elected in May 2010. The Coalition Programme for Government included a number of initiatives related to the eradication of child poverty, including intentions to reform the tax credit system; free early education for disadvantaged 2 year olds; re-focusing of Sure Start on the neediest families and; re-focusing of Sure Start funding for outreach services to increase the number of Sure Start Health Visitors. Advisory guidance was published by the Child Poverty Unit in September 2010 to support local authorities in carrying out their duties. This covers the key areas of the duty to cooperate, to understand local needs, and to develop and deliver a strategy.

Independent Review on Poverty and Life Chances, led by Frank Field MP

In December 2010, the Independent Review on Poverty and Life Chances led by Frank Field MP, produced the report 'The Foundation Years: preventing poor children becoming poor adults'. That report emphasised that:

> "We have found overwhelming evidence that children's life chances are most heavily predicated on their development in the first five years of life. It is family background, parental education, good parenting and the opportunities for learning and development in those crucial years that together matter more to children than money, in determining whether their potential is realised in adult life. The things that matter most are a healthy pregnancy; good maternal mental health; secure bonding with the child; love and responsiveness of parents along with clear boundaries, as well as opportunities for a child's cognitive, language and social and emotional development. Good services matter too: health services, Children's Centres and high quality childcare. Later interventions to help poorly performing children can be effective but, in general, the most effective and cost-effective way to help and support young families is in the earliest years of a child's life".

Independent Review on Early Intervention, led by Graham Allen

In July 2010, the Government announced the setting up of an independent commission on early intervention to be chaired by Graham Allen, MP for Nottingham North. An initial report, 'Early Intervention: The Next Steps', setting out the rationale for early intervention, was published in January 2011. A second report, published in June 2011, detailed the new funding options needed to resource early intervention. In the context of the Allen report, the term 'Early Intervention' is used to refer to the general approaches, plus specific policies and programmes, which help to give children aged 0 to 3 years, the

social and emotional foundation they need to reach their full potential, and to those which help older children become the good parents of tomorrow.

In the 'Early Intervention: The Next Steps' report, Graham Allen comments that:

> "There are now two competing cultures: the dominant one – of late intervention – and the growing one – of Early Intervention. It is not an either/or – we must continue to swat the mosquitoes but we can drain the swamp too. The bleak truth is that decades of expensive late intervention have failed. Major social problems have got worse not better: despite heroic frontline efforts tackling the symptoms, their causes often remain unaddressed".

A second report from Graham Allen, titled 'Early Intervention: Smart Investment, Massive Savings' sets out how we can pay for those programmes within existing resources and by attracting new non government money. The report argues that:

> Early Intervention investment has the potential to make massive savings in public expenditure, reduce the costs of educational underachievement, drink and drug abuse, teenage pregnancy, vandalism and criminality, court and police costs, academic underachievement, lack of aspiration to work and the bills from lifetimes wasted while claiming benefits.

Review of Early Years Foundation Stage – Dame Claire Tickell

In July 2010, the Government asked Dame Clare Tickell to carry out an independent review of the Early Years Foundation Stage (EYFS) to consider how this could be less bureaucratic and more focused on supporting children's early learning.   The Foundation Years refers to a child's earliest years in life, from pregnancy to age five.

The report concluded that particular attention should be given to ensuring that children who have specific needs, or come from particularly disadvantaged backgrounds, are identified and supported as early as possible, given the overwhelming evidence of the positive impact that this has. Ensuring a close working relationship between those people in health, early years and education alongside parents and carers is an absolute pre-requisite to this. The Tickell report added that more needs to be done to "oil the wheels of multi-agency working, particularly for children who need additional support".

Fair Society, Healthy Lives – Sir Michael Marmot

In November 2008, Professor Sir Michael Marmot was asked by the Secretary of State for Health to chair an independent review to propose the most effective evidence-based strategies for reducing health inequalities in England from 2010. The review concluded:

> "People with higher socioeconomic position in society have a greater array of life chances and more opportunities to lead a flourishing life. They also have better health. The two are linked: the more favoured people are, socially and economically, the better their health".

The Marmot review determined that reducing health inequalities will require action on six policy objectives:

- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill health prevention

The National Strategy

Further to the findings of the national reviews led by Frank Field MP and Graham Allen MP, the Government launched a new strategy document in 2011 - 'A New Approach to Child Poverty: Tackling the Causes of Disadvantage and Transforming Families' Lives'. The strategy was released at the same time as the Government's Social Mobility Strategy, ''Opening Doors, Breaking Barriers: A strategy for Social Mobility'. The Government argues that increasing social mobility and achieving social justice will ultimately contribute towards success in ending child poverty.

This is the Government's first national Child Poverty Strategy, setting out a new approach to tackling poverty for this Parliament and up to 2020. Central to the strategy are:

- Strengthening families
- Encouraging responsibility
- Promoting work
- Guaranteeing fairness
- Providing support to the most vulnerable

The government argues that income measures and targets do not tell the full story. "Our radical programme of reform to deliver social justice will focus on combating worklessness and educational failure and preventing family and relationship breakdown with the aim of supporting the most disadvantaged groups struggling at the bottom of society".

Addressing the root causes of poverty and not just the symptoms means recognising the importance of the context in which a child is raised, alongside factors including education and income. Therefore, there is a focus on strong families, relationships and parenting support.

The government will measure the success of this approach to tackling child poverty through a new set of indicators.

There are still many complexities within this approach and the new national strategy recognises that more needs to be done to identify extreme poverty.

Liverpool City Region Child Poverty and Life Chances Strategy 2011 – 2014 (currently being considered through City Region governance arrangements)

The work being undertaken by Wirral is linked to a wider Liverpool City Region approach. The Liverpool City region Child Poverty and Life Chances Commission, also chaired by Frank Field MP, was established to lead activity across the region and has driven the development of the Liverpool City Region Strategy which has two broad aims. These are underpinned by seven strategic actions and are the areas that the Commission will focus its efforts on during the life of this strategy (2011-14).

Aim 1: Ensure the best possible start in life for children and young people to improve their life chances

Actions
1. Support effective parenting and drive improvements in foundation years services
2. Enhance children's social and emotional development and reduce gaps in educational achievement
3. Promote prevention and early intervention approaches to reduce health inequalities
4. Improve the quality of places and support strong communities to minimise the impact of disadvantage

Aim 2: Maximise Family Income

Actions
1. Improve access to suitable financial services and support families to make good financial decisions
2. Optimise employment opportunities by removing barriers to good quality and sustainable employment
3. Support parents to progress in work

The long-term Liverpool City Region approach that will be delivered through three strategies up to 2020 – coinciding with the National Child Poverty Strategy target date to eradicate child poverty.

2. UNDERSTANDING CHILD AND FAMILY POVERTY

There is extensive debate about the way in which child poverty is measured; however, the use of household income to measure poverty is the most universally accepted method and provides us with statistics about levels of child poverty in the UK, the Liverpool City Region and Wirral.

Child Poverty in the UK

The UK has one of the worst rates of child poverty in the industrialised world.

Nearly 4 million children are living in poverty in the UK (after housing costs).

The proportion of children living in poverty grew from 1 in 10 in 1979 to 1 in 3 in 1998. Today, 30 per cent of children in Britain are living in poverty.

It is estimated that 1.9 million children live in workless households.

Source: End Child Poverty website

Child Poverty in the Liverpool City Region

The Liverpool City Region is home to 1.5 million people, which includes around 327,000 children in 191,000 families. The City Region comprises the boroughs of Halton, Knowsley, Sefton, St. Helens, Wirral and the City of Liverpool. Together these districts make up a functional economic area with approximately 90% of all residents both living and working in the City Region.

Around 90,000 children in the Liverpool City Region are growing up in poverty.

The majority of children in poverty in the City Region live in lone parent families (77%)

Most children living in poverty live in the City Region live in households claiming Income Support (IS) or Job Seekers Allowance (JSA); the City Region has a higher proportion of lone parent families on IS / JSA benefit than England.

Over 85% of City Region children living in poverty are under 16 years of age, and nearly 60% are under 11.

All local authority areas in the City Region, including Wirral, have severe concentrations of child poverty.

Source: Draft LCR Poverty and Life Chances Strategy

Child Poverty in Wirral

24.2% of children in Wirral are living in poverty – around 17,000 of our children and young people

Nearly 15,000 of these children and young people are under 16

The overall statistics mask huge differences in child poverty within the borough – a number of wealthier areas in Wirral have very low – or no – rates of child poverty whilst in some areas the levels can be as high as 72% of children under 16 living in poverty

Free School Meals data is an important and up-to-date method of identifying children and young people from low income families - the percentage of pupils who are eligible for Free School Meals in Wirral primary schools is greater than both national and North West averages

Which areas are most affected by child poverty in Wirral?

The tables below compare the neighbourhoods and communities with the highest and lowest percentages of children under 16 living in poverty. This demonstrates the stark differences in different parts of Wirral. Wirral has 11 Area Forums, which represent groups of electoral wards. The Area Forum areas most affected by child poverty, as indicated in the tables below, are Bidston & Claughton, Birkenhead, Tranmere & Rock Ferry, Liscard and Seacombe, and Leasowe, Moreton & Saughall Massie.

Highest				Lowest		
Community / Neighbourhood	Area Forum	% children		Community / Neighbourhood	Area Forum	% children
Ilchester Road	Bidston & Claughton	72.2%		The Beacons	Heswall, Pensby & Thingwall	1.8%
Mayor Road	Bidston & Claughton	69.9%		Wirral Country Park	Heswall, Pensby & Thingwall	1.7%
Paterson Street	Birkenhead, Tranmere & Rock Ferry	63.9%		Davenport Road	Heswall, Pensby & Thingwall	1.7%
Leasowe Sports Centre	Leasowe, Moreton & Saughall Massie	63.8%		Bertram Drive	West Wirral	1.7%
Seacombe Ferry	Liscard & Seacombe	63.8%		Dawpool Drive	Bromborough and Eastham	1.6%
St Catherines Hospital	Birkenhead, Tranmere & Rock Ferry	62.4%		Cawfield Drive	Greasby, Frankby, Irby, Upton & Woodchurch	1.6%
Harrogate Road	Birkenhead, Tranmere &	62.3%		Whitfield Common	Heswall, Pensby &	1.5%

	Rock Ferry			Thingwall	
Bidston Moss	Bidston & Claughton	62.0%	Huwell Drive	Greasby, Frankby, Irby, Upton & Woodchurch	1.5%
Graving Docks	Bidston & Claughton	61.6%	Langdale Road	Bebington & Clatterbridge	1.3%
Expressway Business Park	Birkenhead, Tranmere & Rock Ferry	61.6%	Upland Road	Greasby, Frankby, Irby, Upton & Woodchurch	1.3%
Union Street	Liscard & Seacombe	59.2%	Heswall Golf Course	Heswall, Pensby & Thingwall	0.0%
Victoria Fields	Birkenhead, Tranmere & Rock Ferry	58.1%	Wirral Country Park	Greasby, Frankby, Irby, Upton & Woodchurch	0.0%

Source: HMRC, NI116, August 2008

Which groups of children and families are most affected?

Wirral is amongst the ten most deprived areas for employment in the country. Children whose parents are among the long-term unemployed are more likely to be affected by poverty and, in the east of the borough, there are concentrations of long-term unemployment and low skills in some of the most disadvantaged communities in England.

A related issue for Wirral is the fact that there is a significant minority (9%) of Wirral's young people who are not in education, employment and training. Despite year on year reductions in this group, which have been achieved in light of the recession, numbers are still too high. Young people from disadvantaged areas and vulnerable groups, including those with learning difficulties and disabilities and looked after children, are disproportionately represented.

Many socially-excluded children can become involved in offending and anti-social behaviour very early in their lives and the positive or negative experiences they have around the age of 12 can have a long-lasting impact on their later life chances. Studies show that there is a link between low income, social isolation and youth offending.

Children in one parent families are more likely to be affected by poverty. The communities and neighbourhoods with the highest number of lone parent benefit claimants are to be found in the Bidston and Claughton Area Forum area.

Whilst Wirral's teenage conception rate has declined in line with the national average, teenage pregnancy is still an issue for Wirral not least because of the often complex factors that can be involved and the likelihood that the children of teenage parents will be affected by poverty. Between 1998 and 2008, Wirral achieved a 21% reduction in the teenage conception rate (in 2008 the rate was 40.1 conceptions for every 1,000 women

aged between 15-17 years). In 2009, however, conception rates in Wirral increased to 44.0 per 1,000 women aged 15-17 years.

Young parents represent 12.2% of the total numbers of young people not in education, employment and training. 11.6% of mothers aged below 20 take up 'Care to Learn' funding to cover childcare costs to return to education or training. This is used as a marker to identify how well areas are engaging with young parents. Wirral is performing less well than the Merseyside (12.22%) and North West (17.7%) averages.

The recently launched national strategy estimates that, nationally, the proportion of children in relative poverty is significantly higher in families where at least one member is disabled than families where no one is disabled. Wirral has higher than the regional and national averages of working age adults who are disabled according to data from the Annual Population Survey (March 2010). 21.9% of the working age population is disabled.   This indicates that addressing the impact of poverty on children in families where a parent is disabled is an issue for Wirral. The consultation undertaken with partners and practitioners to inform the development of the Wirral strategy suggests that we need to do more to understand the impact of poverty on children in families with a member who has learning disabilities or mental health issues.

Children with disabilities are more likely to be affected by poverty. In Wirral, Broadly 22% (16,800) children at any one time will have additional needs which require some extra support through targeted services; these may be individual or multi-agency services. These services support groups of children and their families such as those with special educational needs or disability or those requiring parenting support. A high proportion of these children will be living in the more disadvantaged areas. Within this group of 16,800 approximately 2,300 children have more complex needs which require a high level of specialist support.

The consultation also highlighted that young people leaving care in Wirral are more likely to experience issues of poverty – this reflects the evidence about these young people's attainment. Although at Key Stage 2 young people in care in Wirral do better than national comparator figures, they do less well than the Wirral average and at Key Stage 4 the attainment gap between looked after children and other pupils has increased in recent years.

Wirral has a relatively small but increasing minority of families from other cultures. More needs to be done to understand how issues of poverty might be impacting on these families.

Domestic violence is of particular concern in respect of children and families, an issue which has been highlighted in the consultation to date. There is a high incidence of violence to young women aged 16-25 who are pregnant. A significant number of people accessing the services offered by the Family Safety Unit as a result of domestic violence have chronic drug or alcohol dependencies or mental health issues and they are also likely to face economic hardship.

3.   TAKING ACTION IN WIRRAL

Developing our strategy and action plan

We know that, beyond what the child poverty statistics tell us about levels of income, living in poverty is not just about struggling to make ends meet. Its impact differs from one family to another. What we also know is that children in poverty are more likely to do less well in school, to have poor employment prospects and poor health in later life. And when they have children of their own, these outcomes are likely to continue.

The data shows us that child poverty in Wirral is linked to a wide range of deprivation issues – amongst them worklessness, poor housing, poor health and low levels of educational attainment and skills. There can also be other issues such as domestic violence, abuse or neglect, child or parental illness or disability, socially unacceptable or criminal behaviour, drug or alcohol use and family dysfunction. Referrals to the local authority regarding children in need in Wirral are highest from those deprived areas that are most affected by child poverty. Tackling poverty in Wirral therefore means addressing a range of complex problems within families and communities.

We have taken a number of steps to develop a meaningful strategy and action plan to address child and family poverty in Wirral which takes into account the range of issues and services which are involved.

Firstly, we set out its extent and nature in our first Wirral Child and Family Poverty Needs Assessment. This is in line with the statutory requirements set out in the Child Poverty Act. The needs assessment sets out detailed information about the local population and the range of issues which can influence deprivation and poverty. It draws on the Joint Strategic Needs Assessment developed by NHS Wirral.

The statistics referred to throughout this report are based on the data in the needs assessment, which will be updated on a regular basis.

At the outset of developing the strategy, it was recognised that the data was only part of the story about child poverty in Wirral. Alongside this, we needed to understand what activity is already making a difference locally and what is already being considered in terms of future services by partners in Wirral.

Much has been done nationally and at the Liverpool City Region level to understand different levels of poverty and the impact of poverty on family life and the achievement and aspirations of children and young people. This understanding has informed the debate in Wirral about the action we should take.

Wirral has a strong tradition of effective partnership working. For example, the Children's Trust arrangement in Wirral is already involved in actions to improve outcomes for the most vulnerable children through improving universal provision and delivering targeted programmes, many of which benefit those living in or at risk of poverty. Wirral's Economic Development and Skills Partnership focuses on maximising employment and skills outcomes for local people and has also had clear results.

Wirral also recognises the important role that is played by the voluntary, community and faith sector in contributing to better outcomes for children and families across Wirral. In recognition of this, and the need to harness and build on existing strengths in a challenging financial climate, the local authority established an independent advisory forum to look at child poverty and to make recommendations about a local strategy. This forum is called the Wirral Child and Family Poverty Working Group.

A consultation event took place at the Floral Pavilion, New Brighton in June 2011 to engage the views of approximately 100 stakeholders from the community, voluntary and faith sector as well as the public sector. Those views have supported the development of this draft strategy.

A project is being commissioned specifically to recruit a cohort of families in Wirral who have been supported through specific employability programmes. A series of interviews will be undertaken with these families. The focus of this evaluation project will be to gather information about barriers to employment and what works best in supporting families.

Gathering information to support our child poverty strategy is also central to the neighbourhood planning process currently being undertaken in Wirral. Local communities are being asked to tell us what they want for their neighbourhoods, with targeted questions linked to issues such as access to employment and training advice and services for children and young people.

Our approach – increasing the impact of what we do

Our vision sets out what we believe should be the workstreams for tackling child poverty in Wirral. These are:

1. **Ensuring that children and families can easily access the services they need and that partners work together to provide more joined up approaches to recognising and addressing poverty;**

2. **Targeting our efforts to make work the best route out of poverty for Wirral families;**

3. **Providing effective support for Wirral families who need help to manage debt or problems of financial exclusion;**

4. **Maximising the impact of all we do to improve the life chances of Wirral's children and young people;**

5. **Recognise and support the role that safe and high quality neighbourhoods and thriving communities can have in transforming lives.**

Through the discussions undertaken by Wirral's Child and Family Poverty Working Group and consultation on the issues, we already know that there is much good practice in place supporting families in poverty or at risk of poverty. The consultation has also

told us that we could do better in terms of the way we work together as partners on these agendas in Wirral to increase the impact of what we do on reducing child poverty.

A key principle for working in partnership has developed from the work undertaken in Wirral to develop the strategy and action plan. This is the need to use the language of aspiration and hope when we talk about our children, families and communities in Wirral.

The initial action plan at the end of this document sets what we will now do to take forward the key issues and challenges we have identified through looking at the evidence and talking to partners and local people. All of the actions we will take as part of this strategy will be driven by the need to make an impact in and to add value to our local strategies for investment, jobs and skills and our plans for Wirral's children and young people and local neighbourhoods.

The national target date for eradicating child poverty is 2020 – this strategy and action plan is the starting point for ensuring that the Council, partners and the wider community work together in every way possible to achieve this in Wirral.

The Council's role

The Council has a duty to facilitate the delivery of Wirral's strategy through supporting partners to work together and helping innovation to thrive. In recognition of this leadership role, the Council will:

- Ensure that measures to tackle child poverty are central to its budget, corporate planning and commissioning activities, both the services that we commission and where we join up our budgets with others;

- Support the development of local approaches to working with our most vulnerable families over and above the services we already commission for children and families, led by the voluntary, community and faith sector;

- Pursue opportunities such as the use of Community Budgets to drive more effective allocation of our resources in line with the needs of families and local communities;

- Put in place clear monitoring and reporting processes to evaluate the impact of our action plan.

4.   WORKSTREAMS

Workstream 1: Ensuring that children and families can easily access the services they need and that partners work together to provide more joined up approaches to recognising and addressing poverty

Partnership working in Wirral to improve outcomes for children and young people is recognised as being of an extremely high standard.

A clear finding of the consultation in relation to issues of child and family poverty is that partners in Wirral can do more to join up the provision of advice and support and ensure that those working at the front line of services, whether this is in Council or partner facilities or in community and voluntary organisations, have the knowledge they need to effectively support and signpost families to the services they need.

Workstream 2: Targeting our efforts to make work the best route out of poverty for Wirral families

The evidence in Wirral, including what we have learnt through consulting with partners, families and children and local communities, tells us that we can do more to break down barriers to employment and training to make work the best route out of poverty and that for different target groups and individuals these barriers may be very different.

There can be specific barriers to employment for particular target groups, including lone parents, people with mental health issues and/or disabilities, young offenders, people who do not engage, homeless / rough sleepers, people with alcohol / drug dependency, ethnic minority communities, deprived communities, young people not in education, employment or training (NEET) and young people who have been looked after children. Data demonstrates that employment rates for these groups are lower than the average.

Evidence suggests a particular barrier to employment for adults and young people in target groups is not being 'workplace ready' when they enter employment or work-based training opportunities – this can include, for example, lack of basic numeracy or literacy skills.

A key barrier – actual or perceived – is childcare. Partners need to explore further issues of access and affordability to ensure that flexible and safe provision is developed to meet the needs of families as well as taking practical action to promote the value of childcare as a realistic option for working parents.

For some parents, the high costs of transport plus the availability and reliability of public transport can become prohibitive particularly for those in low-paid jobs. Low travel horizons, i.e. a reluctance to travel to employment and training opportunities, can also be particularly common in some deprived communities.

There is a also a perception that there is a shortage of work that is particularly suitable to some parents, for example, part-time jobs fitting around nursery or school hours; term-time employment; and jobs providing more than very limited financial gains.

Many parents who do work are trapped in a cycle of low skills, low-paid employment with limited career prospects and increased chances of moving between benefits and work. Supporting parents to progress in work is identified as a key area for lobbying and action in the Liverpool City Region Strategy.

Workstream 3: Providing effective support for Wirral families who need help to manage debt or problems of financial exclusion

We know that many people on Wirral, especially those on low incomes and in the most deprived areas, do not have access to some financial products and that lack of a bank account or affordable credit puts people in some areas at greater risk of having to turn to 'loan sharks' and other unregulated lending provision.

We also know that families in Wirral are experiencing 'over-indebtedness' or problem debt that is not manageable in relation to their income and that these individuals tend to be concentrated at the lower end of the income scale.

The Government's definition of fuel poverty is when a household needs to spend more than 10% of its disposable income to adequately heat their home. 17.1% of Wirral households are currently estimated to be in fuel poverty, which although is below the average for both the Liverpool City Region (18.3%) and the North West (18.1%) it is higher than the national average for England (15.6%). The majority of households living in fuel poverty tend to be living in areas where income is low and property standards are poor. Due to the economic climate and rising energy costs, fuel poverty is again reportedly increasing.

Workstream 4: Maximising the impact of all we do to improve the life chances of Wirral's children and young people

Access to high quality early years provision including schools, maintained, private, voluntary and independent settings and provision of services through Sure Start Children's Centres can provide children with a strong foundation for future development. Support for families in parenting and other programmes can also impact on life chances for individual children.

We also know that involvement of some parents in supporting their children is sometimes inconsistent. Some have low aspirations. Such parents often fail to engage with services which will enable the development of their child. As a consequence, there is an outcome of children facing a poverty of experience.

Language rich environments are crucial for a child's ability to communicate effectively and develop their social and emotional capabilities to their full potential. Research has demonstrated that approximately 50% of children in socially disadvantaged areas have significant language delay on entry to school. These children are more likely to have poor employment prospects and develop mental health issues later in life.

The most damaging factors to a young child's emotional and social development include: poor maternal mental health; harsh and inconsistent parenting, the lack of good quality play and learning experiences and parents with learning difficulties. In some

communities and families, the issue of poor parenting is multi-generational. The consultation undertaken in Wirral also suggests however that the impact of older family members playing a significant role in parenting can be extremely positive.

Successful progress has been made in the Early Years Foundation Stage with continuous improvement, including in the lowest achieving children. Children eligible for free school meals and those living in the 3% most deprived areas of Wirral have improved their attainment at a higher rate than the rest of the Wirral. However, areas with the highest levels of deprivation continue to have lower attainment than areas with the lowest levels of deprivation.

The gap in attainment between children eligible for a free school meal and those who are not increases as children progress through their education in Wirral. Overall, the attainment of Wirral pupils is often above the national averages but there is a significant difference or 'gap' between attainment in the most affluent areas and the most deprived. The latest data demonstrates that, whilst the gap between Free School Meal and non-Free School Meal pupils in the attainment of 5+ A*-C GCSE is narrowing each year, it is still higher than the national gap or that found in similar areas to Wirral.

The latest data available about young people in Wirral from low income backgrounds who have progressed to higher education in comparison to their peers shows that the gap continues, one which is greater than can be found nationally. By age 19, the gap in the attainment of a Level 3 qualification is 31.8%, greater than the national gap and the largest gap of all the Liverpool City Region authorities.

Health inequalities manifest themselves from the start of life and are linked to other factors of poverty and deprivation. Mothers in deprived areas of Wirral are more likely to smoke in pregnancy and have low birth weight babies. They are also less likely to breastfeed their babies and more likely to suffer from post-natal depression. Children with lower birth weight have been shown to have poorer health and poorer cognitive development at ages 3 and 5. There is a strong correlation between a mother's level of education and her children's health. There are differences in obesity levels between children aged 2 to 15 in rich and poor families.

There is an increasing recognition of the benefits of early intervention programmes, the intention of which is to support a focus on preventative services in the early years and beyond. A particularly important issue is the identification of families who fail to access existing services. The national focus has been set by the development of the Early Intervention Grant, a specific funding stream, which will run from 2011 until 2015. The intention is to enable local authorities and their partners to pool funding in order to target disadvantage and achieve better results.

This funding in Wirral will support projects aimed around:

- Supporting families in difficult circumstances
- Supporting children and young people with disabilities
- Promoting positive behaviour in children, young people and families

These focus of this commissioning is to benefit both the young people and the local community by working proactively to identify problems early and stop them developing.

Workstream 5: Recognise and support the role that safe and high quality neighbourhoods and thriving communities can have in transforming lives

There is recognition that there is low community cohesion in some areas and there is a need to increase 'ownership' of issues by those communities. Although there are many examples of successful community projects in Wirral, many grown from within communities, there remain some communities which lack self-confidence and aspiration. True community engagement and solutions generated by local people is a critical factor in a strategy that needs to address a range of issues and challenges in local areas.

Increasing capacity, community spirit, self help, sustainability, emotional resilience and cohesion are some of the underlying keys to reducing poverty and unlocking generational poverty traps.

Access to local services can be a factor in compounding other factors linked to poverty such as financial exclusion and health inequalities. Deprived areas often lack local financial services such as banks and cash points. Where access to supermarkets is restricted, disadvantaged families have little option but to buy their food from more expensive local shops.

There are many examples across the borough of community facilities being used to deliver services locally with the aim of increasing engagement. Key to thriving communities is the provision of positive activities for young people. Equally, however, there are communities where availability of community spaces are limited, leading to residents having to travel. As a result, families living in poverty can be further excluded.

High housing costs relative to income can impact significantly on poverty and make it difficult for families to move out of deprivation. The ability of families to access housing is hampered by high property prices and rents; 25.6% of all households in Wirral are, in theory, unable to afford open market accommodation of an appropriate size. This applies to 65.4% of all lone parent households and 36.7% of households where the head of household is not in employment.

A clear picture of the need for affordable housing is the 897 (6.34%) applicants who are registered as of December 2010 who have an urgent need for re-housing resulting from their current accommodation being unsuitable.

Poor housing standards lead to high energy bills due to inadequate heating and insulation, and can also adversely affect education, social development, and life chances. There is also an overlap with health inequalities in particular where homes are cold and damp. This can exacerbate or be one of the causes of respiratory and cardio-vascular diseases such as childhood asthma, impacting significantly on children's educational achievements and school attendance.

Homelessness is more likely in low income families and is often a result of unaffordable housing costs. Although overall homelessness rates have fallen, the three main reasons

for homelessness in Wirral in 2009/10 were the termination of assured short hold tenancy (22%), mortgage arrears (18%) and parents no longer willing or able to accommodate older children (12%). Of the cases where homelessness could not be prevented in the time available and who were accepted as unintentionally homeless, the majority (65%) were considered to be priority need because the household included dependent children.

Whilst overall crime rates within Wirral compare well with other areas of the country, this masks some high rates of crime that are experienced within Wirral's most deprived areas. The distribution of the levels and patterns of crime and disorder across the Borough closely parallels the distribution of multiple deprivation, especially for young people, and there is a correlation between childhood poverty and a number of crime issues. Crime within the most deprived wards remains at higher levels (Bidston, Claughton, Birkenhead, Rock Ferry and Tranmere, Woodchurch, Leasowe, Moreton, and Saughall Massie).

Anti-Social Behaviour (ASB) has reduced over the last four years, but some 42% of all ASB incidents are related to young people and analysis shows that of these 20% of the young people concerned were under the influence of alcohol. Between Jan – March 2010 just three Area Forums (Birkenhead /Tranmere /Rock Ferry, Bidston /Claughton and Liscard /Seacombe) counted for 47.1% of all ASB incidents in Wirral. The Stronger Communities Initiative identifies hotspots where agencies need a co-ordinated focused approach to tackling crime and deprivation. In April 2010, the Morpeth Dock area was identified as a 'vulnerable locality' and a multi agency working group established. This area has the highest rates for both young offenders and young victims within Wirral.

ROOTS AND WINGS: INITIAL ACTION PLAN

Workstream	Areas for action in Wirral	What can we do?
Integrate activity to reduce child and family poverty across Wirral	**Ensure partners and communities are engaged in the vision for eliminating child poverty in Wirral**	▪ Ensure that the draft strategy for Wirral is developed in partnership through targeted delivery planning sessions and discussions at partnership meetings ▪ Ensure that issues relating to child poverty highlighted by local people through the recent Neighbourhood Plan consultation are reflected in final Plans
	Improve information sharing about best practice and successful interventions	▪ Develop the 'Roots and Wings' website as a place for sharing information in Wirral ▪ Provide regular email updates to practitioners and providers engaged in developing the strategy and action plan to encourage information sharing and innovation
	Engage more families through more accessible services and outreach	▪ Work closely across the public and voluntary, community and faith sectors to develop joined up approaches to engaging families through our network of facilities and community spaces
	Ensure that services for families and disadvantaged groups are able to respond effectively when child poverty is identified as an issue	▪ Roll out the free Children's Workforce Development Council child poverty training module to staff and volunteers working with children and families ▪ Undertake further work to evaluate services for families and target groups, for example people with learning disabilities or mental health issues, to develop specific actions for raising awareness and improving signposting
Target efforts to make work the best route out of poverty for Wirral parents	**Remove barriers to employment for parents and target groups**	▪ Use the findings of the 'what works' evaluation project to drive partner approaches to ensuring that parenting and employment programmes are meeting the needs of families in relation to aspirations and readiness for work

		- Develop further links between JobCentrePlus and Children's Centres - Work with contractors for the Department of Work and Pensions Work Programme and European Social Fund Families with Multiple Disadvantage to ensure issues for Wirral families are being understood and addressed - Undertake a specific planning session with partners to explore access to and flexibility of childcare - Consider what further partners can do to support target groups into employment including through the Apprenticeship Programme and working with employers - Work with partners to address specific travel issues impacting on access to opportunities for children and families in poverty, for example those emerging from the Council's consultation on Neighbourhood Plans
	Support parents to progress in work	Undertake a specific planning session to explore Wirral's approach, including in respect of actions outlined in the Liverpool City Region, which include working with local employers to promote and implement a living wage across the City Region
Provide effective support for Wirral families who need help to manage debt or problems of financial exclusion	**Improve access to suitable financial services**	- Identify opportunities for making information more widely available through local networks and community assets - Explore how fuel poverty interventions can link to wider issues of financial exclusion for Wirral families - Work with City Region colleagues to develop a City Region Financial Inclusion Forum and review local arrangements for sharing best practice and expertise
	Improve financial literacy	- Identify opportunities for making debt management training more widely available, for example through community organisations working in the areas most affected by financial exclusion - Work with schools to ensure financial issues are covered within the curriculum
Maximise the impact of all we do to	**Support effective parenting**	Investigate opportunities to promote life skills and

improve the life chances of Wirral's children and young people		positive parenting, including through increasing take up of parenting classes ▪ Explore how the role of volunteers can be expanded, building on existing activity – for example, where children's centres are already working closely with grandparents, carers and wider family members
	Promote social and emotional development	▪ Build on existing initiatives to promote the importance of early language and communication skills with parents and carers ▪ Pilot a school readiness index to provide evidence about the effectiveness of Foundation Years services
	Close the education and attainment gap	▪ Work with schools to share best practice, for example about the use of pupil premium payments in improving the attainment of disadvantaged pupils
	Promote prevention and early intervention approaches to reduce health inequalities	▪ Ensure that priorities being led through the ChaMPs public health network are included in partner plans and activities as appropriate
Recognise and support the role that safe and high quality neighbourhoods and thriving communities can have in transforming lives		▪ Ensure Neighbourhood Plans developed in consultation with local people reflect real community need and build on community assets ▪ Explore targeting of specific communities ▪ Explore opportunities for creative employment developments and social enterprises (e.g. community shops, community-led childcare) which meet community need, tackle issues of engaging families and which can help plug gaps in the availability of suitable work opportunities, including for particular target groups ▪ Develop the role of community champions, mentors and peer-support, particularly in more deprived communities and look at more structured ways of identifying children most in need of role models ▪ Ensure that housing services are linked to pathways of support for families in poverty or at risk of poverty

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