



## Constituency Committee - Birkenhead

|               |                           |
|---------------|---------------------------|
| <b>Date:</b>  | Thursday, 30 January 2014 |
| <b>Time:</b>  | 6.00 pm                   |
| <b>Venue:</b> | Birkenhead Town Hall      |

**Contact Officer:** Lyndzay Roberts  
**Tel:** 0151 691 8262  
**e-mail:** [lyndzayroberts@wirral.gov.uk](mailto:lyndzayroberts@wirral.gov.uk)  
**Website:** <http://Wirral.gov.uk>

---

### AGENDA

**1. MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST**

Members are asked to consider whether they have any disclosable pecuniary or non pecuniary interests in connection with any item(s) on this agenda and, if so, to declare them and state the nature of the interest.

**2. MINUTES (Pages 1 - 12)**

To approve the accuracy of the minutes of the meeting held on 28 November, 2013.

**3. CONSTITUENCY MANAGER'S UPDATE (Pages 13 - 26)**

**4. PUBLIC QUESTIONS AND ANSWER SESSION ( NOT TO EXCEED 20 MINUTES)**

**5. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR**

This page is intentionally left blank

## **CONSTITUENCY COMMITTEE - BIRKENHEAD**

Thursday, 28 November 2013

Present

Chair            Frank Field MP

|             |            |              |
|-------------|------------|--------------|
| Councillors | J Crabtree | AR McLachlan |
|             | G Davies   | M McLaughlin |
|             | P Davies   | T Norbury    |
|             | WJ Davies  | D Realey     |
|             | P Doughty  | D Roberts    |
|             | S Foulkes  | H Smith      |
|             | S Kelly    | J Stapleton  |
|             | B Kenny    | P Williams   |
|             | G Davies   | M McLaughlin |
|             | P Davies   | T Norbury    |
|             | WJ Davies  | D Realey     |
|             | P Doughty  | D Roberts    |
|             | S Foulkes  | H Smith      |
|             | S Kelly    | J Stapleton  |
|             | B Kenny    | P Williams   |

**1      APPOINTMENT OF CHAIR**

**RESOLVED: (unanimously)**

**That Councillor P Davies be elected as Chair.**

**2      APPOINTMENT OF CHAIR**

**RESOLVED: (unanimously)**

**That Councillor P Davies be elected as Chair.**

**3      APOLOGIES FOR ABSENCE**

Apologies were received from Councillors A Brighthouse and C Meaden.

#### **4 CHAIRS OPENING REMARKS**

Councillor P Davies welcomed everyone to the first meeting of the Constituency Committee and invited Members and Officers to introduce themselves. Introductions were then made.

Councillor P Davies informed that he was very excited about the Constituency model being rolled out in Wirral. He told the meeting that it was exciting to be involved at the beginning of the journey and that overtime it was the intention that the Council would devolve significant responsibilities and budgets to the four Constituency Committees.

Councillor P Davies reported that a number of Members and Officers had visited Sunderland City Council to see its neighbourhood working model in operation. Sunderland had set up Area Committees which had encouraged public involvement. Local residents now were able to have a say in Council affairs.

Councillor P Davies informed that the next step in respect of the Council's neighbourhood working was to develop Constituency priorities. It was the intention to elect Frank Field MP as Chair of the Committee for the rest of the Municipal Year. Unfortunately, Mr Field was delayed. Councillor P Davies indicated that at the appropriate time he would move a motion to this affect and vacate the Chair.

#### **5 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST**

No declarations of interest were received.

The Committee queried when it would be necessary to declare declarations of interest as a number of them were in employment, and when to declare collective or block declarations of interest e.g. as they were all school governors.

The Head of Legal and Member Services and advised Members that it was not necessary for them to declare any collective or block interests at this meeting.

#### **6 APPOINTMENT OF CO-OPTEES**

On a Motion moved by Councillor P Davies and seconded by Councillor M McLaughlin it was

## **RESOLVED:**

**That Frank Field MP be co-opted to serve as a member of this Committee, without voting rights.**

## **7 TERMS OF REFERENCE**

The Constituency Manager presented a report by the Head of Neighbourhoods and Engagement. The report detailed the background to the setting up of the Council's Constituency Committees and the scope of their roles. Also, included was the framework/core principles for the Committees' further development which had been approved by the Cabinet in May 2013. Attached to the report was Article 10 of the Council's Constitution which had been approved by the Council at its meeting on 30 April 2013.

The Committee noted that the report presented to the Cabinet in May 2013 had proposed that each Constituency Committee would develop its own terms of reference on the basis that 'one size did not fit all' in respect of constituency working. It also proposed that, once appointed, each Constituency Committee would put in place its own terms of reference, subject to Council approval, over and above Article 10 and the core governance principles. The Cabinet had agreed this and resolved that when the detail of Constituency Committees arrangements were finalised the Council's Constitution would be amended to reflect any additional changes as necessary.

The report indicated that the Committee should develop a committee procedure 'handbook' which would set out, over and above the terms of reference in the Council's Constitution, how it would operate.

The report further indicated that a 'Task and Finish' Group would be put in place to develop the Committee's 'handbook' and that this 'Task and Finish' Group of Elected Members be supported by the Constituency Manager who would present a draft handbook based on other examples.

In response to Members, Ms Tolcher, Constituency Manager confirmed the process and mechanism for community engagement, ensuring Community representation on the Committee be included in the Handbook.

A Member asked for clarification in relation to the role of Community Representatives in terms of voting, which they felt was unclear. In response it was clarified that Community Representatives had voting rights but not on financial matters.

A Member raised concerns that the Committee was spending too much time on its processes. It was explained, that this was the Committee's first meeting and that some constitutional aspects of the meeting needed to be discussed.

**RESOLVED: That**

- (1) Article 10 of the Council's Constitution be updated, in due course, to ensure that all Constituency Committees have the scope and flexibility necessary to drive forward the constituency working model and deliver the functions increasingly devolved to them; and**
- (2) a 'task and finish group be established to develop (for approval) a 'handbook' which sets out the proposed operating procedures, relevant arrangements and practices for this Committee consisting of Councillors J Crabtree, M McLaughlin, J Stapleton and A Brighouse.**

**{If Councillor A Brighouse is unable to sit on the task and finish group, Councillor P Williams will sit on it instead.}**

**8 UPDATE ON DATA COLLECTION**

The Constituency Manager presented a report by the Head of Neighbourhoods and Engagement. The report informed that in July 2013 two workshops had been held with all local councillors in Birkenhead, Frank Field MP and Officers from the Neighbourhoods and Engagement Team. They had been held to discuss the operational elements of this Committee and it had been concluded that the priority was for a task to be carried out which gathered thorough data on the current spend on public services in Birkenhead, in comparison with other constituency areas.

The Committee raised the following issues:

- The differences in life expectancies on one side of the Borough to the other and what needed to be done to use resources to obtain what those people living on the other side of the Borough received, looking at statistics that inform what is being delivered and what is being spent;
- The data collected needed to be used to inform corporate priorities and programmed work going forward;
- The need for an accurate pattern of public spending, the raw data will help the Committee put together its Constituency Plan;
- The Council needed to avoid any duplication, enhance what the voluntary sector is doing and ensure that funding is being targeted in the right places;

- It was important to remember the Council's corporate objectives and work collectively for the benefit of Birkenhead;
- There is a need to interrogate the data further. It was suggested that a small amount of the budget allocation for 2013/14 be used to recruit a Post Graduate student to do further analysis. This would provide conclusions and recommendations on the priorities to inform the Constituency Plan; and
- This analysis should Borough wide and discussed with other Constituency Committees.

**RESOLVED: That**

- (1) **the content of the report and the information collated to date be noted; and**
- (2) **the Head of Neighbourhoods and Engagement be requested to recruit a Post Graduate student to do further analysis and provide conclusions and recommendations on the priorities to inform the Constituency Plan**

**9 DEVELOPING BIRKENHEAD - CONSTITUENCY PRIORITIES AND BUDGET EXPENDITURE PROCESS FOR 2013-14**

The Constituency Manager presented a report by the Head of Neighbourhoods and Engagement. The report informed that a function of the Committee was to develop and agree a Constituency Plan for the area. It was the intention that such a Plan would draw on robust data, including feedback from previous consultations and the knowledge, expertise and experience of all Ward Members, partners and community groups as well as Constituency Committee Members.

The Committee noted that the proposed operating model and the funding allocation of £50k for each Constituency Committee had been set out in a report to the Cabinet on 23 May 2013. Also, on 10 October 2013 the Cabinet had received a report which had informed it that a further amount of £25k would be devolved to each Constituency Committee for Public Health initiatives from a non-recurrent underspend identified within the public health grant for 2013-15. As a result, the Committee was being asked to determine expenditure in relation to a total of £75k by the end of the 2013-14 Financial Year.

The report set out considerations for the Committee and proposed an approach to identifying priorities for the remainder of 2013-14 and for developing a budget expenditure process in respect of the monies that had been allocated to it.

The Committee noted that there were a lot of needs in the Constituency area to consider including alcohol dependency, life expectancies and child poverty. The Birkenhead Profile identifying priorities for Birkenhead 2013/14 was attached to the report at Appendix 1 and it was acknowledged that there was both limited data and funds available to the Committee. Members considered that it may not be possible to make much impact this year but it could begin to consider community needs. The 'Suggested Priorities for Budget Distribution in Birkenhead 2013/14' as collated based on the data, profile and consultation taken place was attached to the report at Appendix 2.

It was reported that a Members' Workshop held in July 2013 had recognised that these issues were still valid although some of the detail may have changed. The Committee was informed that the Constituency Manager had explored and discussed these issues further with local groups, Members, Council Services and partners.

The Committee was asked to consider what could be tackled with the resources available. Members commented as follows:

- Resources had been allocated to 'The Love Wirral' initiative which would run for twelve months and was an opportunity to put forward ideas to improve local environments which may result in a grant being made to bring them to fruition;
- It was hoped that funding could be attracted from other areas and it was queried whether these areas were ambitious enough;
- The £50k each Constituency Committee had been allocated was referred to as 'seed corn' and the expectation was that other agencies would add to it. A question was asked on the representations the Council had made to other agencies for financial contributions. It was noted that Officers were working with the Public Services Board and the next stage in development was to be successful in encouraging other public sector bodies to provide some funding.
- It was important for the Committee to 'kick-start' against local priorities but some were one-offs and concern was raised over missed opportunities.
- It was queried whether it would be possible to carry funding over into the next Financial Year.
- There were large numbers of young people not in employment or training (NEETS) in the Birkenhead Constituency, compared to the others there was at least double.
- Older people on low incomes should be classed as a priority and it was noted that in fact it came under the second priority detailed in the report.
- It would be disappointing if the Committee was unable to make any significant improvements from any small funding allocations it may make. It was considered that as Members were familiar with issues and understood the needs in their own wards, it was proposed that a



small Task and Finish Group be set up to give full consideration to this and recommends the best approach to the Committee.

- As well as paying attention to what people and organisations in the Constituency area had said it was important to understand the data provided.
- The only priority that could be linked was the problem of rubbish being deposited in alleyways, vacant land/shops. The value of the Council's Waste Contract was quite considerable yet parts of Birkenhead looked like the third world. Why was effective tidying up not included in the Contract? This needed to be addressed. Was the Contract in practice a good bargain?
- The way the Council allocated its resources did not result in life chances changing. It was imperative that interventions were made at the beginning of life.
- Schools could tell when children were 10 and 11 years old that they would end up as NEETS so why did the Council not do something about it? Some funding should be used to prophesise who would become NEETS.
- Organisations were being asked to submit proposals against Appendix 3 to the report (Financial Protocol). The Committee was not asking Organisations to focus on what it wanted them to focus on. They were focusing on what they wanted to focus on.
- Instead of asking for off the shelf initiatives the Committee needed a process which identified its priorities. Before deciding how to spend next year's £75k, priorities must have been decided and the process agreed.
- If this year's £75k could not be used it must not be wasted.
- It was necessary to get at the root cause of what made Birkenhead a uniquely bad place to live. Poverty had a common link. Time must be found to make the case for what made Birkenhead, Birkenhead.
- Birkenhead people did not always receive free newspapers and there were many different languages spoken. Communication issues must be tackled.

The Strategic Director for Transformation and Resources was in attendance at the meeting and informed that the Committee's budget could roll over. A way forward would be to commit funding for proposals that the Committee may make.

The Committee noted that, alternatively, it could open its own bank account and put the £75k into it. The Committee could make a difference and would spend its budget, whatever its size, much more effectively. The Members of the Committee were representatives, not delegates, elected to use their judgements. The Council was providing a terrific opportunity to the four Wirral Constituencies, not just to think outside the box but to break the box open.

A Member proposed that the Committee could agree to allocate a relatively small proportion of its funding to obtain some quick wins around environmental issues and to pay for a post graduate to drill down through the data to establish why things were the way they were and the other three Constituency Committees be asked to make a similar contribution. These were practical steps to take to make a difference immediately.

In the longer term, the Member proposed that there be a debate around health and the NEETS and a Task and Finish Group be set up to look at this and how the Committee could use the rest of its resources, rolling it over if it was considered necessary.

Another Member proposed that linked to the previous proposals the Committee obtain a yard stick to judge the Council's bigger contracts and to give local people the chance to work.

**RESOLVED: That**

- (1) **the report be noted; and**
- (2) a task and finish group be established to determine the priorities and proposals for spend in relation to environmental issues, data collection and improved communication.

10 **APPOINTMENT OF CHAIR AND VICE-CHAIR**

**RESOLVED (unanimously): That**

- (1) **Frank Field MP be elected Chair of the Committee for the remainder of the Municipal Year; and**
- (2) **Councillor G Davies be elected Vice-Chair of the Committee for the remainder of the Municipal Year.**

11 **ASSET BASED COMMUNITY DEVELOPMENT**

The Constituency Manager reported orally on the recent mapping exercise, workshops and discussions held with Public Health. Funding was now being sought to pay for assistance to undertake the drilling down that the Committee required. Members needed to understand the extent of the need, what caused it and what needed to be done to counteract it.

A Member asked whether it was the intention to share the progress being made in respect of the work undertaken on asset based community development with the Committee. The Constituency Manager informed that this would be the case. She was considering the tools and support required

to up skill the workforce. A specification was being drafted and it was her intention to present a report to the next meeting of the Committee. This item would appear as standard on all future Committee agenda.

**RESOLVED:**

**That the report be noted.**

12 **PUBLIC QUESTIONS AND ANSWERS**

The Chair invited members of the public to ask questions.

Question 1. – Mr J McGinley

The Bedroom Tax had an adverse affect on the lives of the people of Birkenhead. Mr McGinley was aware that Councillors were appalled by the suffering and hardship being experienced. Why could the Council not be persuaded to insist provisions of the 1985 Housing Act, in terms of room size, applied?

Question 2. – Mr P Haywood

How does this Committee link into the full Council meeting?

Question 3

On line there were three PDF documents but the data associated with these were not there. There are no columns to the left so it is difficult to understand.

Question 4

Concerns were raised regarding a skills gap and community representation at meetings. Would there be workshops arranged so members of the community could obtain a better understanding? People may say that this is a beauty competition. People needed to understand what the Committee was about and I struggled tonight.

Question 5 – Lynn Evans, Chair of the Devonshire Park Residents Association

What was really exciting and new about this Committee? It was looking at the huge need we know we have. I thought it was about strategy and addressing the problems strategically, looking at Birkenhead's unique character and investments. Opportunities and aspirations should set the agenda for this. You have talked about NEETS. What about entrepreneurialism?

Devonshire Park has drawn up a Neighbourhood Plan. The Committee should start working on strategic issues with the help of Devonshire Park who already has experience of this. You don't need a lot of money.

Question 6 – Mrs P Cocker

This meeting is like an Area Forum gone mad! Can someone put together a plan on one or two sides of A4, for discussion at the next meeting, on what we need to prioritise? We can then agree a plan of action and go back into the community and at the March 2014 Committee meeting the community can have its say. It is important to spend money on those responsible for anti-social behaviour in a meaningful way.

### 13 **SCHEDULE OF MEETINGS**

#### **RESOLVED:**

**That the future meeting dates for the Committee be agreed as follows:**

- **30 January 2014; and**
- **27 March 2014.**

### 14 **CHAIR'S RESPONSE TO ISSUES RAISED AT THE MEETING**

Frank Field MP responded to issues raised at the meeting.

The practical issues raised by Mr McGinley would be considered and a response provided.

Mr Field referred to Mr Hayward's question and informed that he was very excited about the Constituency Committee initiative. It was an opportunity to change the way politics was done on Wirral. The Committee would try to be clear in its direction and intent.

Mr Field told the meeting that in this country we ran a system of government that tried, in a marginal way, to change how money was spent. The Committee had an opportunity to concentrate on outcomes and try to match them with aspirations. As meetings were held members of the public would be able to align themselves to what was going on.

The Committee would focus on outcomes that it wanted to achieve for Birkenhead, spending its money in the best way possible. It would link, in a not mechanical way, to address aspirations. The Committee was engaged in beginning a very difficult exercise that would change how the Council would do politics and change how it spent money. The Council had set out on a journey. The Committee was responding to it, grappling with it and trying to

come to terms with it. It could not have come at a better time. The Council would now spend money more smartly as budgets were being cut.

Mr Field informed that the Committee's aspirations for Birkenhead would involve the business community. Devonshire Park had opportunities and a group of people dedicated to it. The Devonshire Park model could be used for what the Committee wanted to do for Birkenhead.

Mr Field told the Committee that he had wanted to be its Chair because he did not underrate what the Council was offering it to do. No other Council in the country was doing this. The Committee was making its own faltering moves.

Mr Field proposed that a Working Group be set up consisting of Councillors P Davies, P Doughty and S Kelly and himself but the membership would change as its work was progressed. This Working Group would determine priorities for spend in 2013/14.

Mr Field told the Constituency Manager that she would need to include in the handbook the vision and aspirations for Birkenhead and how the Committee intended to bring this to life. He asked Members and members of the public present at the meeting to email the Constituency Manager with their visions (in a couple of sentences) for Birkenhead. The Committee would then build on this and it would be its guide in everything it did.

**RESOLVED:**

**That the proposals of the Chair as set out above be agreed.**

This page is intentionally left blank

## WIRRAL COUNCIL

### BIRKENHEAD CONSTITUENCY COMMITTEE

30<sup>TH</sup> JANUARY 2014

|                         |   |
|-------------------------|---|
| <b>SUBJECT:</b>         | <b>CONSTITUENCY MANAGERS UPDATE</b>   |
| <b>WARD/S AFFECTED:</b> | <b>WARDS WITHIN THE BIRKENHEAD CONSTITUENCY BOUNDARY.</b><br><br><b>BIRKENHEAD AND TRANMERE<br/>BIDSTON AND ST JAMES<br/>CLAUGHTON<br/>OXTON<br/>PRENTON<br/>ROCK FERRY</b> |
| <b>REPORT OF:</b>       | <b>HEAD OF NEIGHBOURHOODS AND ENGAGEMENT</b>  |
| <b>KEY DECISION?</b>    | <b>NO</b>   |

#### 1.0 BACKGROUND AND KEY ISSUES

- 1.1 At the first meeting of Birkenhead Constituency Committee on 28<sup>th</sup> November 2013, the Committee identified actions to be progressed. Section 2.0 of this report provides an update on progress in relation to these actions.
- 1.2 Section 3.0 of this report details other updates relevant to the committee.

#### 2.0 PROGRESS TO DATE

- 2.1 **Action:** A task and finish group be established to develop (for approval) a 'handbook' which sets out the proposed operating procedures, relevant arrangements and practices for this Committee  
The group will consist of Councillors J Crabtree, M McLaughlin, J Stapleton, T Norbury and A Brighouse.

**Update:** Prior to the Task and Finish Group meeting an exercise was carried out capturing the vision and aspirations from residents in Birkenhead, this is summarised in Appendix 1. This will be used to devise a vision and aspirations for Birkenhead Constituency Committee that will feature at the beginning of the handbook. The Task and Finish Group were due to meet on 16<sup>th</sup> January 2014 but due to other commitments for one of the members it was postponed and will be rearranged.

- 2.2 **Action:** The Head of Neighbourhoods and Engagement be requested to

recruit a Post Graduate student to do further analysis and provide conclusions and recommendations on the priorities to inform the Constituency Plan

**Update:** Frank Field MP has written to Liverpool University requesting support for this task, they have replied indicating they may be able to offer support through their statistics department. A meeting is arranged on 30<sup>th</sup> January 2014 with them to discuss this further. An update was also taken to the Wirral Public Service Board on 17<sup>th</sup> December 2013, at this meeting Nigel Richardson of the Public Transformation Network was in attendance. He is going to explore what support the network could offer to this task as they have supported with some similar work in other areas.

**2.3 Action:** A task and finish group to be established to determine the priorities and proposals for spend in relation to environmental issues, data collection and improved communication. This group will consist of Frank Field MP, Councillor P Davies, Councillor S Kelly and Councillor P Doughty.

**Update:** This group met on 17<sup>th</sup> January 2014 to discuss what priorities the budget allocation for Birkenhead should be focused on in 2013/14. There is a total allocation of £100,000 (Appendix 2). Frank Field was unable to attend this meeting therefore Councillor G Davies attended as Vice Chair. Frank Field joined the meeting via conference call.

The group discussed the priorities for Birkenhead based on:

- The proposals, information and discussions at the previous committee meeting on 28<sup>th</sup> November 2013.
- The vision and aspirations collated from the community (Appendix 1)
- Their knowledge of issues within Birkenhead and examples of good practice.

It was suggested that the priorities for the funding allocation for this financial year are:

**1. Improving the Environment-** allocating a budget of £20,000 to tackling the issue of cleanliness of 'entries' (access points between two rows of terraced properties). Wirral Council Waste and Environment Team have allocated £20,000 to a pilot project to develop an approach to tackle these problems through aiming to initiate a behaviour change and reduce demand for clean ups. The areas in Birkenhead will be selected based on data that indicates greatest need. With the two pots of funding a total of £40,000 will be available. The funding will be used to appoint an organisation to deliver a project to achieve specific outcomes and outputs (to be identified). One of the outcomes will be that the organisation includes an element of workforce and volunteer development through the scheme. The process for appointing an organisation will be devised as part of the proposal.

**Recommendation 2.3a:** Birkenhead Constituency Committee approves Improving the Environment as a priority for 2013/14 in Birkenhead and an allocation of £20,000 from the £50,000 to tackling inequalities. The Constituency Manager will form a proposal on how to deliver this project which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March 2014.



**Recommendation 2.3b** : Alongside this project the Constituency Manager will work with Ward Councillors to collate other issues within Birkenhead related to waste and Improving the Environment. These identified issues can contribute to the Constituency Plan for 2014/15.

**2. Data Audit of current spend and need-** As detailed above in item 2.2. The task and finish group have recommended a maximum of £10,000 be allocated to this priority. The task and finish group will approve a brief detailing what this exercise will capture and will make recommendations for this allocation ensuring value for money.

**Recommendation 2.3c:** To allocate £10,000 of the £50,000 allocated to the committee from Wirral Council to support a data audit to be carried out detailing the current spend of public funding in Birkenhead on services.

**3. Improving services for young people-** the task and finish group have recommended to use the total £50,000 allocation from Public Health to improve services for young people, specifically focusing on 3 outcomes:

- Reducing the number of Young People becoming NEET at aged 16-18
- Improving the lifestyles of young people and their families through improved healthy eating.
- Improving the support offered to mums during pregnancy and after birth through health visits.

The Constituency Manager will research services delivering against these outcomes currently, for example what is the current 'offer' from Health Visitors. The Task and Finish group also discussed models of good practice that are currently being delivered in parts of Birkenhead successfully and could be delivered in other areas e.g. a support project offered in Woodchurch Primary School (Carol Dougherty will present details of this at the meeting) and the Families and Schools Together Project.

**Recommendation 2.3d** : Birkenhead Constituency Committee approves these as priorities for 2013/14 in Birkenhead. The Constituency Manager will form a proposal on how to deliver this project which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**4. Improving Communication with the Community-** as discussed at the previous committee meeting, communication with the community and residents can be improved. The information should be readily available in user friendly formats for all residents. The Task and Finish Group have recommended a monthly publication be produced with information from all agencies, aiming to reduce duplication and maximise on resources. Improving Communication was also discussed at the Birkenhead Public Service Board; all partners agreed to support this objective and at the next meeting on 13<sup>th</sup> February 2014 a more detailed discussion will take place capturing what communication methods organisations currently use and ideas to improve communication.

**Recommendation 2.3e:** Birkenhead Constituency Committee approves this as priority for 2013/14 in Birkenhead. The Constituency Manager will form a proposal on

how to deliver this project in which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March 2014.

All of these will be pilot projects targeting some areas in the first instance. If successful the committee may consider developing the work in other areas, this will be captured within the Constituency Plan for 2014/15.

### **3.0 ADDITIONAL UPDATES**

#### **3.1 Public Health Funding Allocation**

It was approved at the Cabinet Budget Meeting on 10<sup>th</sup> December 2013 that each Constituency Committee administers a Voluntary Sector Support Fund. This had been proposed due to organisations contacting Councillors with concerns about their futures. It was proposed that each constituency has a sum of £25,000 to be used against an agreed set of criteria. The Constituency Managers will support the process, working together to find an agreed means for allocating the funding that is transparent.

#### **3.2 Birkenhead Public Service Board**

This group formed on 19<sup>th</sup> November 2013. It was attended by:

- Consultant in Medical Oncology - Clatterbridge Centre for Oncology NHS Foundation Trust
- Head of Independent Living – Magenta Living
- Business Development Manager – Job Centre Plus
- Neighbourhood Inspector – Merseyside Police
- Assistant Director – Magenta Living
- Public Health Information Specialist -Public Health
- Station Manager- Merseyside Fire Service

The next meeting is arranged for 13<sup>th</sup> February 2014, the key focuses for the group in the first instance were agreed as:

- Improving communication/drafting engagement plan
- Improving data collation and sharing of data
- improved partnership working

A meeting was also held on 15<sup>th</sup> January 2014 initially hosted by Merseyside Fire and Rescue but will be chaired by the Constituency Manager moving forward. This was to discuss the formulation of a Community Safety Plan which will reflect all partners objectives. This will be drafted and discussed at the Birkenhead Public Service Board meeting in February then presented to the Birkenhead Constituency Committee in March.

#### **3.3 Asset Based Community Development (ABCD) and Community Engagement**

A specification has been drafted to go out to tender for an organisation to support with developing ABCD in Wirral. An element of this will be to recruit Community Builders within Birkenhead. As discussed at previous committee meetings and workshops this process needs to be devised to ensure the most suitable people are selected for these roles that will work with all residents within Birkenhead towards improving identified priorities in the Constituency Plan 2014/15.

**Recommendation:** A Task and Finish Group is formed to discuss and devise an action plan to recruit Community Builders in Birkenhead to support the work and priorities of the Constituency Committee in 2014/15.

### **3.4 Website**

A specific section on Wirral Council website has been developed for each Constituency Committee. The content will be finalised in discussion with local Councillors. This will be updated with key messages and news as relevant.

### **4.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

4.1 This budget for the recommended priorities will be from the allocation for Birkenhead Constituency Committee in 2013/14.

### **5.0 LEGAL IMPLICATIONS**

5.1 This report has no legal implications.

### **6.0 EQUALITIES IMPLICATIONS**

6.1 Not required as this is a research task.

### **7.0 CARBON REDUCTION IMPLICATIONS**

7.1 This report has no direct carbon reduction implications.

### **8.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

8.1 This report has no planning and community safety implications.

### **9.0 RECOMMENDATIONS**

9.1 Constituency Committee members are asked to approve the following recommendations:

**Recommendation 2.3a:** Birkenhead Constituency Committee approves *Improving the Environment* as a priority for 2013/14 in Birkenhead and an allocation of £20,000 from the £50,000 to tackling inequalities. The constituency manager will form a proposal on how to deliver this project which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**Recommendation 2.3b :** The Constituency Manager will work with Ward Councillors to collate other issues within Birkenhead related to waste and Improving the Environment. These identified issues can contribute to the Constituency Plan for 2014/15.

**Recommendation 2.3c:** To allocate £10,000 of the £50,000 allocated to the committee from Wirral Council to support a data audit to be carried out detailing the current spend of public funding in Birkenhead on services.

**Recommendation 2.3d:** Birkenhead Constituency Committee approves as a priorities for 2013/14 in Birkenhead *Improving Services for Young People*. The constituency manager will form a proposal on how to deliver this project which will be discussed

with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**Recommendation 2.3e:** Birkenhead Constituency Committee approves Improving Communication as priority for 2013/14 in Birkenhead. The constituency manager will form a proposal on how to deliver this project in which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**Recommendation 3:** As Task and Finish Group is formed to discuss and devise an action plan to recruit Community Builders in Birkenhead to support the work and priorities of the Constituency Committee in 2014/15.

## **10.0 REASON/S FOR RECOMMENDATION/S**

10.1 The recommendations at 9.0 are to kick start the work of Birkenhead Constituency Committee with the budget allocation for 2013/14.

**REPORT AUTHOR: Dawn Tolcher, Constituency Manager (Birkenhead)**  
Telephone: (0151) 691 8295  
Email: [dawntolcher@wirral.gov.uk](mailto:dawntolcher@wirral.gov.uk)

## **APPENDICES**

APPENDIX 1- Vision and Aspirations feedback

APPENDIX 2- Budget Allocation for Birkenhead Constituency Committee 2013/14



This page is intentionally left blank

## **APPENDIX 1**

## **Vision and Aspirations - January 2014**

Following the action from the first Constituency Committee meeting research was conducted with residents within the Birkenhead Constituency area as to what their visions and aspirations for Birkenhead are.

These were collated using a number of methods.

1. Contacting every member of the public who attended the Constituency Committee meeting on the 28<sup>th</sup> November.
2. Contacting all the third sector organisations detailed in the Birkenhead Directory. Responses were received from a number of groups such as Wirral Older Peoples Parliament and Prenton Ridge Community Association
3. Speaking to residents face to face in various locations around Birkenhead including
  - Rock Ferry Library and One Stop Shop
  - Church Road Neighbourhood Resource Centre
  - The Lauries Centre
  - St James Centre and Library
  - Claughton Village shopping area
  - Rock Retail Park
  - Oxton Village
  - Beechwood shopping area

In total 44 responses were gathered.

Below are the responses to the two questions that residents were asked the responses have been ranked in order of the number of times they were given as a response.

### **Q. A vision statement communicates both the purpose and values of the organisation. What do you think the vision statement for the Birkenhead Constituency Committee should include?**

- Birkenhead should continue to develop and look after the coastline and open spaces to improve the environmental quality of Birkenhead to make it a desirable place to live and work.
- The Committee should adopt a community engagement strategy where the community and statutory organisations would share the decisions, acquisition, disposition and delivery of resources.
- The Committee should listen to and put resident's views first when providing the most effective services possible.
- Local ward councillors should maintain regular contact with their constituents to ensure communication is a vital element of the Constituency Committee.

- To harness the human potential in the area.
- To make public policy more responsive to locally identified needs
- To plan locally to meet local needs within a wider strategic agreement with the other constituency committees
- To make peoples lives better through social inclusion, proactive healthcare and regeneration.
- It is essential to retain the status and dynamics of the constituency area by having Birkenhead as a separate local authority as it was prior to 1974. In order to maintain an open democratic view in local government that elected councillors maintain regular contact with their constituents (not just in the period of time before any election).
- That any policy decisions that benefit all constituency businesses and residents are made within the constituency and are not subject to central government jurisdiction without good reason

**Q. Aspirations are the goals and objectives an organisation wants to achieve, the difference and impact it wants to make.**

**What do you think should be the Aspirations for the Birkenhead Constituency Committee?**

- Reduce litter and fly tipping throughout Birkenhead.
- Reduce unemployment, increase trade and give people more work opportunities.
- Reduce the amount of empty shops by encouraging more independent traders to increase trade and employment. Lowering business rates was given as a possible way of achieving this.
- Continue to tackle issues around dog fouling.
- Increase the amount of activities for young people and play areas for 0-5 year olds.
- Increase Police presence on the street to reduce community safety.
- Reduce the issue around people drinking on the street and the problems associated with this.
- Abolish car parking charges in the shopping areas and the lack of parking around the smaller shopping precincts.
- Prepare a neighbourhood plan and reduce bureaucracy and politic debate
- To have a planning system which gives appropriate weight to residents views
- Improve the buildings that run along Borough Road by Birkenhead Central Library, possibly by demolishing and replacing them with landscaping.
- Adopt the aim of reducing isolation in the community.
- Continue to look after young, elderly and disabled people.
- Address the lack of development in the housing areas demolished through the HMRI scheme.
- Reintroduce health visits to all families with children under the age of 5 years old
- Increase the investment in Birkenhead Town Centre to attract more people to the area



- Enhance transport within the constituency area especially on Sundays and of an evening time.
- To encourage residents to use those public libraries and leisure facilities across the constituency
- To retain local control of all family & education establishments (schools & colleges etc) rather than outsourcing them to outside bodies

This page is intentionally left blank

## **Appendix 2**

### **Birkenhead Constituency Budget Allocation 2013/14**

The Birkenhead committee have a total allocation of £100,000 for 2013/14, this is from 3 sources. Below details the three sources and the outcomes attached to each budget allocation

#### **Wirral Council**

**£50,000**

To 'kick-start' work on the new model with a focus on tackling inequalities

#### **Public Health Funding**

**£25,000**

To achieve the following objectives:

- Children in poverty
- 1st time entrants to the Youth system
- 16-18 year old NEETS
- Re-offending levels
- Social Isolation
- Older Peoples perception of community safety
- Proportion of physically active and inactive adults

#### **Voluntary Sector Support Fund**

**£25,000**

It was approved at the Cabinet Budget Meeting on 10th December 2013 that each Constituency Committee administers a Voluntary Sector Support Fund. This has been proposed due to organisation contacting Councillors with concerns about their futures. It was proposed each constituency has a sum of £25,000 to be used against an agreed set of criteria.

Organisations can request up to £3000, each proposal will have to state how their activity meets at least one of the following two high level outcome measures from the Department of Health's Public Health Outcomes Framework 2013-2016:

- Increased healthy life expectancy
- Reduced differences in the life expectancy and healthy life expectancy between communities

These outcome measures are supported by a number of public health indicators grouped into four domains:

- Improving the wider determinants of health
- Health improvement
- Health protection
- Healthcare public health and preventing premature mortality

**Total budget £100,000**

This page is intentionally left blank