



Constituency Committee - Birkenhead

Date:	Thursday, 27 March 2014
Time:	6.00 pm
Venue:	Birkenhead Town Hall

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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.

No declarations of interest were received.

2. MINUTES (Pages 1 - 8)

To approve the accuracy of the minutes of the meeting held on 30 January 2014.

3. CONSTITUENCY MANAGER'S UPDATE (Pages 9 - 94)

4. PAVEMENTS & GRASS VERGE PARKING - UPDATE REPORT (Pages 95 - 100)

At its meeting on 27 January 2014 the Policy and Performance Committee - Regeneration and Environment considered the attached report and it was

'Resolved –

- (1) That the progress being made in continuing to address pavement and verge parking issues be noted.**
- (2) That the report be referred to each of the Constituency Committees for their consideration.'**

Consequently, the Committee is invited to give the report its consideration.

5. ROCK FERRY POSITION STATEMENT (Pages 101 - 102)

6. DATES OF FUTURE MEETINGS - 2014/2015

24 July 2014

30 October 2014

29 January 2015

9 April 2015

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

Public Document Pack

CONSTITUENCY COMMITTEE - BIRKENHEAD

Thursday, 30 January 2014

Present:

Chair Frank Field

Councillors A Brighouse AR McLachlan
 J Crabtree M McLaughlin
 G Davies C Meaden
 P Davies T Norbury
 WJ Davies D Realey
 P Doughty D Roberts
 S Foulkes H Smith
 S Kelly J Stapleton
 B Kenny

Also Present:

Mr J Brace
Mrs L Brace
Ms H Robinson
D Roberts
Mr P Griffiths
C Purcell
Ms G Jones
Ms R Shaw
Mr P Barton
Ms R Burns
Ms P Lawson
Ms P Haywood
Mrs P Cocker
Mr J Cocker
Ms Julie Smith
Mr D Collinson
Mr D Rigby

Apologies

Councillors P Williams

14 **MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST**

No declarations of interest were received.

15 **MINUTES**

RESOLVED:

That the minutes of the Birkenhead Constituency Committee held on 28 November, 2013, be approved.

16 **CONSTITUENCY MANAGER'S UPDATE**

The Committee considered the report of the Head of Neighbourhoods and Engagement updating on progress in relation to the actions identified at its meeting on 28 November 2013 (Minute 9 refers).

Ms Dawn Tolcher, Constituency Manager introduced the report highlighting the action to be undertaken and the progress to date.

In relation the recruitment of a post graduate to undertake further analysis and provide conclusions and recommendations on the priorities to inform the Constituency Plan. Two member's and the Constituency Manager indicated that they had met with academics from Liverpool University who would be assisting with the task of collating the public spen in Birkenhead. some data was presented at the previous committee meeting but now the work will focus on the spend on services for children under 5 to help us shape our early intervention work.

In relation to constituency profiling, Ms Tolcher indicated that a session was to be held with Members on Tuesday 3 February 2014, to update them on the Constituency Profile that public health have formulated. A Member stressed the need for the Committee to be more proactive in accessing all available funding streams.

A task and finish group was established to determine the priorities and proposals for spend in 2013/14.

The Group suggested that the priorities for the funding allocation for this financial year were improving the environment, Date Audit of current spend and need ; improving services for young people and improving communication with the community.

Lead Members for each of the four priorities introduced the priorities and highlighted the recommendations which required approval from the Committee. The following comments were made:-

Improving the Environment

A Member indicated that this priority was looking at tackling the issue of cleanliness of entries. Funding had now been identified to improve this as part of a pilot project. It was suggested that aside from BIFFA, funding could be used to fund the employment of officers to assist in regular cleansing of the “hotspots”. It was further suggested that education and promotion could be enhanced to encourage the public to care for their environment.

A Member suggested that the community payback team could be asked for assistance.

Ms Tolcher, Constituency Manager indicated that as part of this project, the issue of prosecution would be looked into and a report would be presented at the next meeting indicating prosecution rates and how we can make people more aware of the processes.

In response to the Chair’s question as to how many people had been prosecuted to date. A Member stressed the difficulty of gaining evidence in order to prosecute.

Members of the public commented that the increase they felt was largely down to the “bulky item” removal service now being chargeable and suggested that the Council may wish to look at waiving the fee or charge it at a reduced rate.

It was further commented that landlords also had a big part to play in the project, ensuring that their tenants cleared their property upon leaving.

A Member commented that as the “clean up” develops this could then be communicated to the public to encourage further community involvement.

A member of the public suggested that this was something young people could get involved with a possible positive community project.

The Chair indicated that this issue had been raised at the previous meeting and that the Housing Associations had suggested creating places of beauty to enhance the area.

It was suggested that the introduction of alley gates could be looked into as those areas that had them had evidenced an improvement to the area.

It was further suggested that through the National Citizenship Service, young people could assist in community projects.

Improving Services for Young People

A Member indicated that this priority centred on the reduction in children becoming NEET, improving their lifestyle through healthy eating and improving support to mums during pregnancy and after birth. The task and finish group had recommended that the Committee agreed to allocate the total £50,000 from Public Health to improve services for young people focusing on these outcomes.

Ms Tolcher indicated that she had met with the Chair to discuss the issue of children becoming NEETs. It was suggested that a session be held with Members and teachers to enable the Committee to gain a better understanding of how children become NEETs.

Members of the public indicated that there was a need to identify the those young people that were NEETs and look at reasons behind the lack of attainment and employment opportunities.

In response, Ms Tolcher indicated that she had met with the Cabinet Member to discuss this with a view to reducing the number of young people that were NEETs and looking into various models of good practise. A further meeting was due to be held on 20th February 2014. Ms Tolcher had also met with alternative education providers.

A Member suggested that further discussion be held with Merseytravel to tackle the issue of transport access to employment and training opportunities.

A Member commented that there was a need to recognise the achievements of those people within the community who actively encourage peoples' lives, especially those who do this on a voluntary basis. It was suggested that the Committee could introduce an award scheme to recognise the work done within the community by volunteers and smaller community group, which may encourage others within the community.

In relation to the support offered to mums during pregnancy and after birth, the Chair indicated that a report would be brought to a future meeting of the Committee.

Improving Communication with the Communities

In relation to this priority, it is recognised that local publications such as the Wirral globe did not reach the Birkenhead Wards, It was suggested that a community newspaper be introduced for Birkenhead which would improve communication within the area also could provide possible employment opportunities.

A member of the public asked if local residents who pay for local distributor but did not receive local publications could be reimbursed. In response, Ms Tolcher agreed to pursue this.

It was suggested and agreed that discussions be held with local organisations, health and church groups to explore the idea of pooled resources to enhance communications and publication of community issues.

A Member suggested that as there was funding available surrounding social inclusion; the Committee may be able to apply for this to assist in enhancing communication to the public.

A member of the public commented that Committee needed to think about reaching those residents for who English was not their language.

RESOLVED: That

- (1) Recommendation 2.3a: *Improving the Environment* as detailed within the report be approved as a priority for 2013/14 in Birkenhead and an allocation of £20,000 from the £50,000 be allocated to tackle inequalities. The constituency manager be requested to form a proposal on how to deliver this project to be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27th March;**
- (2) Recommendation 2.3b: As detailed within the report the Constituency Manager be requested to work with Ward Councillors to collate other issues within Birkenhead related to waste and Improving the Environment to contribute to the Constituency Plan for 2014/15;**
- (3) Recommendation 2.3c: As detailed within the report, £10,000 of the £50,000 allocated to the committee from Wirral Council be allocated to support a data audit to be carried out detailing the current spend of public funding in Birkenhead on services.**
- (4) Recommendation 2.3d: As detailed within the report, *Improving Services for Young People* be approved as priorities for 2013/14 in Birkenhead and the constituency manager be requested to form a proposal on how to deliver this project to be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27th March.**
- (5) Recommendation 2.3e: As detailed within the report *Improving Communication* be approved as priority for 2013/14 in Birkenhead and the constituency manager be requested to form a proposal on**

how to deliver this project to be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27th March.

- (6) It was approved that the Priorities Task and Finish Group progress the proposals based on the approved priorities; they do not need to wait to discuss again at the next committee meeting in March. Progress report will be presented at the next meeting.**
- (7) Recommendation 3: As detailed within the report, a Task and Finish Group be formed to discuss and devise an action plan to develop community engagement in Birkenhead to support the work and priorities of the Constituency Committee in 2014/15.**

17 PUBLIC QUESTIONS AND ANSWER SESSION (NOT TO EXCEED 20 MINUTES)

During the Public Question and answer session the following questions/comments were raised;

- (1) Is the Wirral Youth Zone still going ahead?

In response, It was reported that the Council had committed two million pound to the project and had identified a site near to the Fire station in Birkenhead, it hoped that a further four million could be sourced. It was envisaged that work on the project would start by the end of 2105 and operating from early 2016.

Ms Tolcher indicated that the she was currently working with a group of young people to design the logo and branding for the youth zone, and update on this would brought back to the next Committee meeting.

A Member suggested that a visit to other Youth Zones could help with the development of this project.

In response to concerns raised regarding transport issues, It was reported that officers were in discussion with Merseytravel on this to ensure there was adequate transportation links to the site.

- (2) Mrs Brace indicated that despite having a disabled bay outside of her property her vehicle had been damaged by passing traffic and she was having to park on the pavement and asked what could be done about this?

In response it was reported that the issue of parking on pavements was discussed at a recent Regeneration and Environment Policy and Performance Committee and a report would be brought back to the Committee in due course.

- (3) Could we have an update on the Neptune's Master Plan?

In response, A Member indicated that it was hoped that information on this would be received in the next few months.

- (4) Where there plans to hold weddings in Birkenhead Town Hall?

In response, Mr Joe Blott, Strategic Director of Transformation and Resources indicated that although there is a licence to hold ceremonies in the Town Hall there were no catering facilities, however the Council was looking at incorporating the whole of the Hamilton Square area to enhance the service provision.

- (5) What are the plans for the Williamson?

In response, it was reiterated that the Council do not want to close the Williamson; plans for which were contained on the budget options listed which had been previously considered by Council. There was a draft plan and this would be discussed at a meeting to be held shortly.

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WIRRAL COUNCIL

BIRKENHEAD CONSTITUENCY COMMITTEE

27TH MARCH 2014

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

1.0 BACKGROUND AND KEY ISSUES

- 1.1 Section 2.0 of this report provides an update on progress in relation to actions from the previous Committee meeting on 30th January 2014.
- 1.2 Section 3.0 of this report details an update on the data collection related to services for children aged 0-5 years.

2.0 PROGRESS TO DATE

The Priorities Task and Finish Group met on 5th March 2014 to discuss proposals in relation to the discussion and actions agreed at the Committee meeting on 30th January 2014. These proposals included a project description, evidence of need, and projected costings. Councillor Stuart Kelly was unable to attend this meeting therefore there was a telephone discussion between Councillor Kelly and the Constituency Manager on 14th March 2014. A summary regarding each action is below:

- 2.1 **Action:** Improving the Environment was approved as a priority for 2013/14 spend in Birkenhead with an allocation of £20,000. The Constituency Manager to develop a proposal on how to deliver a project to tackle the high levels of waste in alley ways and this was to be discussed with the Task and Finish Group

Update: At Council Budget meeting on 25th February 2014 it was agreed to allocate £400,000 to address the concerns of many residents that fly-tipping is a significant problem in many parts of the Borough, the allocation will be used to reinstate the monthly cleaning of entries. A two year programme is to be developed to tackle the issue of fly-tipping which is aligned with the work undertaken in taking forward the Recycling and Waste Strategy. This allocation will reinstate monthly clean ups but the programme includes a strategy and interventions to change residents behaviour

related to this problem, project outline detailed in report to Cabinet member for Environment on 27th February 2014 (Appendix 1). Due to this development progressions of the above action from the committee meeting on 30th January 2014 related to this identified need have been delayed to ensure the resource allocation from the committee meeting is not a duplication and will address a particular need and gap in Birkenhead, we also need clarity that we are not at risk of breaching any contractual commitments to the existing service provider. A proposal is now being developed to work in the Birkenhead area to tackle land of indeterminate or unknown ownership they are an eyesore and attract litter or fly tipping. A service is needed that will clean up these areas so they look more attractive, work to investigate the instigator or owner of the land and working with enforcement teams ensure formal actions are followed when required. The Constituency Manager is meeting with Environmental and Waste Services Manager on 18th March 2014 to clarify the current contractual delivery to ensure the project for Birkenhead will be independent from it. A proposal will then be presented to the Priorities Task and Finish Group for discussion to progress the initiative to begin in April 2014. As discussed at the committee meeting on 30th January 2014 the work carried out specific to Birkenhead will have clear branding to identify it as funded with resources from the committee and consultation with Ward Councillors will take place to identify areas of land that are effecting the appearance of Birkenhead.

The committee requested details of prosecution rates in Wirral. Where any person is found to have not secured their waste, the Council can serve a legal Notice in accordance with Section 46 of the Environmental Protection Act 1990. Appendix 2 details the prosecution rates in each constituency over the last five years, details of why they have not progressed to Fixed Penalty Notices and plans to make amendments to the current policy.

2.2 Action: The Constituency Manager to work with Ward Councillors to collate other issues within Birkenhead related to Improving the Environment to contribute to the Constituency Plan for 2014/15

Update: Councillors in each ward have been contacted to arrange to do this through a meeting or via completing an electronic form. Meetings have been arranged for Birkenhead and Tranmere and Rock Ferry wards.

A meeting has also been arranged with the traders at Grange Road and Charing Cross on 25th March to discuss issues effecting the environment in this area and solutions to improving it.

2.3 Action: Improving Services for Young People was approved as a priority for 2013/14 in Birkenhead. The Constituency Manager to develop proposals on how to deliver against this priority and to be discussed with the Task and Finish Group

Update: The Task and Finish Group discussed and approved two proposals for this priority.

The first was a project to increase Breast Feeding initiation rates in Birkenhead by developing antenatal support programme specific to the area. Appendix 3 details the proposal and a service specification that has been written to deliver this initiative.

The second was a project to work towards addressing high Child Poverty levels in Birkenhead and reducing risk taking behaviour based on a model currently being delivered in Wallasey and Wirral West. This will develop a community hub at a local

primary school. Appendix 4 details the proposal and Appendix 5 is an Expression of Interest submitted by Woodlands School as part of the original commissioning process, they were the only school in Birkenhead to express an interest. Councillor Phil Davies declared a conflict of Interest at the Task and Finish group as a governor for Woodlands Community School. The Constituency Manager and a Public Health Manager will meet with the school to write a specific action plan with outputs and outcomes to be achieved, which will link to prevention of risk taking behaviour, a reduction in isolation and improving community cohesion. Through consultation and the original commissioning process the school has a lot of pre planned implementation to build on their existing work.

2.4 Action: Improving Communication was approved as a priority for 2013/14 in Birkenhead. The Constituency Manager to develop proposals on how to deliver against this priority and to be discussed with the Task and Finish Group

Update: The Task and Finish Group discussed and approved two proposals for this priority.

The first was a project to develop the Wirral Well website to include support available for Digital Exclusion for residents in Birkenhead and to also promote and increase the use of Wirral Well, Appendix 6 details the proposal. This will be developed working with Voluntary and Community Action Wirral (VCAW). The promotion of the Wirral Well will be maximised by following Asset Based Community Development (ABCD) principles and recruiting Voluntary Community Connectors to carry out the promotion and research with residents to inform the Constituency Plan for 2014/15. A social sector partner are in support of this initiative and developing ABCD approach in Birkenhead, therefore they are going to resource the development with a Community Connector post being designated to Birkenhead one day per week for 5 months. A group from Wirral, including Councillor Phil Davies and the Birkenhead Constituency Manager visited a provider in Cheltenham on 28th February 2014 who have carried out some similar work. A follow up meeting is planned for 9th April 2014 to discuss developing this further in Birkenhead.

The second proposal was to develop a pilot of a local publication in Birkenhead. This would be a community based approach informing residents of what they want to read about and know about in the area. The pilot will include 3 editions over a 6 month period (bi-monthly). The proposal in Appendix 7 outlines the need and delivery mechanism to produce this. Councillor Phil Davies declared a conflict of Interest at the Task and Finish Group as the Chair of the Board for Lairdsid Communities Together who are working in partnership to produce this publication. A consultation exercise has been carried out with local residents regarding this publication asking the following 5 questions:

1. Do you read your local free newspapers?
2. What do you like about your free local newspaper?
3. Why don't you read your free local newspaper?
4. What information would you like to see in a Birkenhead Community Newspaper?
5. Would you like to find out about services and activities offered in your area?

These were asked through an online survey and through face to face questioning at community locations, Appendix 8 summarises the responses.

A further meeting took place on 13th March 2014 with Lairdside Communities Together, Councillor Paul Doughty and the Constituency Manager to discuss in further detail the content, editorial processes and distribution. A more detailed brief is being finalised with this detail. Two steering groups will be formed to manage this development; one will oversee the content of the publication, ensuring it remains in line with the brief and community focused. The other steering group will progress the financial sustainability of publication for it to continue after the pilot if it meets the purpose outlined.

Regarding producing the publication the Constituency Manager met with the Head of Legal and Democratic Services as there is a section in the 'Local Audit and Accountability Act 2014, Chapter 2' that includes a 'Code of recommended practice on Local Authority Publicity'. As the publication will be produced using funding from Wirral Council this guidance needed to be considered. The Constituency Manager will produce a protocol detailing the rationale for the publication and with regard to the legislation why it is still appropriate for the production to continue. This will also detail how it can support the aims of the corporate plan and priorities for the Birkenhead Constituency Committee.

- 2.5** Following the committee meeting on 30th January 2014 a member of the public contacted the Chair and stated the enthusiasm for a local publication and suggested the development of a 'Time Bank' (a community service exchange) alongside it. The Constituency Manager met with the resident to discuss this and has since met with a local provider (Forum Housing) to discuss developing a pilot system.
- 2.6** Based on the strategic direction from the committee the Constituency Manager discussed with the Birkenhead Public Service Board the local priority of Improving Communication. The aim of this is to develop a more effective and efficient method of utilising communication tools, reducing duplication and maximising resources by working together. The information currently being collated by public sector partners includes:
1. Who do you communicate with?
 2. How do you communicate with people?
 3. How can people communicate with you?
 4. What staffing resource do you have for communicating with people? Do any of these visit residents in their homes?
 5. What is your current budget spent on communication?

Once this information is collated the next meeting of the Public Service Board will discuss how we can share resources and develop an improved communication system.

- 2.7 Action:** A Task and Finish Group to be formed to discuss and devise an action plan to develop community engagement in Birkenhead to support the work and priorities of the Constituency Committee in 2014/15.

Update: The majority of members who had volunteered to be part of this Task and Finish Group were also part of the Handbook Task and Finish Group. Due to this and Community Engagement being a section of the handbook, it was decided to merge the

two groups together. There was an initial planning meeting on 10th February 2014, to discuss the content for the Handbook. A follow up meeting is planned for 19th March 2014; an update from this will be given to the committee on 27th March 2014.

- 2.8** Appendix 9 details a budget summary based on the proposals detailed in section 2.0 of this report.

Recommendation 1: The Constituency Manager continues to work with Ward Councillors and the Task and Finish Groups to progress the proposals detailed to work towards the priorities identified at the Constituency Meeting on 30th January 2014. The Constituency Manager will monitor each project based on the proposal and update the Constituency Committee on progress at future meetings.

3.0 UPDATE ON DATA COLLECTION

- 3.1** The Constituency Manager has worked with public sector partners to collate data on current spend of services for under 5's (including pre-birth services) on a Constituency basis. The main providers of services for families are Wirral Council and Health Providers. The following information has been collected to date:

Wirral Council Children's Services Department- Appendix 10 details an overview of all services paid for through this department, provided by the Director of Finance. Where it can be done accurately the overall budget has been proportioned to Birkenhead, for other Wirral wide service they have been averaged. There is still further collation to do with this as part of the Councils Future Council project currently being carried out. This project will review every service within the Council. The Constituency Manager is meeting with commissioners within this department to determine:

- What outputs and outcomes are achieved for the spend?
- How service delivery is determined for each constituency?
- How outcomes are measured?
- Any identified gaps in service delivery?
- Referral routes to access the service?

Wirral Council Public Health- The services directly commissioned by Public Health are Breast Feeding Support and an antenatal support programme (Me Time, My Time). Appendix 11 includes the proportion of spend of these services in Birkenhead for 2012/13 and 2013/14 and the outputs and outcomes achieved/ monitored for the Health Visitor Service. A new specification is being written on this service to go out to tender for a new contract to start on 1st February 2015. The request has been made for the outputs to be gathered on a constituency basis.

Wirral Clinical Commissioning Group (CCG) - The CCG are responsible to commission Maternity Services, Acute Services and Community Nursing. Included in Appendix 12 details spend on Maternity Services on a Constituency basis. Further consultation is to be carried out to discuss support offered to expectant mums who do not access these services.

The CCG could not provide a breakdown on Acute Services, this is being pursued. They could not provide a breakdown on Community Nursing, this is being pursued through the provider (Wirral Community Trust) to detail spend and outcomes of this service.

NHS England- this is a new Area Team which formed in April 2013. They are responsible for the budgets provided to GP's, Dentists, Pharmacists, Health Visitors and the Family Nurse Partnership.

Appendix 13 details the spend on GP's, this has been calculated from practice lists statements from January 2014 and multiplying the number of registered patients aged under 5's by the Global Sum Price of £66.25 per person. Similar data and activity levels are being collated from the Business Support Unit in relation to dentists and pharmacists, this is not currently available in such a format.

Appendix 14 details current spend on Health Visiting (including the Family Nurse Partnership Service) on a constituency basis and an overview of the outcomes and delivery of this service. The next steps are for providers to breakdown the collation of outputs on a constituency basis. Currently Wirral has 71.8 Health Visitors as part of The Health Visitor Implementation Plan 2011-15 – 'A Call to Action', Wirral should have 84.8 by March 2015. Wirral currently use a system developed by Cowley and Bidmead (2005) to determine how the various teams are constituted and resources they have in terms of staffing.

Recommendation 2- The Constituency Manager will continue to collate this information to summarise overall for all services spends, outputs, outcomes report back to the Constituency committee.

3.2 A Birkenhead Constituency Profile of Children aged 0-4 has been produced by the Public Health Intelligence Team, Appendix 15.

3.3 Sharing Data and Cost benefit analysis is now one of the transformation projects for Wirral Council, with support from the Public Service Transformation Network. The business case outline for this will be finalised at the end of March and progress will be presented to the committee at the next meeting.

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

4.1 The proposals to be progressed will be funded from the £100,000 budget allocation for Birkenhead Constituency Committee in 2013/14 detailed in Appendix 9.

5.0 LEGAL IMPLICATIONS

5.1 The Constituency Manager will produce a protocol detailing the rationale for a Birkenhead publication and with regard 'Local Audit and Accountability Act 2014, Chapter 2' that includes a 'Code of recommended practice on Local Authority Publicity'.

6.0 EQUALITIES IMPLICATIONS

6.1 An Equality Impact Assessment will be carried out for each proposal detailed in Section 2.0.

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 The Constituency Manager continues to work with Local Councillors and particularly the Task and Finish Groups to progress the proposals detailed to work towards the priorities identified at the Constituency Meeting on 30th January 2014. The Constituency Manager will monitor each project based on the proposal and update the Constituency Committee on progress at the future meetings.

9.2 The Constituency Manager will continue to collate this information to summarise overall for all services spends, outputs, outcomes report back to the Constituency committee.

10.0 REASON/S FOR RECOMMENDATION/S

10.1 To progress the initial work and priorities identified by Birkenhead Constituency Committee for 2013/14 and start to form a Constituency Plan for 2014/15.

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APPENDICES

APPENDIX 1- Report to Cabinet Member for Environment, 27th February 2014

APPENDIX 2- Report of Prosecution rates related to Waste

APPENDIX 3- Proposal and Specification for Breast Feeding Service

APPENDIX 4- Proposal for Child Poverty Project

APPENDIX 5- Child Poverty Project Action Plan

APPENDIX 6- Proposal for Wirral Well website Development and Promotion

APPENDIX 7- Proposal for local publication

APPENDIX 8- Feedback from residents regarding local publication

APPENDIX 9- Budget 2013/14 Summary

APPENDIX 10- Wirral Council Children's Department spend on services for under 5's

APPENDIX 11- Wirral Council Public Health spend on services for under 5's

APPENDIX 12- Summary of Health Agencies Commissioning Children's under 5's Services

APPENDIX 13- GP's practice lists and budget

APPENDIX 14- Overview of Health Visitors Service spend

APPENDIX 15- Birkenhead Constituency Profile of Children aged 0-4

APPENDIX 1

WIRRAL COUNCIL

REPORT TO THE CABINET MEMBER FOR ENVIRONMENT AND SUSTAINABILITY

27 FEBRUARY 2014

SUBJECT:	TACKLING ALLEYWAY DUMPING
WARD/S AFFECTED:	ALL WITH THE EXCEPTION OF: CLATTERBRIDGE EASTHAM HESWALL LEASOWE & MORETON EAST
REPORT OF:	MARK SMITH, ENVIRONMENT AND REGULATION
RESPONSIBLE PORTFOLIO HOLDER:	COUNCILLOR BRIAN KENNY (ENVIRONMENT & SUSTAINABILITY)
KEY DECISION? <i>(Defined in paragraph 13.3 of Article 13 'Decision Making' in the Council's Constitution.)</i>	NO

1.0 EXECUTIVE SUMMARY

- 1.1 This report outlines proposals to improve the local environmental quality of terraced housing areas. Alleyway dumping costs the Council hundreds of thousands of pounds each year to clean up. Much of the waste that is being discarded on a weekly basis by residents, private landlords and irresponsible contractors could be recycled if it were disposed of correctly in the first place. It is widely recognised that good environmental quality can have a positive impact on people's health and well-being¹. The recommendations made within this report therefore support the Council's strategic priorities "Protecting vulnerable people and communities" and "Narrowing the gap in inequalities".
- 1.2 In addition to adopting the nationally recognised 3E's model of Engagement, Education and Enforcement², this balanced campaign will also carry out extensive consultation and engagement in two "pilot" terraced housing locations. A multi agency team approach will be taken in order to better understand the root causes of alleyway dumping. The project will build on the assets in our communities, and work in partnership with the residents to develop their own solutions to improving the condition of their alley ways.
- 1.3 The Council has a statutory duty to maintain "passage" along adopted alleyways. It is also necessary for alleyways to be kept free of obstruction so that residents are able to comply with the Council's waste collection policy, and present their bins for collection at

designated points. The Council has resolved to return to 4 weekly cleansing of alleyways for a period of two years (**Minute XX refers (tbc)**, Council Budget Cabinet, 25 February 2014), and to re-double enforcement efforts. This report outlines proposals for how the £400K contribution from the Waste Development Fund will be used over a two year campaign period to drive pro-environmental behaviours and maximise recycling of household waste in terraced housing areas.

2.0 BACKGROUND AND KEY ISSUES

2.1 In July 2013, the Council reduced its cleansing frequencies in alleyways from monthly to 12 weekly. This was part of a review of street cleansing that resulted in £1M pa of savings. It is the view of officers that the frequent removal of waste from alleyways has resulted in some residents viewing this service as an additional waste collection service. This may have acted as a disincentive to residents providing little motivation to dispose of waste responsibly. This is backed up by the fact that Wirral saw a 12% reduction in tonnage of illegally dumped alleyway waste within 3-6 months of the cleansing frequencies being reduced. In other local authority areas such as Preston City Council and Rochdale Borough Council, alleyway dumping has also been significantly curtailed, through the removal of a regular free waste clearance service. It is therefore important to ensure that the temporary re-instatement of a four weekly cleanse is supplemented with enhanced education and enforcement activity in order to discourage residents from using the alleyways as an easy alternative to using legitimate waste disposal routes.

In order to change the behaviour of residents within communities, it is now essential to put measures in place to ensure that all residents comply with the Council's kerbside waste collection service. Steps must also be taken to clamp down on private landlords and companies carrying out refurbishment works who break the law by fly tipping waste in the alleyways.

2.2 It is also important to recognise that the waste collection systems operating in terraced housing areas may themselves be barriers to effective household waste management. Between 2006 and 2009, all terraced households were provided with the same waste collection system as semi-detached and detached housing stock. Over the years it has proven to be increasingly difficult to manage reports of non-compliance, especially as wheeled bins often become abandoned, damaged or stolen, or simply left out on the public highway. The quantity and quality of recycling recovered from these areas is much lower than in other areas.

2.3 The project outlined in section 3 below seeks to tackle alleyway dumping from all possible angles. Officers from Waste and Environmental Services will work closely with other divisions and departments of the Council, as well as a range of external agencies, in order to maximise the opportunities for meaningful engagement with residents and private landlords. In particular, the Constituency Teams for Birkenhead and Wallasey will be fully involved in the project and co-ordinate all stakeholder consultation in two pilot areas.

The Birkenhead Constituency Committee has recently established "Improving the local Environment" as a priority. The Committee have also allocated £20K to improve environmental quality and have recognised that alleyway dumping is a major concern of many of its constituents. There is scope to utilise some or all of this funding to select an additional pilot area within the Birkenhead Constituency area.

3.0 PROJECT OUTLINE

3.1 The project will consist of two elements. The first element will cover all terraced housing stock that have alleyways (approximately 30,000 households) and will encourage compliance with the Council's waste collection service through a multi-level awareness campaign. Phase 2 of the project will examine three problematic locations in detail. Residents and community organisations in the pilot areas will be encouraged to take ownership of the waste problems in their area and help develop sustainable solutions to reduce alleyway dumping.

3.2 Phase 1: The Good Neighbour Campaign (All terraced households)

3.2.1 Introductory Leaflet

All terraced households will receive a hand delivered leaflet making them aware of the reduced alleyway cleansing frequencies and providing advice on how they can help reduce the levels of alleyway dumping.

3.2.2 Good Neighbour Pack

Residents can request a "Good Neighbour Pack" from the Council. The pack provides more detailed advice around managing waste, instructions and advice around the reporting of fly tipping offences as well as the following:

- I. A "Love Wirral - Keep our Street Tidy" Window Sticker
- II. An A3 "Good Neighbour" weather proof notice to be placed on their back yard wall or gate supporting a pledge to manage their waste responsibly and asking others to do the same.
- III. 5 x Good Neighbour postcards. Residents can send these postcards anonymously to neighbours that share their alleyway, to encourage people to act responsibly.

All residents that request the pack will be asked to provide feedback to the Council on the level of effectiveness of the Good Neighbour approach. Packs will also be marketed directly to all residents that live in terraced areas that have reported alleyway dumping, or paid for a bulky waste collection in the last 12 months and through "neighbourhood watch" groups. They will also be offered during the door stepping exercises carried out in the two pilot areas.

3.2.3 Investigation Unit

The project will be supported by a temporary Council funded "Waste Investigation Unit". Approved "Transitional Funds" have been set aside for this unit for 3 months (January to March 2014, in order to assist with the inter-frequency clearance of waste in alleyways currently on a 12 weekly cleanse and gathering of baseline data required to ensure that the impacts of alleyway dumping pilots (section 3.3). It is proposed that this crew are deployed throughout the two year period until March 31st 2016 and funded through the waste development fund. This specialist waste removal team will continue to be deployed to areas where it is necessary to clear alleyways in between the schedule cleanse. They will work closely with the environmental enforcement team to gather evidence for the prosecution of fly tipping offences in order to deter private landlords

and contractors from illegal waste disposal. They will notify the Council of households causing environmental problems through poor or irresponsible management of their household waste, and provide evidence for the enforcement team that could support the subsequent issuing of fixed penalty notices for littering (black bag waste dumping) or Section 46 (household waste) offences, where such action is deemed justifiable due to the level of “intervention/ awareness” work previously carried out. They will also notify all residents each time they are requested to return to an alleyway, to raise awareness of the enhanced enforcement activity that is being carried out.

3.2.4 Amendments to the Councils Household Waste Collection Policy

In order for the Council to ensure reasonable compliance with its waste collection scheme, it is necessary to amend the current policy relating to the issuing of a Section 46 notice. Currently, it is Council Policy to only issue a notice after several breaches. Further evidence and officer time is then needed to prove a subsequent breach of notice and enable officers to issue a Fixed Penalty Notice. This approach is extremely time consuming and is viewed as being “ineffective” in dealing with those in the community whose behaviour is hardest to change. Officers are developing a new policy that will support this project and all future education and enforcement campaigns. It is the intention of officers to amend the policy to enable the Council to serve notice on individuals or whole areas, where non-compliance to the Council’s waste collection service is significant. The notice may also be served on individual households even if that household is not suspected of committing an offence. This approach serves to set out the requirements of the Council within a legally binding notice, so that we may collect waste efficiently and without causing unnecessary harm to the local environment. The notice also requires the separating out of several waste streams for recycling. It is important to note that the government are intending to de-criminalise this “offence” in April of this year, meaning that it will not be possible to issue a fixed penalty notice for breaches of the notice. However, Wirral Council have never issued a fixed penalty notice as the majority of residents comply once a Section 46 notice has been issued. It will be possible in some circumstances to issue fixed penalty notices for littering (Section 88 of the environmental Protection Act) to residents who place black bagged waste out in the public realm.

The blanket serving of section 46 notices is now being adopted more commonly in local authorities. For example, Knowsley Council have recently blanket served Section 46 notices on all households, to ensure that residents comply with their new “week in, week out” waste collection scheme.

It is the intention of officers to submit this policy for approval at the earliest possible meeting of the Cabinet once the legislation has been reviewed in Parliament in April.

3.2.5 Dedicated Alleyway Patrol Officers

It is proposed that two x two year fixed term “patrol officer posts” are created (commencing 1st April 2014) to deal with all referrals arising from the public and Waste Investigation Unit. The scale of the problem we currently face means that there are not sufficient resources within the existing team structure to ensure that an effective balance of education and enforcement activity can be deployed, and to effectively investigate the referrals levels we currently receive. The patrol officers will be managed by the Environmental Enforcement Supervisor, who will also be assigned the Birkenhead constituency area, worse affected by alleyway dumping. It is proposed that

both posts are funded through the £400K Waste Development Fund. The entry cleansing schedule will return to 4-weekly from 1st April 2014, for a minimum period of two years. This requires the deployment of a third entry cleansing crew which officers propose is funded through the £400K waste development fund allocated through Labour's 14/15 budget resolution.

3.2.6 Return to a four weekly cleansing schedule

The entry cleansing schedule will return to 4-weekly from 1st April 2014, for a minimum period of two years. This requires the deployment of a third entry cleansing crew which officers propose is funded through the £400K waste development fund allocated through Labour's 14/15 budget resolution. Officers have carried out initial feasibility work around the opportunities for bulky household waste items dumped in alleyways to be recycled. Waste composition analysis carried out in January/March from alleyways cleared by the waste investigation unit has identified that around 25% of alleyway dumping could be recycled if the crews segregate items such as rubble, wood and some furniture items. Initial discussions are in place with Merseyside Recycling and Waste Authority to commence a pilot as early as April 2014. The additional segregation and documentation the three entry cleansing crews would be required to carry out could mean they struggle to stay on schedule initially, until the Good Neighbour Campaign and enhance enforcement activity begins to impact positively on pro-environmental behaviours. Therefore officers propose to set aside a £20K contingency in 14/15 from existing waste provisions in the event Biffa require occasional overtime to complete scheduled work.

3.2.7 Timescales

Should all elements of Phase 1 be approved, it is envisaged that initial communications with 20,000 residents will commence mid March. All initial leaflets will be posted by 31st March. The "Waste Investigation Unit could be formally launched with a press release at the same time to maximise interest and coverage of the project. The crew will undergo in-house training on gathering evidence, and be issued with distinct Uniforms and a specially livered vehicle, in order to raise the profile of the work of the team in the communities it is sent to.

3.3 Phase 2: Pilot Studies

3.3.1 Selection of Pilot Areas

Officers have analysed data from six of the most problematic areas for alleyway dumping, referred to the Council by the Waste and Environmental Services Contractor.

Two areas have been selected for inclusion in the pilot study due to the high number of waste related referrals and tonnage of dumped waste per household. The two areas within each constituency of Wallasey and Birkenhead most affected by alleyway dumping have been identified by officers as the Harrowby Road area in Birkenhead Ward and the Naples Road area in Seacombe.

In the selection process, officers have also considered the geographical and demographic make up and selected two distinct areas, enabling a range of engagement strategies and alternative waste solutions to be tested. Officers also recognised the

benefits of delivering the project in two constituency areas in order to help different neighbourhood approaches to evolve. Selection criteria included parameters such as tonnage of waste dumped per household, number of enforcement referrals/complaints and levels of other anti social behaviours reported.

3.3.2 Aims of the pilot projects

The direction of the pilot projects will be heavily influenced by the initial consultation undertaken with the residents living in the two pilot areas. However, the initial aims of this project are:

- To reduce alley way dumping through the normalising of compliant behaviour.
- To review the waste collection system in each pilot area and identify more effective alternatives.
- To explore the local appetite for and effectiveness of community based incentives on pro-waste management behaviours.
- To engage with stakeholders, including private/social landlords and letting/estate agents in order to put in place systems and procedures that promote good household waste management.
- To use an asset based community development (ABCD) approach to identify resources in the communities to support the required change.
- To gain a greater understanding of the barriers to good household waste management and pro-environmental behaviour specific to the communities residing in the pilot areas and to develop a range of cost effective solutions to overcome these barriers that may be replicated on a larger scale.

3.3.3 Added Value

It is recognised that enviro-crime can be linked to other anti-social behaviour^{3, 4}. Poor household waste management, especially in larger households can also be a symptom where households are struggling with other life challenges so do not consider waste and recycling to be a priority⁵. A multi agency approach including Merseyside Fire and Rescue, Trading Standards, Environmental Health, Housing Associations and the Troubled Families Project will be adopted in order to help tackle some of the wider problems that families and vulnerable people face. For example, through the consultation exercise, Trading Standards will consider the benefits of designating the pilot areas as cold calling exclusion zones, making it an offence for companies or individuals to make unsolicited visits to households where the householder has indicated they do not welcome such calls. A second example involves the Waste and Environmental Services Team working closely with the “Troubled Families Team”, to put in place a referral process so that these families are offered additional support to help them comply with the Council’s waste collection service. The Waste and Environmental Services team will also be seeking to engage with local re-use organisations and social enterprises to set up a low cost bin-refurbishment service so that low income households have access to replacement wheeled bins at a more affordable rate, than if they were to purchase a new bin. An existing £25K wheelie bin reserve has been earmarked to help low income households within the three pilot areas replace damaged or missing wheeled bins. The evidence gathered as part of this project will also help officers to fully review the impact of the current bin charging policy on alleyway dumping, and identify effective measures reduce the risk of theft or destruction of wheeled bins which appears to be on the rise.

Further details will be reported to the relevant constituency committees by the constituency managers.

4.0 RELEVANT RISKS

- 4.1 Should the project be approved, a risk register will be developed as an important element of the project management toolkit.

The proposed change to the Section 46 Policy is likely to draw media and political interest. It is therefore important that the Council is ready to respond to media enquiries and re-assure the general public that the revised policy is necessary to deal with the very small proportion of their community that cause frequent environmental problems through the miss-use of the waste collection service.

5.0 OTHER OPTIONS CONSIDERED

- 5.1 None

6.0 CONSULTATION

- 6.1 The following stakeholders have been informed about the proposals:

- Merseyside Fire and Rescue Service
- Merseyside Police
- Biffa Waste Services
- Lairdside Communities Together
- Trading Standards
- Environmental Health
- PR and Marketing (WMBC)
- Troubled Families Team
- Neighbourhood Constituency Teams
- Merseyside Recycling and Waste Authority

Further stakeholders will be consulted as part of the pilot projects, including residents, constituency committees, private/social landlords, estate/letting agents, community groups and other community based asset managers servicing residents in the pilot areas.

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 6.1 In order to fulfil the aims of this project, it is a requirement to actively seek and engage voluntary, community and faith groups in the three pilot areas. Local re-use organisations and social enterprises will be approached in order to explore the possibilities of setting up a low cost wheeled bin-refurbishment service. There is also an opportunity for further support to be commissioned from community based organisations to carry out enhanced engagement work.

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

7.1 All communications and PR costs arising from this project can be contained within existing budget provisions and staffing resources. This covers the following costs:

The following costs are associated with the project. No additional new monies are being requested.

Activity	Quantity	Total Cost	Funding Source
Phase 1 (all terraced housing areas)			
A5 folded awareness leaflet printing plus delivery	30,000	£4700	Existing waste provisions (Comms budget) 13/14
Good Neighbour packs	5000	£9100	Existing waste provisions (Comms) 13/14
Waste Investigation Unit "postcards" printing	20,000	£670	Existing waste provisions (Comms budget) 13/14
Waste Investigation Unit	1 x cage tipper; 2 x operatives plus equipment and branding	£150K (over 2 years)	Waste Development Fund
Reinstatement of 4 weekly entry cleanse	1 x cage tipper, 3 operatives	£186K (over 2 years)	Waste Development Fund
Alleyway Patrol Officers fixed term posts (Redeployment opportunity)	2 x FTE Band C (to be evaluated)	£64K (over 2 years)	Waste Development fund
Alleyway cleansing contingency	Overtime	£20K	Existing waste provisions - Biffa Provisional Sums (14/15)
Phase 2 (Pilot areas – Birkenhead/Wallasey Constituencies)			
Free replacement of damaged/ missing wheeled bins as part of assessment of impact of wheeled bin charging policy (pilot areas only)	Approx 1000 240 litre wheeled bins	£25K	Existing Wheeled bin reserve
Numbers for labelling wheeled bins	Approx 6000	£1500	Existing waste provisions (14/15 Comms budget)
Total projected expenditure	Existing waste provisions		£61K (14/15)
	Waste Development Fund (£400K available)		£400K (£200K 14/15; £200K 15/16)

Should an "incentive scheme" be trailed as part of Phase 2 of the project (in the pilot areas) it is proposed that sponsorship or alternative funding is secured externally with help from communities involved in the pilot projects. This is primarily due to the fact that

the pilot projects must be replicable in other areas. Unfortunately, the Council's current financial position inhibits such levels of "none discretionary" expenditure.

An initial door stepping exercise to all households in the two pilot areas will be carried out. The costs associated with this will be minimal, as it is proposed that a number of Council departments and partner agencies will work together to within existing staffing resources to carry out this work. However, it is possible that local organisations may be commissioned to assist up with this work. Any costs arising from this will be contained within existing budget provisions.

8.0 LEGAL IMPLICATIONS

8.1 There are no legal implications arising from this report.

9.0 EQUALITIES IMPLICATIONS

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) Yes and impact review is attached – (*insert appropriate hyperlink*).

(To find your departmental hyperlink click on

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010-0>

10.0 CARBON REDUCTION IMPLICATIONS

10.1 This project seeks to improve the local environmental quality of resident living in around 20,000 households. In addition, the proposed changes to the Section 46 policy will enhance compliance to the waste collection service and improve the amount of waste diverted from landfill. Additional segregation of bulky and construction waste collected from alleyways is intended, meaning that up to 25% of this waste will be diverted from landfill.

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are no planning or community safety implications arising from this report.

12.0 RECOMMENDATION/S

12.1 The Cabinet Member for Environment and Sustainability is requested to:

(i) Endorse and approve the proposal to tackle alleyway dumping outlined in this report.

13.0 REASON/S FOR RECOMMENDATION

13.1 This project will enable important consultative and investigative work to be carried out in order to reduce the amount of alleyway dumping experience in terraced housing areas and to provide support to residents struggling to comply with their waste collection

scheme. It is possible that findings from this important project could fundamentally change the way household waste is presented for collection in terraced housing areas.

REPORT AUTHOR: Tara Dumas

Waste and Environmental Services Manager

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REFERENCE MATERIAL

1. When it comes to litter which side of the fence are you? (2013) keep Britain Tidy
2. The Effectiveness of Enforcement on Behaviour Change (2011) Keep Britain Tidy
3. Broken Windows (1982), Kelling and Wilson
4. The Spreading of Disorder (2008), Keizer, Lindenberg & Steg.
5. How can Wirral Council optimise pro-recycling behaviour of its population? (2012), Tara Dumas, MBA research dissertation (un-published).

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Budget Council	25/02/14

Equality Impact Assessment Toolkit (from May 2012)

Section 1: Your details

EIA lead Officer:

Email address:

Head of Section:

Chief Officer:

Department:

Date:

Section 2: What Council proposal is being assessed?

Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

Yes / No

If 'yes' please state which meeting and what date

.....

Please add hyperlink to where your EIA is/will be published on the Council's website (see your Departmental Equality Group Chair for appropriate hyperlink)

.....

Section 3: Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 4: Does the proposal have the potential to maintain or enhance the way the Council (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 5:

Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications

Section 5a: **Where and how will the above actions be monitored?**

Section 5b: **If you think there is no negative impact, what is your reasoning behind this?**

Section 6: **What research / data / information have you used in support of this process?**

Section 7: **Are you intending to carry out any consultation with regard to this Council proposal?**

Yes / No – (please delete as appropriate)

If ‘yes’ please continue to section 8.

If ‘no’ please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 8: How will consultation take place and by when?

Before you complete your consultation, please email your preliminary EIA to equalitywatch@wirral.gov.uk via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for re-publishing.

Section 9: Have you remembered to:

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to equalitywatch@wirral.gov.uk via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to equalitywatch@wirral.gov.uk via your Chief Officer for re-publishing?**

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Prosecutions for Waste Offences

Where any person is found to have not secured their waste, the Council can serve a legal Notice in accordance with Section 46 of the Environmental Protection Act 1990.

Over the past 5 years there has been 192 section 46 notices served on households in Wirral who persistently present their domestic waste incorrectly for collection, this is broken down below per Constituency:

Birkenhead	157
Wallasey	31
Wirral South	4
Wirral West	0

To date there have been no fixed penalty notices issued or, prosecutions instigated.

The reason there have been no Fixed Penalty Notices is that although evidence may have been found contained within the waste it is extremely difficult to prove that the item belongs to the named addressee and that that person is responsible for the dumping of the bag. It could for example be another member of that person's household or a landlord or indeed someone removing refuse from a neighbour's bin in order to deposit refuse of his own inside it. DEFRA guidance in this matter states;

"that before a fixed penalty notice is issued for an offence in contravention of a notice, there must be appropriate and sufficient evidence, to a criminal standard of proof, to support the prosecution of the original offence in the magistrates' court, should a fixed penalty notice go unpaid. In DEFRA's view this is 'non-negotiable.'"

The current 'Household Waste Collection and Recycling Enforcement Policy' was never designed to issue fixed penalty notices it was more designed as an education tool with fixed penalty notices being a last resort. It is hoped to address this with a revised section 46 policy going before Cabinet in June of this year and if approved will enable us to serve notices upfront.

Currently there are only 3 full time Environmental Enforcement Officers to cover the whole borough with a diverse range of other regulatory functions to deliver, in addition to the domestic waste problems we are encountering. There is currently consideration being given to the use of additional funding for a targeted and proactive approach to the issue. This should provide additional resources to identify, educate and where appropriate, penalise offenders who are not engaging with the existing waste collection services.

In consultation with legal and in order to deal more proactively with alleyway dumping in the future, it has been agreed as a way forward where the Council finds circumstantial evidence contained within for example, a black bin bag of waste, (i.e. name and address), the Council will invite that person for interview under caution prior to a litter Fixed Penalty Notice (FPN) being issued and consider prosecution for the offence if the FPN remains unpaid, other local authorities have previously taken this stance in order to tackle these issues.

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Appendix 3

Priority Area: Improving Services for Young People

Objective: To increase the Breastfeeding initiation rates in the Birkenhead

Background Information:

Historically support is given to mums once they have given birth to the child. This is done through hospital support, health visitors and a service that Home-Start Wirral (voluntary sector organisation) currently delivers. The Home-Start Breastfeeding Peer Support service offers support on the maternity ward, telephone support and home visits. Through feedback from professionals it is clear that at the point this support is offered many women have made the decision whether they are going to breastfeed or not. Their decision can often be made on family and peer advice and will not accept any support or further consideration.

It has recently been developed to offer Antenatal Breastfeeding Information and Support but it is limited and initiation rates remain lower, particularly in the Birkenhead area.

The current Wirral wide Antenatal Breastfeeding Support includes:

- Home-Start provide support to mums at their 20 week scan at Arrowe Park hospital and offer a phone call/home visit support at 32 weeks of the pregnancy.
- Antenatal home visits are carried out by Health Visitors, and antenatal classes are delivered by health professionals. Women are given breastfeeding information at this point.
- Women and babies who are perceived to have issues that may affect breastfeeding are reviewed at Lactation Clinic.
- One2One Midwifery service provide antenatal support for their clients.

Information to identify the need:

Less than half of all new mothers initiate breastfeeding in Birkenhead (47%) compared to 74% in England

Breastfeeding Initiation: Birkenhead Constituency, 2010/11 to 2011/12

Ward of Residence (2004 boundaries)	Breastfeeding Initiation 2010/11 - 2011/12
Bidston and St James	31.4
Birkenhead and Tranmere	42.5
Claughton	52.8
Oxton	63.7
Prenton	53.7
Rock Ferry	42.2
Birkenhead Constituency	47.7
Wallasey Constituency	52.3
Wirral South Constituency	64.1
West Wirral Constituency	69.5
Wirral	53.4

Breastfeeding initiation rates were considerably lower in Birkenhead constituency compared to Wirral overall in 2010/11 to 2011/12 . National breastfeeding initiation rates were 74% in 2011/12, Birkenhead is significantly lower than this.

Project Description:

To deliver a pilot project that will develop the current Antenatal that are offered to pregnant women in Birkenhead, to support and encourage them to Breastfeed their children.

The proposal is to offer a targeted local service in Birkenhead, the offer would include:

- Support/Guidance offered to mums attending their 20 week scan at St Catherine's hospital.
- Phone call and optional home visit available at 32 weeks of pregnancy.
- Group sessions for expectant mums providing them with information and guidance about the benefits and support available to encourage them to consider breast feeding. These will be based at St Catherine's hospital, The Home-Start Hub, and other identified venues (specifically targeting where initiation rates are low)
- Providing some very practical sessions, using demonstration dolls and seeing real mums feeding because evidence proves that this improves outcomes.
- Develop a cohort of volunteers to offer continued support to the target group.
- The development of a buddy system to encourage mums to support each other pre and post birth.
- Inform target group of 'breastfeeding friendly' locations within Birkenhead and aim for ongoing support and socialisation to develop between the groups.
- Set up a referral mechanism to Health Visitor/Lactation Clinic for those clients picked up who have complex needs that may affect breastfeeding.

Outcomes to be achieved:

- More mums in Birkenhead choosing to breastfeed their child.
- Development of volunteer network to offer an antenatal support within Birkenhead.
- Reduce isolation of new mums through the development of community networks

Provider: Home-Start Wirral. They are the current provider of the Breastfeeding Peer Support service (commissioned through public health), this can be an extension of their current delivery. They have a part time member of staff that could increase their hours for the pilot (10 months) to do a focused delivery in Birkenhead. They have 30 Breastfeeding Peer Support Volunteers who currently provide postnatal support to Wirral mum's.

Partner Contributions:

- Venue Hire (to be identified)
- The Foundation Years Project will support with qualitative research, monitoring and feedback.

Project Cost: £15,000

£10,000 to coordinator post
£5,000 for volunteer development.

Contribution from Birkenhead Constituency Committee: £15,000

Examples of good practice: Liverpool Women's Hospital offer a specific antenatal service through a scheme called 'Bambis' that offers more outreach and support. Home Start has developed their current service locally. Since developing antenatal services in Wirral 40% of mums seen antenatally went on to breastfeed.

Supportive Information Finding:

As well as learning from this pilot to ensure the support service is delivering effectively we need to have a clearer understanding of why mums decide not to Breastfeed?

Research will be carried out working with The Foundation Years Project to find out Why mum's decide NOT to Breastfeed. The Health Visiting Service will support this research by carrying out a client review of mums in the Birkenhead District who have recently had their babies. This review will find out at whether mum's are feeding how they planned, and to find out if they felt there was feeding information available to them antenatally that in hind sight they wished they knew.

ABCD principles: The development of volunteers and a community network to support mums long term after an initial intervention through the service.

Using People as assets to volunteer and offer peer support, venues as assets to offer a comfortable community environment for mums to visit with their new babies.

Using community research to clearer understand the choices and barriers regarding breastfeeding.

Service Specification- Targeted Support to Initiate Breast Feeding

Category of Service

A Birkenhead based service to provide care and support to expectant mums to promote breastfeeding and reduce inequalities

The main purpose of the service is to increase the initiation rates of Breastfeeding in Birkenhead.

The service will be provided by **Home-Start Wirral**, Home Start work to provide help and support for families who live in Wirral, to help give children the best possible start in life.

Service Description

The service will operate 1st April 2014- 31st January 2015. The following service elements will be delivered:

- Support/Guidance offered to mums attending their 20 week scan at St Catherine's hospital.
- Phone call and optional home visit available at 32 weeks of pregnancy.
- Group sessions for expectant mums providing them with information and guidance about the benefits and support available to encourage them to consider breast feeding. These will be based at St Catherine's hospital, The Home-Start Hub, and other identified venues (specifically targeting where initiation rates are low)
- Providing practical sessions, using demonstration dolls and seeing real mums feeding because evidence proves that this improves outcomes.
- Develop a cohort of volunteers to offer continued support to the target group.
- The development of a buddy system to encourage mums to support each other pre and post birth.
- Support offered to professionals/public sector agencies/social sector organisations educating them on the benefits of breast feeding and encouraging them to promote to their service users.
- Inform target group of 'breastfeeding friendly' locations within Birkenhead and aim for ongoing support and socialisation to develop between the groups.
- Set up a referral mechanism to Health Visitor/Lactation Clinic for those clients picked up who have complex needs that may affect breastfeeding.
- Research to understand the reasons people choose not to breastfeed or the barriers to it.

Category of Service User

All pregnant mums in Birkenhead, particularly targeting those who are not attending antenatal support available.

Service Level Outputs

The following outputs will be measured on a quarterly basis:

- number of support sessions delivered in Birkenhead locations
- number of pregnant women receiving support sessions in Birkenhead locations.
- number of pregnant women seen at Arrowe Park Hospital during their 20 week scan (not specific to this service)
- number of pregnant women seen at St Catherine's during their 20 week scan
- number of antenatal checks completed

- number of women intending to breastfeed
- number of women supported that are breastfeeding at 6-8 weeks.
- number of peer support relationships formed and maintained post birth.
- Number of service users identified as needing additional support and signposted to additional services.
- Number of professionals/public sector agencies/social sector organisations received guidance to promote benefits of breast feeding.

A summary of the service users will be recorded, including:

- Age
- Ethnicity
- If they are first time mum
- Any known disabilities
- Support network available to them
- Other antenatal support accessed

Specific Outcomes of the service

- Improve the health and well-being of children in Birkenhead.
- Providing a targeted intervention for expectant mums in Birkenhead.
- Improving support and care available to mums in Birkenhead during pregnancy.
- Improving support networks available to pregnant mums

Budget

The allocation to this service is £15,000.

£10,000 will be used to contribute to a First Response Worker (contribution to fund part time of post to be designated to Birkenhead)

Monitoring

- A dashboard of statistical information related to the outputs of this service will be provided for the following periods (broken down on a monthly basis):

1st April 2014 - 30th June 2014

1st July 2014 - 30th September 2014

1st October 2014 - 31st January 2015

- Case studies and Stories of Change will be provided for the same periods.
- Feedback from service users regarding the effectiveness and impact of the service will be provided for the same periods.
- A summary report of the research element of the service will be provided in February 2015
- A report providing recommendations for future delivery of similar services based on evidence of impact and feedback will be provided in February 2015

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Appendix 4

Priority area: Improving Services for Young People (Child Poverty)

Background Information: Poverty is not a new issue, and its causes and effects have been explored in a range of recent research and evidence-based work, including the national Review of Poverty and Life Chances led by Frank Field MP in 2010 which concluded that life chances are dependent on development in the first 5 years of life. The 2010 Marmot Review, and the 2011 reviews of early intervention and the early years foundation stage reached similar conclusions about giving every child the best start in life. The collective evidence suggests that the following are key challenges for addressing poverty:

- Tackling worklessness and improving employability;
- Addressing financial and digital exclusion;
- Strengthening families and parenting skills;
- Narrowing the gap on educational attainment;
- Improving health outcomes.

It was approved at Cabinet on 13th June to progress with a Child Poverty Project Proposal. This proposal was to select primary schools to become a ‘hub’, enhancing the vital role of schools and creating a platform for them to act as a catalyst for transforming local communities.

The activities co-ordinated through this ‘school community hub’ would be aimed at mitigating and reducing the impact of poverty and deprivation through a ‘whole family’ approach and a community-led programme of activity. It would seek to enhance rather than duplicate pupil-centred interventions, for example those in place to narrow the gap in attainment.

A commissioning process was carried out a two primary school were successful in becoming a community hub, one in Wallasey and one in Wirral West. These schools are now drafting actions plans and will carry out asset mapping

A map of community assets might include:

- Community connectors – people who make things happen in the local area;
- Existing community groups and associations, for example faith groups, the PTA and ‘friends of’ groups (parks, libraries, etc);
- Local traders / businesses;
- Housing providers;
- Voluntary organisations;
- Local services, for example Police, Fire and Rescue, health agencies and Jobcentre Plus.

An action plan might include:

- Celebrations and other events designed to equip the community to self help and identify opportunities and ideas;
- Development of social enterprises to meet community need and create employment;
- Microfinance projects – credit unions, business loans, etc.;
- Targeted skills courses and jobs readiness training linked to real job opportunities;
- Targeted services to reduce risk taking behaviour.
- Provision of childcare;
- Securing transport links to areas of employment;
- Improving access to banking services and debt, benefits and legal advice;
- Community celebration events and ideas fairs;
- Parenting and family skills, e.g. budgeting;
- Training to promote community resilience;
- School readiness;
- Building links with neighbouring assets;
- Extended schools programme, e.g. holiday provision;
- Working with housing providers to tackle local housing issues;
- Community-led clean ups and physical improvements.

Project Description: A Birkenhead Primary school (Woodlands Community Primary School) did apply to be part of this project but they were ranked third in the assessment process and there was only enough funding for two schools. Members of the assessment panel have provided very positive feedback stating they gave an excellent submission and highlighted some very positive work to be carried out in the Birkenhead area.

The proposal to the committee is to financially support (in partnership with public health) Woodlands Community primary School to be a Community Hub. We will work with them to develop an action plan focusing on the prevention of risk taking behaviour for families in the Birkenhead area e.g. Becoming NEET, Drugs and Alcohol, teenage pregnancy.

Information to identify the need:

Child poverty is calculated on the basis of the number of children in families in receipt of either out of work benefits, or tax credits where their reported income is less than 60% median income as a proportion of the total number of children in the area.

Child poverty is highest in Birkenhead compared to the other three Constituencies.

Three wards in Birkenhead constituency had levels of child poverty which are above the national, regional and local averages in 2010 (the last year rates at small area/ward level were calculated). These same three wards had the highest levels of child poverty in Wirral and in the case of Bidston & St. James, this means that more than half of children were living in poverty (53%).

Child Poverty: Birkenhead Constituency, 2010	
Ward of Residence (2004 boundaries)	% of all children living in poverty
Bidston and St James	52.8
Birkenhead and Tranmere	47.8
Claughton	22.9
Oxton	17.9
Prenton	16.3
Rock Ferry	44.2
Birkenhead Constituency	33.7
Wallasey Constituency	26.4
Wirral South Constituency	12.4
West Wirral Constituency	12.6
Wirral	24.4
North West	22.4
UK	20.6

Examples of good practice: Even though this project is in its infancy and can not be referred to as good practice for delivery, it was recommended from Wirral's Child and Family Poverty Working Group who have extensive knowledge and expertise on interventions to tackle Child Poverty, this project has been thoroughly planned and the group will support with the development in Birkenhead. The Working Group has also taken a consistent view that short-term interventions are much less likely to work and that a focus on community assets, rather than community deficits, is critical to tackling poverty for future generations. The Working Group has previously informed the commissioning of an evaluation project which explored the impact of existing local initiatives and programmes on families in poverty with a particular focus on identifying what interventions have been most successful in supporting parents into sustainable employment. The findings of this evaluation concluded that:

“The recognition and use of community networks and assets is an essential element in providing a sound context for mutual trust, peer support and personal development to be undertaken in a familiar and informal setting, often within walking distance, where individuals can be supported to meet with professionals on their own terms to manage their journey towards employability.” (‘Supporting Families Out of Poverty: What Works?’ Final Report, October 2012)

The Marmot Review on Health Inequalities (Fair Society, Healthy Lives 2010) mentioned also made recommendations about the role schools the following approaches to reduce social inequality:

- Extending the role of schools in supporting communities and families taking a ‘whole child’ approach to education;
- Consistently implementing ‘full service’ extended school approaches and
- Developing the school based workforce to build skills to work across school and home boundaries.

Outcomes to be achieved: Specific outcomes to be achieved will be identified within the action plan.

Provider: Woodlands Community Primary School- they were the only Birkenhead primary school to apply through the commissioning process in September 2013. They are also in Birkenhead and Tranmere ward which has exceptionally high levels of Child Poverty.

Project Cost: £ 50,000

Contribution from Birkenhead Constituency Committee: £25,000

Partner Contributions: Public Health £25,000

Supportive Information Finding: Community Participation research will be carried out alongside this project, detailing qualitative information about what it is like to live in poverty in Birkenhead, review of existing support and how services and people themselves can work to tackle the issue.

ABCD principles: This approach considers local assets as the primary building blocks of sustainable community development. Building on the skills of local residents, the power of local associations and community groups, and the support of local services, asset-based community development draws upon existing community strengths to build stronger, more sustainable communities for the future.

Appendix 5 SCHOOL COMMUNITY HUB INITIATIVE EXPRESSION OF INTEREST

Name of Head Teacher;	Gill Lindfield
Name of school;	Woodlands Primary
Address;	Hollybank Road Birkenhead
Number of children on roll;	328

Please provide a response to the following questions, providing examples where possible;

Question	Response
<p>How successful is the school in raising attainment for those pupils affected by deprivation and disadvantage?</p>	<ul style="list-style-type: none"> ➤ Ofsted judged the school to be Good, with 8 outstanding areas, (October 2011). <ul style="list-style-type: none"> * 'The school's promotion of community cohesion is outstanding' * 'The school consistently makes extra efforts to help those pupils whose circumstances may make them vulnerable or those new to the local community There is excellent targeted support for pupils whose circumstances may make them more vulnerable' * 'The school is highly successful in providing equal opportunity for all and its impact on supporting positive relationships among the local community and with schools beyond is excellent' * 'Pupils who speak English as an additional language make good progress' * 'Pupils with special educational needs and/or disabilities frequently make excellent progress owing to the effective support they receive.' ➤ Raise 2012 shows that 3 year trends in attainment are sig+ in Maths and in line with national expectations in English. Overall value added data for pupils in receipt of Pupil Premium and Special Needs shows overall sig+ and sig+ for Maths ➤ Discussions with parents, use of PIPs and the Wellcomm Programme enable staff to accurately assess baseline attainment for pupils joining Woodlands Foundation Stage. Teaching is then carefully matched to need, resulting in increased attainment and readiness for Y1 in 2013 ➤ A range of targeted Interventions are in place for those pupils identified through tracking as failing to make expected progress or attainment, are regularly evaluated to ensure effectiveness. 3 year trends show that the attainment gap between those in receipt of Pupil Premium and other vulnerable groups and their peers is closing. ➤ 37% of pupils have English as an additional Language. School employs both Polish and Bengali bilingual support. Assessments of understanding are made in the pupil's first language where appropriate. Talking Partners, Talking Maths and Pre teaching ensure pupils are more able to take an active part in their learning. Wirral HUB school role impacts on the attainment and progress of all EAL pupils (currently 37%), Raise 2012 shows progress for EAL pupils to be sig+ ➤ The introduction of structured Letters and Sounds teaching in FS and KS1

	<p>has proved very successful in raising attainment and progress for all pupils. Attainment at the end of FS and KS1 increased in 2013</p> <ul style="list-style-type: none"> ➤ A free Breakfast Club ensures the most vulnerable pupils have a positive start to the school day. Nurture base supports those pupils identified in having social and/or emotional difficulties that impact on learning, with the curriculum delivered through a range of emotional, social and behaviour management strategies. Ofsted judged these interventions as very effective.
<p>How effectively does the school engage with the local community?</p>	<ul style="list-style-type: none"> ➤ Ofsted judged 'The school's promotion of community cohesion is also outstanding. The emphasis on developing pupils' global awareness and their respect for the rights of others is exceptional' ➤ Partnership with parents is central to the work of Woodlands. The Learning Mentor effectively engages hard to reach parents, enabling them to gain confidence. Parents are encouraged to take an active part in school life, through PTA, leading the 'Mums and Tots' group, supporting in class, being a 'Woody's Reading Buddy' or attendance on the wide range of family learning courses. Early Years courses have been jointly designed by staff and parents. Increased parental partnership, particularly by hard to reach parents, has a significant impact on parents' confidence in supporting their children and pupils' attitude to learning and attainment. The local Residents Association work closely with the school to improve facilities in the area. ➤ A range of family learning courses are available for parents from F1-Y6. These include Creative Cookery, ICT and those designed to increase parents' confidence in supporting their children's learning. Vulnerable and hard to reach families are supported by the Learning Mentor. Courses are very well attended. As a result, most parents take an active role in school life, including PTA, supporting in class as a 'Woody's Reading Buddy' and supporting on educational visits ➤ Partnership with MEAS and a range of EAL Hub school activities involve local schools and the local community. These include delivery of CPD; International Days and Stories in Tents. ➤ Very close links with Wirral Change, the Multicultural Centre and the adjacent Mosque, with a member of the Mosque Committee on the Governing Body, promote excellent relationships with the local community. The Headteacher and Chair of Mosque Committee meet regularly, SLT have supported positive behaviour management at Mosque School, Woodlands pupils enjoy guiding pupils from other schools around the Mosque. Interpreters are provided for parents to enable communication between home and school and for social care meetings, parents are referred to the services provided by the Centres ➤ There are close links between St. Werburgh's and Woodlands. Shared activities include Parents' courses, designed and delivered in partnership; Woodlands pupils have the benefit of using St Werburgh's grounds for Sports and pupils from both schools attend a shared After School Club. ➤ Increased numbers of BME parents are confident coming into school, and

	<p>accessing support. As a result of increased confidence parents have entered the workforce, some employed at schools as bilingual TAs. As a registered ESOL centre, we can now accredit our established free language courses for adults in the local community. Many successfully take English Speaking Board examinations.</p> <ul style="list-style-type: none"> ➤ Students from a number of High Schools and Wirral Met. complete work experience at Woodlands. We also have a number of parents completing Child Care courses undertaking work experience. Students from local Universities regularly complete teaching practice at Woodlands
<p>How effectively does the school work with partners to improve outcomes for pupils?</p>	<ul style="list-style-type: none"> ➤ Ofsted judged effectiveness of partnerships in promoting learning and well-being as outstanding ‘...outstanding elements of the leadership and management are the exceptional links with parents and carers as well as those with local primary schools and secondary schools’ Woodlands role as a Hub school ‘.....means other schools regularly draw on its experience’ ➤ The local Cluster of schools works together in a number of ways to improve attainment and progress for all pupils. Activities undertaken by key staff include moderation of assessment of Writing in both Key Stage 1 and Key Stage 2; review of the Science curriculum; a review of the Y1 curriculum and general sharing best practice to improve standards ➤ Woodlands is a member of the LA EQ service, accessing a range of CPD to support school priorities. ➤ The Headteacher is a LLE and SIA, working with seven local schools to review assessment data and strategies to raise attainment and progress. This gives valuable opportunities to share and further develop good practice. ➤ Partnership with the English Speaking Board enables the school to support families to learn English, enabling them to become more active in the community and develop confidence to support their children’s learning. ➤ Volunteer Reading Partners (Beanstalk) work in school with looked after children failing to make expected progress. This has a significant impact on pupils’ confidence and subsequent attainment ➤ The school works with a number of partners through the Hub School role. A number of teachers from Wirral schools visit Woodlands to observe and discuss provision for EAL students. This has resulted in small joint curriculum projects with local schools ➤ Large groups of students from John Moores University regularly visit to talk to key staff and observe EAL practice; the Headteacher and key bilingual TAs have delivered EAL seminars for ITT at Woodchurch High and Edge Hill, resulting in visits to Woodlands by individual students prior to undertaking teaching practices in Wirral schools. ➤ The Respect programme, delivered in Y5/6, supports pupils’ awareness and

	<p>understanding of their rights and responsibilities within their community. Global awareness and the International aspects of the curriculum supports the Rights Respecting Schools agenda, provide further opportunities for pupils.</p> <ul style="list-style-type: none"> ➤ Partnership with many organisations including Fairtrade, Oxfam and UNICEF, creates a coherent approach driven by pupil-led opportunities. The school has been chosen as a Global Learning Partnership Lead School. In 2013-14, the school will work with a group of Wirral schools to support their development of a global curriculum. In partnership with Oxfam Woodlands has successfully introduced Philosophy for Children throughout school. ➤ Partnership with Prenton High has enabled a Sports specialist to provide curriculum and after school activities for Woodlands pupils. This is to be extended 2013-14. Woodlands and two local schools have worked together to fund a Sports specialist to work within the three schools. As a result increased number of pupils will be able to take an active part in sports ➤ Partnership with Tranmere Rovers provides curriculum and after school activities, focusing on ICT and team work, for Y5/6. This has had a particularly positive impact on the attitude to learning, and subsequent attainment, of target pupils ➤ Partnership with Calday Grange enables all Y1/2 pupils to learn Mandarin from a skilled teacher and take part in annual celebrations. ➤ Partnership with MEAS provides CPD for Woodlands staff and supports EAL pupils and their families to access the curriculum and make progress. The bilingual Bengali project worker provides significant support for families in FS, enabling non English speaking parents to access services and engage in meetings with teachers ➤ Partnership with Liverpool Compact 'Going for Gold' initiative supports the Y6 curriculum in team building, aspiration (through careers carousels), development of resilience and target setting.
<p>How well does the school learn from and share best practice?</p>	<ul style="list-style-type: none"> ➤ CPD provided by 'Give Racism the Red Card', Jill Catlow and Gordon Ward, supported whole school development of Literacy, in particular for EAL. ➤ Working closely with schools in the local Cluster enables access to high quality CPD, staff to work together on shared projects and priorities, providing opportunities to share best practice across the clusters. Areas of focus include HMI input on key issues, cross moderation of Writing, development of FS curriculum, Y1 curriculum and development of Science curriculum ➤ An Assistant Headteacher and SLT are currently supporting a local school during the Acting Headteacher's maternity leave. The school had a successful Ofsted inspection in June 2013 ➤ Key staff visited a successful Manchester Hub school, prior to becoming a

	<p>Hub School. As part of our Hub school role, the Headteacher and bilingual TAs have delivered seminars at Edge Hill University and for ITT at Woodchurch High. Woodlands is part of a project with John Moores developing the teaching of phonics in Y1/2.</p> <ul style="list-style-type: none"> ➤ Hub school activities enable best practice to be shared between local schools. Staff from Wirral schools have observed a range of strategies including Talking Partners, pre teaching, bilingual interventions and assessments, use of a range of resources, procedures for new arrivals and involving families. There was a significant input from Woodlands staff, parents and pupils to the Wirral MEAS DVD 2013 ➤ The Headteacher's role as LLE and SIA enables targeted support as required, including lesson observations and data analysis. Currently the Headteacher works with 7 schools through EQ and has been included in the National College Pupil Premium System Leader directory. ➤ Partnership with Oxfam, in the role of Global Learning Partnership (GLP) Expert Centre, will provide further opportunities for Woodlands staff to work with a group of schools developing the global curriculum during 2013/14.
<p>Does the school have experience of hosting secondments from other organisations or disciplines?</p>	<ul style="list-style-type: none"> ➤ Through partnership with British Council and Comenius, we are hoping to host teachers from Europe 2013/14 ➤ As a result of partnerships with a number of further education establishments, a large number of teaching students have completed teaching practice at Woodlands ➤ University of Chester mentoring programme volunteers have supported vulnerable pupils in Y6
<p>Does the school have a track record of accessing funding for innovation and improvement?</p>	<ul style="list-style-type: none"> ➤ A successful bid to Extended Schools by the Headteacher provided funding for 2 bilingual TAs to work with three schools. Staff, managed by Woodlands, continue to work with Polish and Bengali pupils at an early stage of English. ➤ Funding from English Speaking Board enabled Woodlands to pilot an English speaking exam for pupils in FS and KS1. This initiative will continue ➤ A successful bid to Greggs to support the introduction of a free Breakfast Club, providing 2 year funding for food, games and resources, was successful. This enabled school to target those pupils who would most benefit. The Club, led voluntarily by Woodlands staff, is very popular, averaging 35 pupils each morning, provides a calm and settled start to the day with pupils ready to engage in their learning. Following review, Greggs have extended the funding indefinitely due to its success ➤ Funding gained from MEAS is used to support CPD for key staff, provide

	<p>resources for pupils, fund bilingual support, providing support and CPD for colleagues in Wirral schools and interpreters for meetings with staff and social care.</p> <ul style="list-style-type: none">➤ The GLP initiative generates funding to work with a group of schools to develop the global curriculum, though leading CPD, working with colleagues and sharing resources➤ The school was successful in gaining a loan from the Co-op to buy Fairtrade cooking materials. Pupils created business plans and sold cakes and Fairtrade goods to parents, donating profits back to the Co-op, winning an award from Wirral Biz
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Appendix 5

Priority area: Improving Communication

Background Information: Investment has been made in WirralWell (www.wirralwell.org) by the Council, a health and wellbeing service directory operated by Voluntary & Community Action Wirral (VCAW).

Aims of the WirralWell service:

- To create a central location for people to build a package of personal lifestyle choices
- To map services and activities on the Wirral, from providers from all sectors where voluntary, community and faith sector service providers can promote their services alongside providers from other sectors
- To identify gaps and opportunities to develop capacity and share this information with partners directly or through JSNA/JSAA and other strategic groups
- To provide a directory of services via a number of mediums including face-to-face, dedicated helpline and via the web.
- Continual user feedback regarding service provision through website rating system

VCAW recruit, train and work with volunteers to input data, research service provision and boost registrations to the site. Support for volunteers is offered to help them to progress into employment through volunteer co-ordinator and packages of learning

VCAW is developing 'WirralWell+' which is a resource for services and will enable practitioners such as social workers, GPs, fire advocates, etc, to identify provision for clients amongst other things. This will help in ensuring access by individuals who do not have web access and will allow the development and printing of a bespoke list of services suitable for that individual. Additional work is being undertaken on functionality including the insertion of searchable location fields, linked to maps.

Project Description:

There is no marketing or promotion budget for WirralWell. There is a need to publicise this resource across the Constituency through professionals, social sector and residents. This proposal is for marketing and promotion activity within each ward targeted at specific groups and in high footfall areas and aiming that all residents are aware of the resource. Promotional tools will include window displays in empty shops; information in community newsletters (such as the various Messenger publications, WALRUS, etc); small business card size information; pop up information stands; email notifications and other targeted promotion.

The resources will be utilised by professional who are engaging with residents e.g. health visitors, fire safety team, police officers.

As part of the community engagement plan for Birkenhead and using the principles ABCD, Community Connectors will be recruited to inform people of Wirral Well but also to consult with them on aspirations and assets for Birkenhead.

The second part of the proposal is to fund for an extension of Wirral Well. To date a number of exercises have taken place to map digital support across the borough, however this information has in the main been stored on spreadsheets which can quickly become out of date. A workshop took place on 10th September which

discussed the potential to utilise the Wirral Well online directory to record and store digital support services across Wirral.

If utilised to record digital support services across the borough, the Wirral Well service could provide the added advantage of:

- Building on the success of existing information/signposting tool;
- Providing a central record of digital support services (accessible by phone or telephone helpline);
- Providing search features to support in identifying gaps in provision, and
- Allowing participating organisations to update their service at any time and keep the information current.

It was also identified at this workshop that Digital Support needed to be classified in 3 levels of support:

- a. **Level 1:** Computer/Internet Access Only (No further support provided)
- b. **Level 2:** Computer/Internet Access plus limited support (Log on, create email, log out, keeping data secure)
- c. **Level 3:** Computer/Internet Access plus full support (Completing benefit application, visual impairment, basic skills etc)
- d.

Outcomes to be achieved:

- Improved knowledge of Wirral Well to contribute to outcomes detailed.
- Reduction in social isolation.

Project Cost: £5,000

Web cost- £400

Publicity Budget- £4600

Contribution from Birkenhead Constituency Committee: £5,000

Partner Contributions:

Voluntary & Community Action Wirral (VCAW) will provide staff to manage the project and the work of volunteers to improve digital access. The project will include the gathering of data, liaising with service providers, developing copy, loading information on to the site and maintaining and updating data on a pro bono basis.

Supportive Information Finding/ ABCD principles: Community Connectors will be recruited as part of the engagement plan for Birkenhead. They will be used to promote Wirral Well and carry out community research in conjunction with it. The detail of this is to be finalised through the Handbook Task and Finish group.

Appendix 7

Priority area: Improving Communication

Background Information: Often resident's feedback they are not informed enough of local news and the Constituency Committee agreed 'Improving Communication' as a priority for the area. It was proposed to produce a monthly publication to include information residents want to read about.

Project Description: Birkenhead Constituency Committee to lead on developing a Birkenhead publication. It will be non political and inform people of news they are interested in.

A pilot of the publication is being proposed, funded from the committee's budget allocation for 2013/14. The long term aim will be to have a larger publication funded through public sector partners, grants and appropriate advertising as part of a community led 'News Hub' to gather and disseminate local news in appropriate formats. .

The pilot would be to produce an 8 page publication, bi-monthly for 6 months (3 editions) working in partnership with Lairdside Communities Together.

Lairdside Community Together would do the editorial of the publication (at a discounted rate), using their knowledge, experience and resources; they will also recruit an apprenticeship role to support with it through Wirral Metropolitan College.

The content of the publication would be devised from the committee and community requests.

The publication will be distributed to all households in Birkenhead (39,823 properties). The community will be used to distribute them, with incentives that will benefit their organisation e.g. local sports club, scouts group. It is proposed this is managed on a ward basis, the ward councillors recommending originations in their area.

Information to identify the need:

Currently only 24,962 copies of Wirral News are delivered direct to the homes in Birkenhead (only 63% of households) and 22,091 copies of the Wirral Globe (55% of households).

Consultation through 'on the street' questioning and an online survey have been carried out asking 5 simple questions:

1. Do you read any of the local newspapers?
If yes, what do you like about them
If no, why not?
2. What information do you think should be included in a Birkenhead Constituency Committee Community Newspaper?
3. Would you like to find out about what services and activities are offered in your community?
4. What other ways would you like to receive information? E.g., email or internet link?

We have received responses (see attached). The main reasons people don't read the papers can be summarise as:

1. It is not delivered in their area
2. The content is not want they want to read
3. Too many adverts

People have offered a lot of thoughts on information they would like to be included which would be used to devise the content (see attached). Key requests include:

- 1, Local News
2. Information on events
3. Local Achievements/ good news stories
4. What organisations are doing in the area

Outcomes to be achieved:

- Residents feel more informed and therefore better connected to the area/committee
- Reduce isolation by promoting activities/information to residents.
- Improved community cohesion

Project Cost:

The cost per publication will be:

Editorial	£2000
Printing	£3500
Distribution	£2000
Total	£7500

A pilot of 3 editions will be a total cost of £22,500

Contribution from Birkenhead Constituency Committee: £22,500

Partner Contributions/Provider: The pilot editions will be produced in partnership with Lairdsie Together. They are a Birkenhead based organisation; established as a Community Development Trust in 1996 with objectives to promote, support and deliver regeneration, wealth, prosperity and economic well-being. They are providing the editorial element of production at a discounted rate and they will recruit and manage the apprenticeship role. They will advise and support with the distribution.

ABCD principles: The long term development of a community led news hub would involve community connectors to ensure the publication remains community developed and focused.

Appendix 8

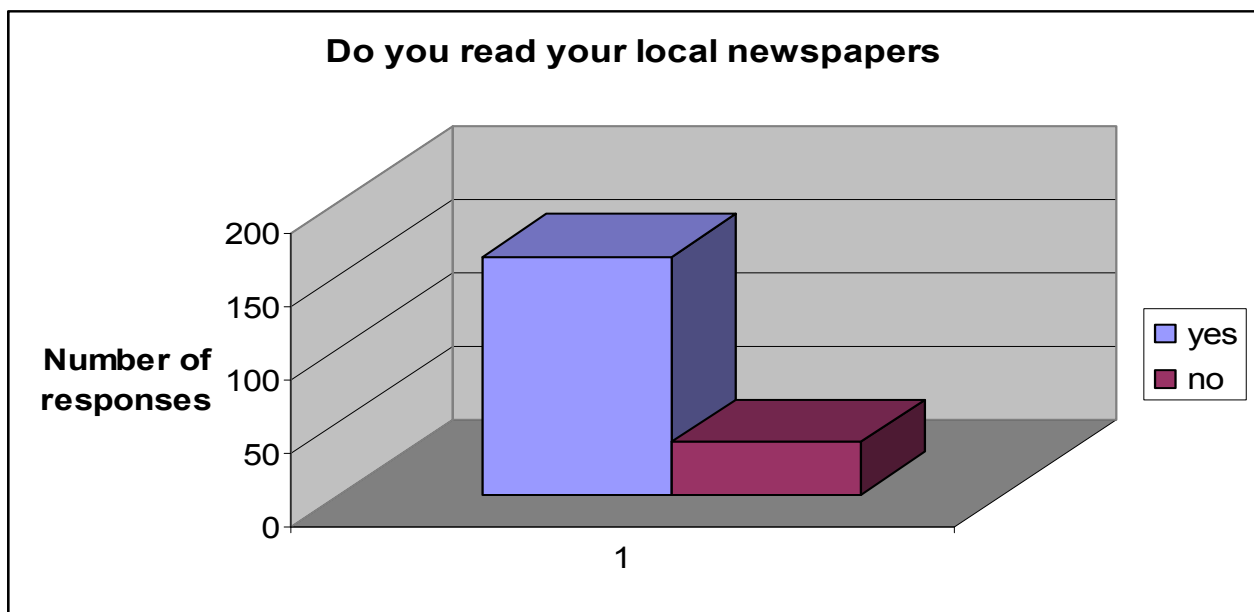
Birkenhead Publication Survey Monkey Questions– February 2014

Below are the results from the questionnaire that was emailed to residents on the council's database. The email was sent out to all the residents registered with a CH41, CH42 or CH42 postcode.

In total this email was sent to 1069 people with 205 people filling it in.

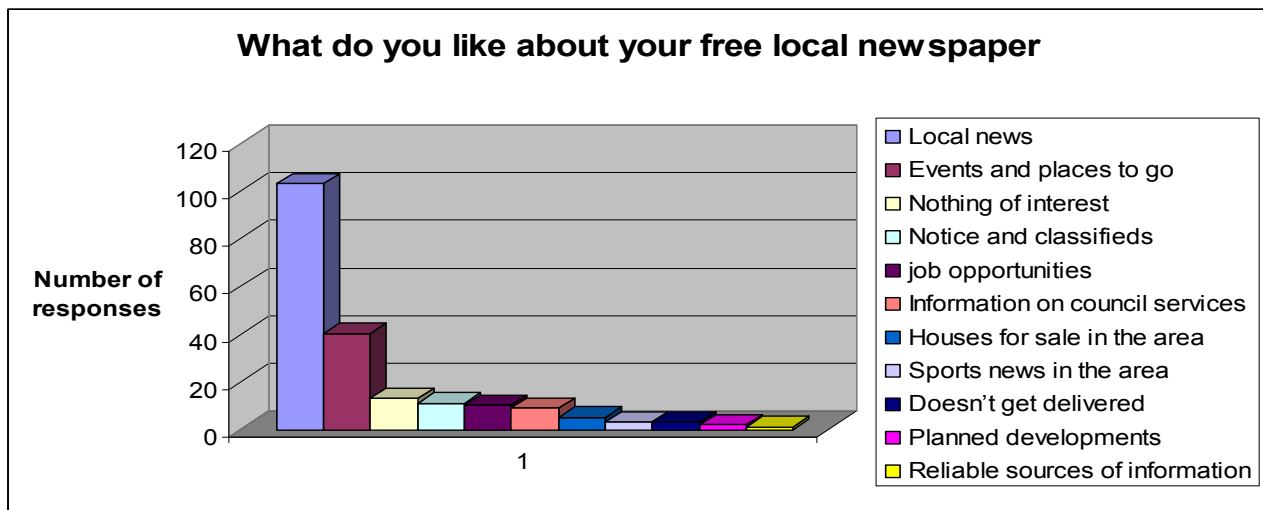
1. Do you read your local newspapers?

198 people answered this question



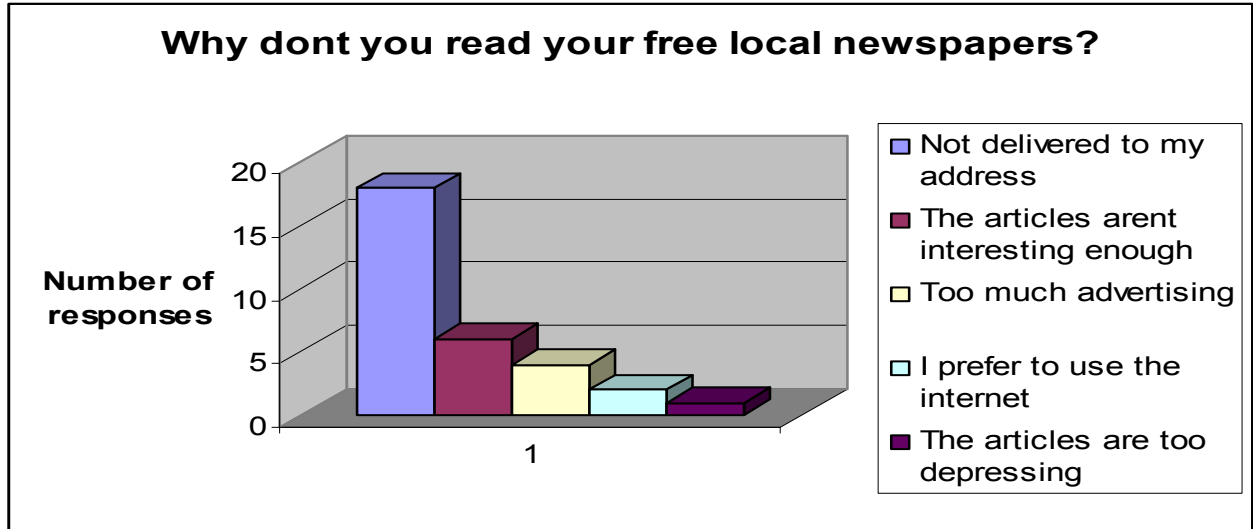
2. What do you like about your free local newspaper?

146 people answered this question



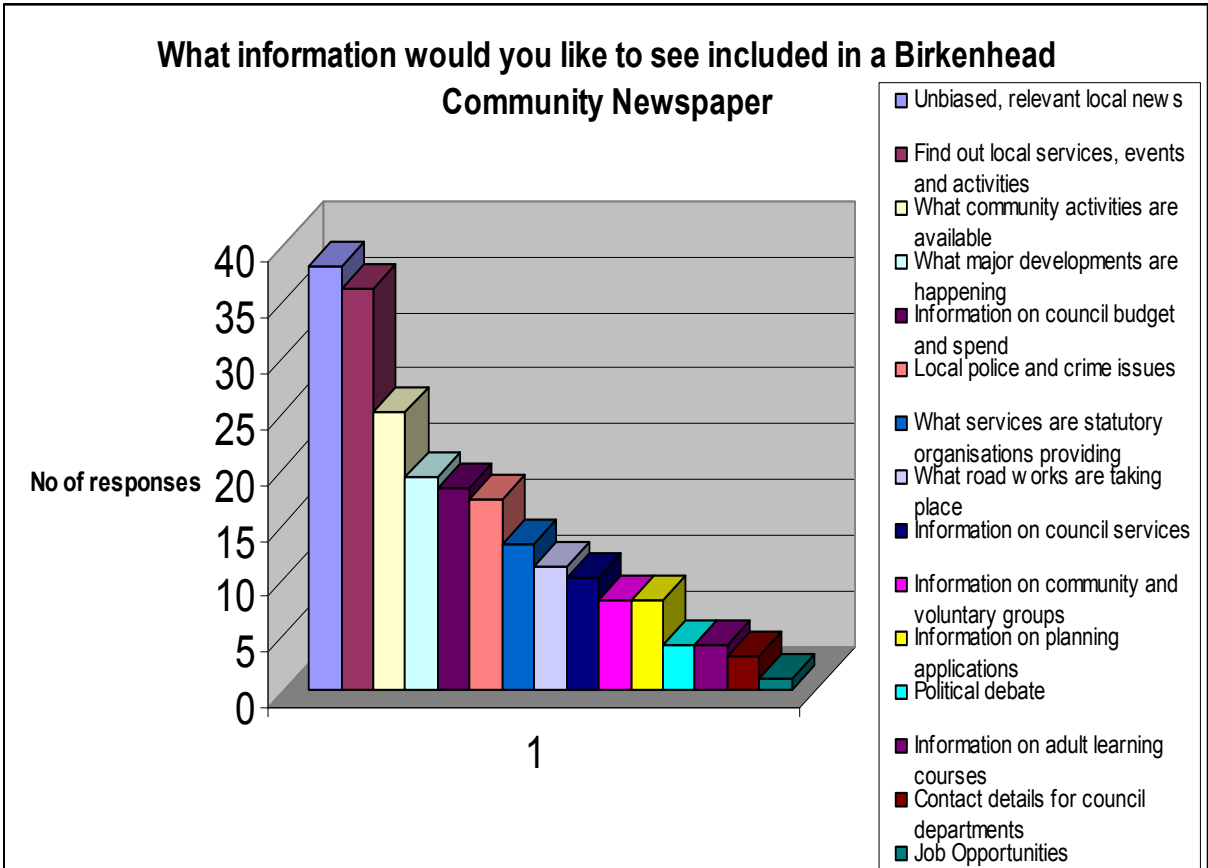
3. Why don't you read the free local newspapers?

34 people answered this question



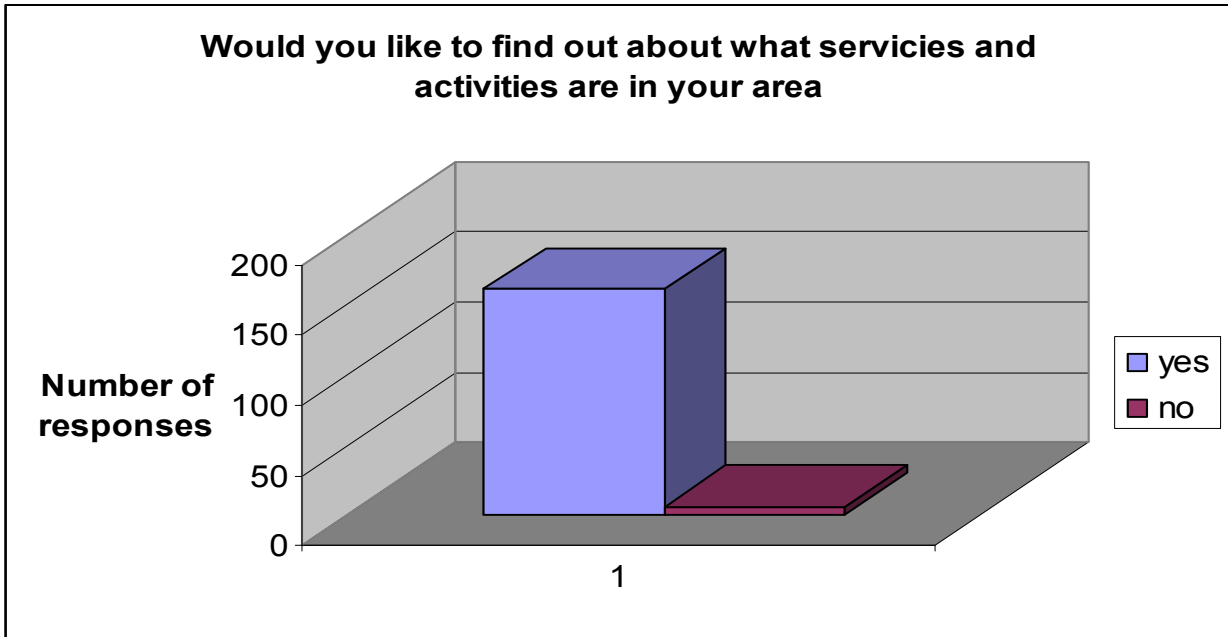
4. What information do you think should be included in a Birkenhead Constituency Committee community news update?

140 people answered this question



5. Would you like to find out about what services and activities are offered in your area?

167 people answered this question



Residents were also surveyed in public locations, below is a summary of their responses related to the questions:

1. Do you read any of the local newspapers?

If yes- what do you like about them?

- Receives the Globe as likes to see what car boot sales and fetes are on in the area.
- Reads the Globe and Metro as it gives information on the local news
- The Globe gives local success and recording of events
- Receives the Globe and likes reading the obituaries
- Informative about local issues, news and current affairs
- YES Wirral News and Globe. There is very little information currently other than adverts for services. The columns written by MPs are interesting. The information about schools and Heads has been interesting and there appears to be an accepted “partnership” vehicle for all Public Services not always very informative especially when advertising events such as public meetings for Health Commissioners and providers

If no- why not?

- No as it doesn't get delivered
- Receives the Globe but doesn't usually read it as its full of adverts
- The paper is delivered intermittently
- Wirral News is just an advertising vehicle with little constructive information
- Too depressing
- Irregular deliveries of papers both Wirral and News. Very much hit and miss
- Council matters only appear if news editors think that they are controversial
- Fed up of hearing about bad people doing bad things and getting away with it or being fined
- Local sports coverage disgraceful – bare minimum. No details of forthcoming fixtures listed – local clubs deprived of potential support
- Advertising might make them freebies but former Birkenhead News that appeared twice weekly and with cover price much better for relevant council news
- The News just a social rag bag of news similar to former Wirral Champion magazine

2. What information do you think should be included in a Birkenhead Constituency Committee Community Newspaper?

- A 'whats on guide' so people can find out what events are happening like local farmers markets, school fetes, leisure and activities for children etc

- Find out about positive local news and important council information concerning regeneration and development etc
- A chance for the social sector to promote the work they do and give residents the information on how to get involved with some of the social sector activities in their area X2
- Information on local music events and sports clubs in the area, not just Tranmere Rovers but how people can get involved with sports x2
- A community newspaper would be a valuable resource to a lot of people in the community
- The way the paper looks is also important. If it looks like the Globe or News some people may automatically throw it away so presentation is vital.
- Information on adult education courses
- Information on housing issues and how to apply for housing
- Puzzles – Hidden Treasure to get people out in the community finding clues to an end that can get a reward of some sort.
- Main council committee decisions – with commentary if necessary
- Planning applications
- Proposed road & transport information
- But not of councillors' photographs at places where council work has been done at their behest
- Why not have the newspaper as a full page ad in the local paper and/ or attached to the Merseyside Police `Have Your Say` booklet, thereby saving on delivery and printing costs.
- Could have contact information for various council departments so people know who to contact when they have an issue
- Facilities available for people and news and information - particularly for those people who live in areas in Wirral now that local newspapers don't bothering delivering to anymore. Particularly around public health and financial support issues.
- What is going on where? The independent view of council services even were the best deals are for food.

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Appendix 9- Budget Summary March 2014

<u>Allocation</u>	<u>Proposals</u>	<u>Remaining</u>						
<p>Wirral Council £50,000 To 'kick-start' work on the new model with a focus on tackling inequalities</p>	<table> <tr> <td>Publication</td> <td>£22,500</td> </tr> <tr> <td>Improving Data Collection</td> <td>£10,000</td> </tr> </table>	Publication	£22,500	Improving Data Collection	£10,000	£17,500 (for Improving the Environment)		
Publication	£22,500							
Improving Data Collection	£10,000							
<p>Public Health Funding £25,000 To address the following priorities:</p> <ul style="list-style-type: none"> ▪ 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 	<table> <tr> <td>Child Poverty</td> <td>£25,000</td> </tr> </table> <p>The total project cost is £50,000 An additional £25,000 from original allocation received from Public Health for this project.</p>	Child Poverty	£25,000	£0				
Child Poverty	£25,000							
<p>Voluntary Sector Support Fund £25,000 To address the following priorities:</p> <ul style="list-style-type: none"> • Increased healthy life expectancy • Reduced differences in the life expectancy and healthy life expectancy between communities 	<table> <tr> <td>Breast Feeding</td> <td>£15,000</td> </tr> <tr> <td>Digital Inclusion/Wirral Well</td> <td>£5,000</td> </tr> <tr> <td>Publication</td> <td>£5,000</td> </tr> </table>	Breast Feeding	£15,000	Digital Inclusion/Wirral Well	£5,000	Publication	£5,000	£0
Breast Feeding	£15,000							
Digital Inclusion/Wirral Well	£5,000							
Publication	£5,000							

Appendix 10

Children and Young People's Department Early Years Budgets (2014-15) spent in Birkenhead

Cost Centre And Desc	Early Years	Birkenhead	Notes
E6530 - Assessment Team 1 Birkenhead	168,922	168,922	LAC%
E6531 - Assessment Team 2 Birkenhead	151,424	151,424	LAC%
E6532 - Care Management Team 2a Birkenhead	143,546	143,546	LAC%
E6533 - Care Management Team 2b Birkenhead	146,978	146,978	LAC%
E6534 - Care Management Team 3 & 7 Birkenhead	265,070	265,070	LAC%
E6540 - District Managers	78,754		LAC%
E9602 - Central Advice and Duty Team	10,478		LAC%
E9603 - Emergency Duty Team	69,654		LAC%
E7040 - LAC Commissioned Services	3,998,722		LAC%
E7044 - Support for LAC Commissioned services	467,350		LAC%
E7481 - Family Support - General	27,066		LAC%
E7491 - Family Support Birkenhead	196,846	196,846	LAC%
E7042 - Family Placement	335,764		LAC%
E7041 - Perm Plan Adoption			Awaiting information
E6280 - Children with Disabilities			Awaiting information
E6760 - Children With Disabilities Pensby			Awaiting information
E6762 - Family Support- Children With Disabilities			Awaiting information
E6763 - Residential Unit Willowtree	446,186		LAC%
E6761 - Support for Residential Care Provision	11,934		LAC%
E6765 - Disabled People			Awaiting information
E6300 - Social Inclusion	9,204		LAC%
Specialist	6,527,898	1,072,786	
E1440 - Cloughton Children's Centre	411,400	411,400	
E7220 - Prenton Children's Centre	227,200	227,200	
E7430 - Bidston & St James Children's Centre	448,000	448,000	
E7570 - Rock Ferry Children's Centre	498,800	498,800	
E7730 - Birkenhead & Tranmere Children's Centre	501,500	501,500	
E3030 - Sure Start Support Costs	-666,000		Budget saving awaiting information
E3100 - Family Information Service	16,000		Awaiting information
E3400 - Commissioned Services / SLA's	99,100		Awaiting information
E3450 - Childminder Network	29,000		Awaiting information
E3460 - Daycare Contingency	227,700		Awaiting information
E3720 - Early Years Outcomes	75,000		Awaiting information
E3740 - Workforce Development	138,500		Awaiting information
E8741 - Intensive Family Intervention Programme			Awaiting Information
E5850 - Multi Disciplinary Area Teams			Awaiting Information
E8740 - Commissioning Priority Area 3			Awaiting Information
E9672 - Commissioning Budget			Awaiting Information
Targeted	2,006,200	2,086,900	
E3010 - Early Years	489,700		Full Budget
E9902 - Statemeted Early Years	292,200		Full Budget
E5710 - Hearing & Visually Impaired Service			Awaiting Information
E5960 - Vulnerable Children	181,766		LAC%
E6030 - Pre School Portage	271,300		Awaiting Information
E6090 - Physical/Medical Impairment			Awaiting Information
E1230 - Early Years 2, 3 and 4 year old funding	15,337,000	3,613,706	Actual costs 2013-14
Schools Budget	16,571,966	3,613,706	
	25,106,064	6,773,392	

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Appendix 11- Public Health Spend- Children Services under 5's

Breast feeding service

	<u>2012/13</u>	<u>2013/14</u>	<u>Outputs Measured</u>	<u>Overall Outcomes</u>
Birkenhead	£95,953	£94,461	<ul style="list-style-type: none"> - Number of mothers receiving support from programme. - Number of women (and - percentage) supported breastfeeding at 6-8 weeks - Percentage of refereed women supported within 48 hours of giving birth - Breakdown of referrals - Number of mothers from the 20% most deprived communities receiving support - Feedback forms received - Women receiving support after 8 weeks 	<ul style="list-style-type: none"> - Breast feeding is initiated - Breastfeeding is continued at 6-8 weeks
Wallasey	£67,289	£66,243		
Wirral South	£12,492	£12,297		
Wirral West	£17,267	£16,998		
TOTAL	£193,000	£190,000		

Next steps- Outputs to be gathered on a Constituency basis.

Me Time, My Time Antenatal Support Service

	<u>2012/13</u>	<u>2013/14</u>	<u>Outputs Measured</u>	<u>Overall Outcomes</u>
Birkenhead	£14,915	£4,972	To be confirmed	To be confirmed and gathered on a Constituency basis.
Wallasey	£10,459	£3,486		
Wirral South	£1,942	£647		
Wirral West	£2,684	£895		
TOTAL	£30,000	£10,000		

	Total Numbers					%				
	Wirral West	Wirral South	Birkenhead	Wallasey	Total	Wirral West	Wirral South	Birkenhead	Wallasey	Total
Population	69,118	72,285	88,951	89,483	319,837	22%	23%	28%	28%	100%
Deprivation (IMD)[1]	8,993	6,506	49,975	35,046	100,520	9%	6%	50%	35%	100%
Adult Male (19 onwards)	24,567	27,599	32,416	32,753	117,335	21%	24%	28%	28%	100%
Adult Female (19 onwards)	28,193	30,948	35,994	36,227	131,361	21%	24%	27%	28%	100%
Ethnic Population[2]	3,086	2,997	5,771	4,247	16,101	19%	19%	36%	26%	100%
Children 0-4 [3]	3,327	3,676	6,049	5,462	18,514	18%	20%	33%	30%	100%
Children 5-19	11,706	12,239	16,431	16,169	56,545	21%	22%	29%	29%	100%
Children 0-19	15,033	15,915	22,480	21,631	75,059	20%	21%	30%	29%	100%
Homeless Population [16]	11	13	301	116	441	2%	3%	68%	26%	100%
Long Term Health Problem or Disability [4]	7,652	7,232	12,009	11,005	37,898	20%	19%	32%	29%	100%
Living alone & aged 65+[5]	5,214	4,780	5,055	5,572	20,621	25%	23%	25%	27%	100%
Alcohol mortality [8]	47	54	118	93	312	15%	17%	38%	30%	100%
Alcohol related admissions [9]	6,084	6,118	11,408	9,423	33,033	18%	19%	35%	29%	100%
Alcohol (children?)	238	100%
Working age unemployment benefit	3,990	4,295	13,300	10,100	31,685	13%	14%	42%	32%	100%
Smoking (all) [14]	100%
Smoking (pregnant women) [7]	26	47	196	134	403	6%	12%	49%	33%	100%
Teenage Pregnancy [13]	24	29	82	73	208	12%	14%	39%	35%	100%
Obesity – Adults	100%
Obesity – Childrens [6]	138	192	309	253	892	15%	22%	35%	28%	100%
Sexual Health [17]	#REF!	#REF!	#REF!	#REF!	#REF!	100%
Health Check populations [15]	35,543	35,157	39,203	39,164	149,067	24%	24%	26%	26%	100%
HIV population [11]	169	100%
Drug use numbers [12]	244	245	1190	597	2,276	11%	11%	52%	26%	100%

[1] Number living in 20% most deprived LSOAs

[2] All ethnicities other than English/Welsh/Scottish/Northern Irish/British

[3] This did say 0-5, changed to 0-4's or Under 5's, if had 0-5, it would overlap with the following category of 5-19s, as they would both contain 5 year olds

[4] Those who said their day to day activities were 'limited a lot' in 2011 Census

[5] Thought this might help with falls, dementia, AT etc...

[6] Data taken from provisional NCMP 12-13 return for those in Year Reception and Year 6

[7] Data taken from WUHT only for those smoking at delivery. Period of data: 2012 full calendar year.

[8] Alcohol mortality (wholly related deaths), Wirral 2007-10 (5 years pooled)

[9] Summed AAFs, 2008/09 to 2011/12

[10] Nomis key out of work benefits, February 2013

[11] Information not available on HIV patients at small area level, so not able to break down by Constituency, only a Wirral overall number. Use TP as a proxy? Both indicators of poor sexual health?

[12] Info not available at smaller area than Wirral overall. Total number of drug users in treatment between April- December 2011 = 2,360

[13] 12/13 data from PHE

[14] 2011 figures, ONS (2012)

[15] Estimates only available by MSOA or Wirral overall, which don't aggregate to ward or constituency, smoking very closely associated with deprivation though, so use deprivation as proxy?

[16] Population aged 40-74 as at 1/1/2013

[17] This is not ALL homeless people, but capacity of accommodation (numbers of places for individuals) for homeless people in Wirral, so does not capture people with friends for e.g

[18] Sexual health numbers extrapolated from M1-3 data from the CT 13/14

Appendix 12- Commissioning of Children's 0-5 Years Services by Health Authorities

Summary of Costs between financial years

Service	Commissioner	12/13 £	13/14 £	14/15 £	Notes
Breastfeeding	Wirral Borough Council - Public Health	193,000	190,000	}	These services are going out to tender - the new annual value will not be known until later in 14/15
Smoking in pregnancy (Me time, My Time)	Wirral Borough Council - Public Health	30,000	10,000		
Maternity Services	Wirral Clinical Commissioning Group	10,066,455	7,617,934		Outturn figures based on Month 9 Activity. Awaiting information from CCG
Acute Services	Wirral Clinical Commissioning Group				Awaiting information from Wirral CT
Community Nursing	Wirral Clinical Commissioning Group				
GPs	NHS England				
Dentists	NHS England				
Pharmacists	NHS England				
Health Visitors & Family Nurse Partnerships	NHS England	6,117,607	6,153,131	↑	This service is going out to tender - the new annual value will not be known until later in 14/15
Total Across Commissioners		16,407,062	13,971,065	-	

Financial Year 2012-2013

Service	Notes	Wirral West £	Wirral South £	Birkenhead £	Wallasey £	Total £
Breastfeeding	Contract split using Deprivation Statistics	17,267	12,492	95,953	67,289	193,000
Smoking in pregnancy (Me time, My Time)	Contract split using Deprivation Statistics	2,684	1,942	14,915	10,459	30,000
Maternity Services	Figures provided by CCG	1,876,270	1,710,297	3,446,046	3,033,842	10,066,455
Acute Services		-	-	-	-	-
Community Nursing		-	-	-	-	-
GPs		-	-	-	-	-
Dentists		-	-	-	-	-
Pharmacists		-	-	-	-	-
Health Visitors & Family Nurse Partnerships	Split using breakdown from CT	599,362	694,411	2,961,897	1,861,938	6,117,607
Total		2,495,582	2,419,141	6,518,810	4,973,528	16,407,062

Financial Year 2013-2014

Service	Notes	Wirral West £	Wirral South £	Birkenhead £	Wallasey £	Total £
Breastfeeding	Contract split using Deprivation Statistics	16,998	12,297	94,461	66,243	190,000
Smoking in pregnancy (Me time, My Time)	Contract split using Deprivation Statistics	895	647	4,972	3,486	10,000
Maternity Services	Figures provided by CCG	1,493,782	1,285,836	2,533,760	2,304,556	7,617,934
Acute Services		-	-	-	-	-
Community Nursing		-	-	-	-	-
GPs		-	-	-	-	-
Dentists		-	-	-	-	-
Pharmacists		-	-	-	-	-
Health Visitors & Family Nurse Partnerships	Split using breakdown from CT	602,842	698,443	2,979,096	1,872,750	6,153,131
Total		2,114,517	1,997,224	5,612,289	4,247,035	13,971,065

WIRRAL COMMUNITY NHS TRUST HEALTH VISITING SPEND BY CONSTITUENCY

TEAM	SPEND 2013/14 M1-10 PROJECTED BY TEAM	CONSTITUENCY
PRENTON/OXTON/CLAUGHTON	£655,944	BIRKENHEAD
BIDSTON	£654,977	BIRKENHEAD
UPTON	£378,814	BIRKENHEAD
BIRKENHEAD & TRANMERE	£707,819	BIRKENHEAD
ROCK FERRY	£581,542	BIRKENHEAD
BEBINGTON/BROMBOROUGH	£698,443	SOUTH WIRRAL
SEACOMBE	£1,272,567	WALLASEY
MORETON	£600,183	WALLASEY
WEST WIRRAL	£602,842	WEST WIRRAL
TOTAL	£6,153,132	TOTAL

You replied to this message on 28/02/2014 16:25.

From: Christine Weatherstone <Christine.Weatherstone@wirralct.nhs.uk>
 To: Dodgson, Chandra
 Cc: Tolcher, Dawn
 Subject: Spend 0-5 year olds by Constituency

Hi Chandra

Neil asked me to forward the total spend for the above (2013/14 m 1-10 projected to a

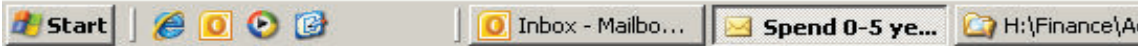
We currently operate 9 teams of which I have allocated to constituency.

WIRRAL COMMUNITY NHS TRUST HEALTH VISITING SPEND BY CONSTITUENCY

TEAM	SPEND 2013/14 M1-10 PROJECTED BY TEAM	CONSTITUENCY
PRENTON/OXTON/CLAUGHTON	£ 655,944	BIRKENHEAD
BIDSTON	£ 654,977	BIRKENHEAD
UPTON	£ 378,814	BIRKENHEAD
BIRKENHEAD & TRANMERE	£ 707,819	BIRKENHEAD
ROCK FERRY	£ 581,542	BIRKENHEAD
BEBINGTON/BROMBOROUGH	£ 698,443	SOUTH WIRRAL

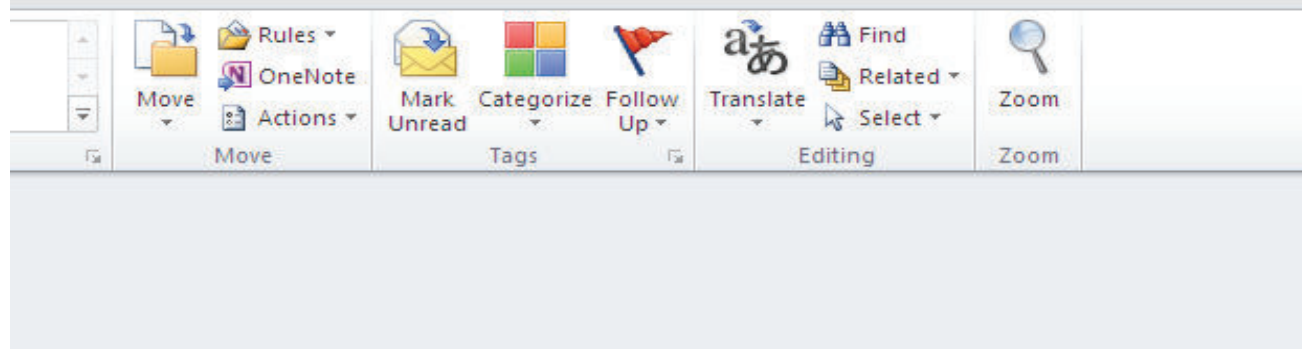
SEACOMBE	£ 1,272,567	WALLASEY
MORETON	£ 600,183	WALLASEY
WEST WIRRAL	£ 602,842	WEST WIRRAL
TOTAL	£ 6,153,132	TOTAL

Rgds
Chris



SPEND 2013/14 M1-10 PROJECTED BY CONSTITUANCY	PERCENTAGE SPLIT
£2,979,096	48%
£698,443	11%
£1,872,750	30%
£602,842	10%
£6,153,132	100%

Spend 0-5 year olds by Constituency - Message (HTML)



a full year).

SPEND 2013/14 M1-10 PROJECTED BY CONSTITUANCY	PERCENTAGE SPLIT
£ 2,979,096	48%
£ 698,443	11%

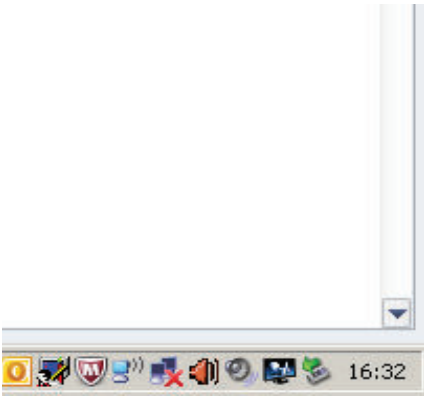
£ 1,872,750	30%
£ 602,842	10%
£ 6,153,132	100%





Sent: Fri 28/02/2014 12:26





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Appendix 13- Birkenhead Locality Practices

Location	List Size						Total 0-4's	total *GSP	CVI's 2 & 5 yr olds £	Total Income
	PRACTICE LIST SIZE	WEIGHTED LIST SIZE	Age Group 0-4		Age Group 0-4					
	Data as 1/10/13	Data as 1/10/13	Male	Female	Male	Female				
Townfield	6,850	7,547	202	191	393	£26,036.25	0.00	26,036		
Devaney Medical Centre	8,142	9,064	271	242	513	£33,986.25	6,216.70	40,203		
Riverside Surgery	7,421	8,603	228	179	407	£26,963.75	15,938.70	42,902		
Villa Medical Centre	5,767	6,409	162	106	268	£17,755.00	11,242.80	28,998		
Whetstone Medical Centre	8,708	10,395	315	306	621	£41,141.25	26,599.20	67,740		
Victoria Park Health Centre	7,313	8,443	228	251	479	£31,733.75	18,574.32	50,308		
The Hamilton Medical Centre	2,313	2,900	61	47	108	£7,155.00	2,342.88	9,498		
The Health Centre	3,715	4,311	135	123	258	£17,092.50	8,375.52	25,468		
Gladstone Medical Centre	4,643	5,629	160	123	283	£18,748.75	7,233.84	25,983		
Wittoria Medical Centre	4,983	6,176	184	152	336	£22,260.00	11,882.34	34,142		
Greenway Road Surgery	8,083	9,471	296	255	551	£36,503.75	21,035.76	57,540		
Cloughton Medical Centre	9,965	11,869	279	307	586	£38,822.50	22,142.14	60,965		
Wittoria Medical Centre	1,453	1,784	48	49	97	£6,426.25	2,240.76	8,667		
Prenton Medical Centre	1,725	1,896	43	54	97	£6,426.25	3,635.92	10,062		
Cavendish Medical Centre	5,089	6,279	182	161	343	£22,723.75	0.00	22,724		
Holmlands Medical Centre	3,240	3,433	102	79	181	£11,991.25	0.00	11,991		
Miriam Medical Centre	5,320	6,216	232	204	436	£28,885.00	0.00	28,885		
	94,730	110,423	3128	2829	5957	£394,651.25	157,460.88	552,112		

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Appendix 14- Health Visitors in Wirral

WIRRAL COMMUNITY NHS TRUST HEALTH VISITING SPEND BY CONSTITUENCY

TEAM	SPEND 2013/14 M1-10 PROJECTED BY TEAM	CONSTITUENCY	SPEND 2013/14 M1-10 PROJECTED BY CONSTITUENCY	PERCENTAGE SPLIT
PRENTON/OXTON/CLAUGHTON	£ 655,944	BIRKENHEAD		
BIDSTON	£ 654,977	BIRKENHEAD		
UPTON	£ 378,814	BIRKENHEAD		
BIRKENHEAD & TRANMERE	£ 707,819	BIRKENHEAD		
ROCK FERRY	£ 581,542	BIRKENHEAD	£ 2,979,096	48%
BEBINGTON/BROMBOROUGH	£ 698,443	SOUTH WIRRAL	£ 698,443	11%
SEACOMBE	£ 1,272,567	WALLASEY		
MORETON	£ 600,183	WALLASEY	£ 1,872,750	30%
WEST WIRRAL	£ 602,842	WEST WIRRAL	£ 602,842	10%
TOTAL	£ 6,153,132	TOTAL	£ 6,153,132	100

Service Core Offer since July 2012:

- Visit 1: Antenatal at 30-36 weeks of pregnancy
- Visit 2: New Baby Review, 10-14 days after birth
- Visit 3: 4-8 week assessment
- Visit 4: 12-16 week review
- Visit 5: 9-12 month review
- Visit 6: 2-2.5 years review

Key Performance Indicators Measured:

- Number of antenatal contacts
- Breast Feeding rates at 6-8 weeks
- Number of Birth Visits
- Number of 9-12 reviews
- Number of 2-2.5 year reviews

The table below is collated on a monthly basis detailing the Health Visitors Commitments and how many children are in each category.

Next Steps: This will be calculated on a constituency basis.

Promotional Interviewing is used by all Health Visitors at the visits to assess the progress the mother and family are making and any further support needed.

The Family Nurse Partnership (FNP) is a targeted service. It is a voluntary programme, targeted to first time mothers aged 19 with the aim to enrol women on the programme as early as possible in pregnancy. The key aims of the service are to:

- Improve the outcomes of pregnancy by helping young women improve their ante-natal health and the health of their unborn baby;
- Improve children's subsequent health and development by helping parents to provide more consistent competent care for their children; and
- Improve women's life course by planning subsequent pregnancies, finishing their education and finding employment.

The specifically work towards:

- Increased attachment with mother and baby
- Mother returning to work or education
- School readiness of the child
- Preventing mother from having subsequent teenage pregnancy

The FNP programme consists of structured home visits from early in pregnancy until the child is two, delivered by family nurses. The visits cover the six domains of personal health, environmental health, life course development, maternal role, family and friends and health and human services.

Next steps- Outputs to be gathered on a constituency basis.

Birkenhead Constituency: Profile of children aged 0-4

Produced by Wirral Council
Performance & public Health
Intelligence Team
February 2014

Population

There are currently 18,500 children living in Wirral aged 0-4, with one-third of these living in Birkenhead Constituency. See Table 1 below.

Table 1: Number of 0-4's in Birkenhead constituency, 2012

Age	Number
<1	1286
1	1225
2	1159
3	1165
4	1214
Total	6,049

The 0-4's population is projected to decrease by 9.3% by 2033 (in Wirral overall), as is the population of children in general, see Table 2 below (projections not available at smaller area than Wirral overall currently).

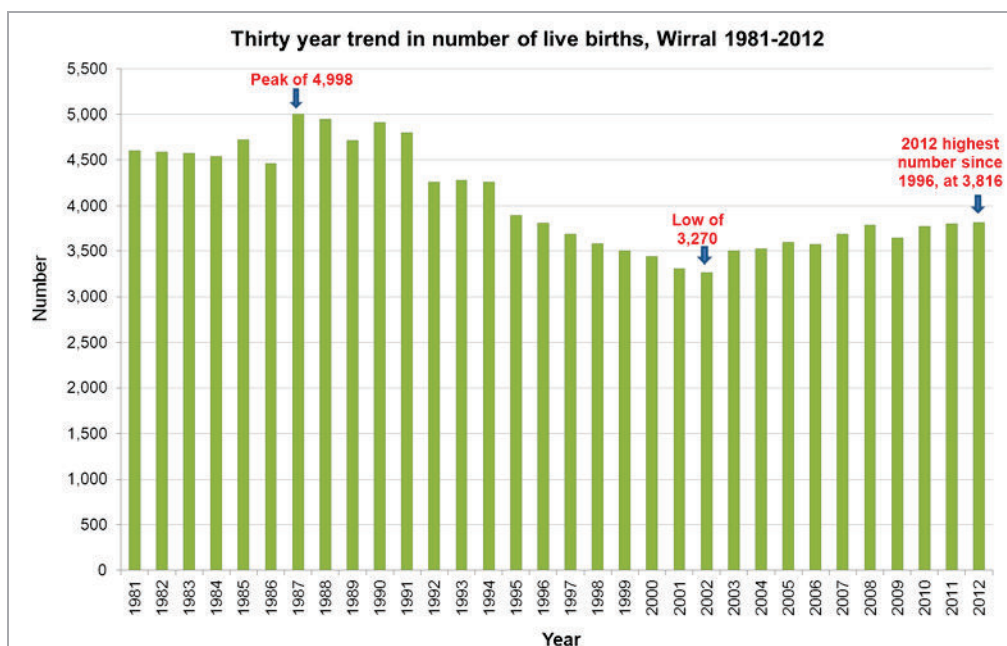
Table 2: Population projections for children and young people in Wirral (Mid 2011-Mid 2031, figures shown in thousands)

Age Group	2011	2015	2019	2024	2029	2033	% change 2008 to 2033
0-4	18.7	18.1	18.0	17.6	16.9	16.5	-9.3%
Total 0-19	73.4	71.7	71.6	72.3	71.0	69.6	-7.8%

Source: ONS

Live births

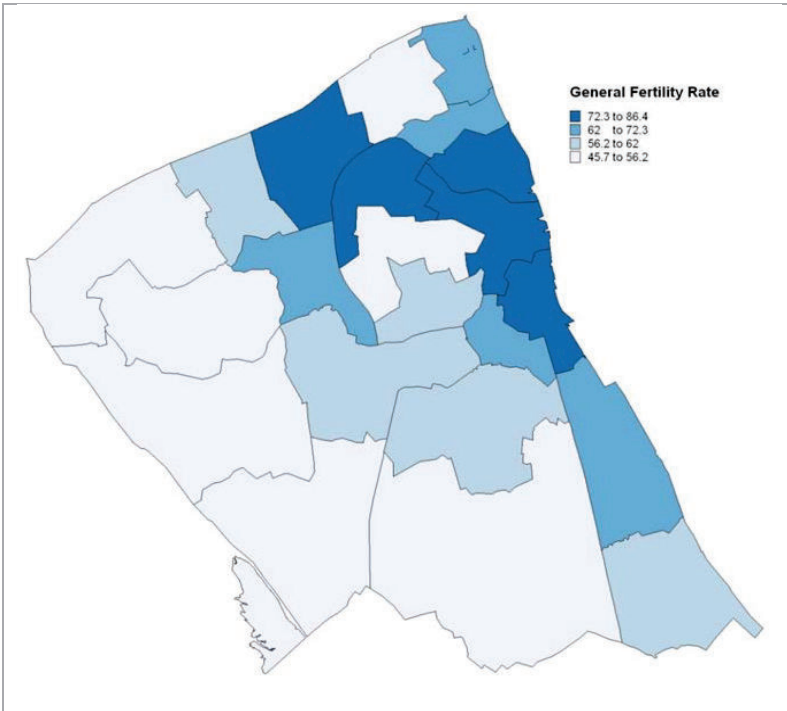
Figure 1: Trend in number of live births in Wirral (1999 to 2012)



The lowest number of live births in recent years was in 2002, when there were 3,270 live births in Wirral. Since then, the number of births has risen again and by 2012, there were 3,816 live births in Wirral, the highest figure for 14 years.

Source: NHS IC, 2014

Map 1: General fertility rate by Wirral ward (2007-09, 3 years pooled)



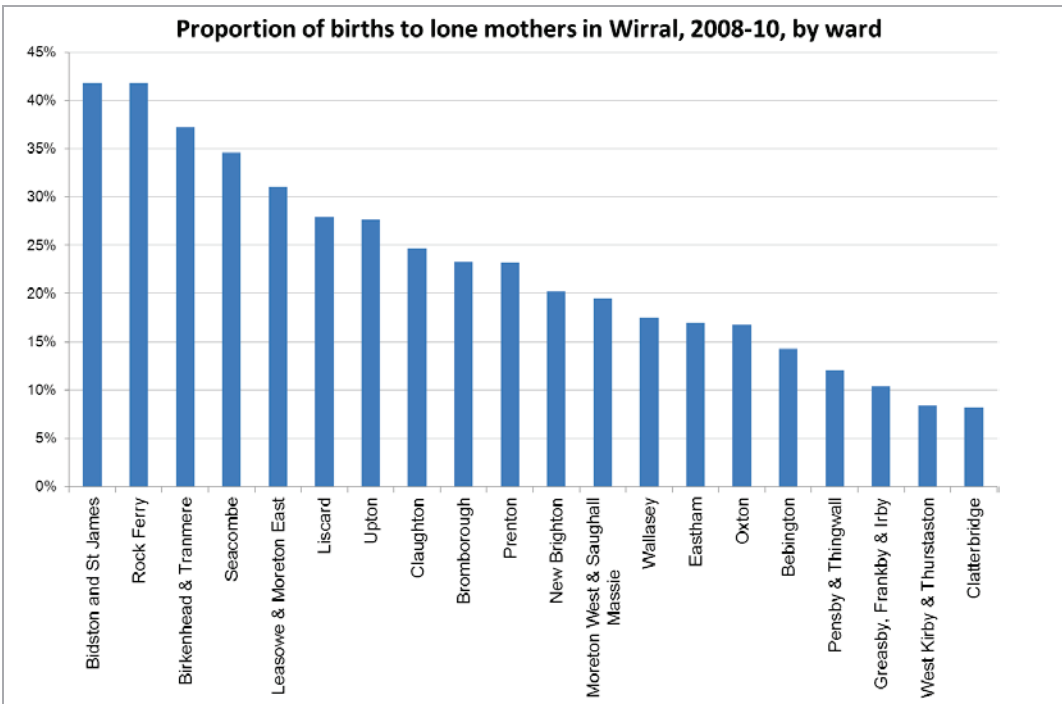
In previous years, the trend has been for the fertility rate to be higher in the east of Wirral, compared to wards on the west. Although Map 1 below shows data from 2007-09, this trend has been a longstanding one in Wirral and is unlikely to have changed in the last 3 years. As the map shows, fertility rates in Wirral are higher in the more disadvantaged wards, compared to the more affluent west of Wirral. This is likely to impact on the provision of health and social care services as deprivation is linked to a number of infant health issues such as low birth weight, higher rates of hospital admissions, reduced breastfeeding rates, learning disability and higher than average smoking in pregnancy rates.

Source: NCHOD and ONS, 2010

Births to Lone Mothers

In Wirral in 2008-10, 24.9% of all births were to lone mothers (births registered solely by the mother or jointly by parents who are living at different addresses), but this varied considerably by ward however, with Birkenhead constituency wards having much higher rates than this (with the exception of Oxton), see Figure 2 below.

Figure 2: Proportion of births to lone mothers, by Wirral ward (2008-10)

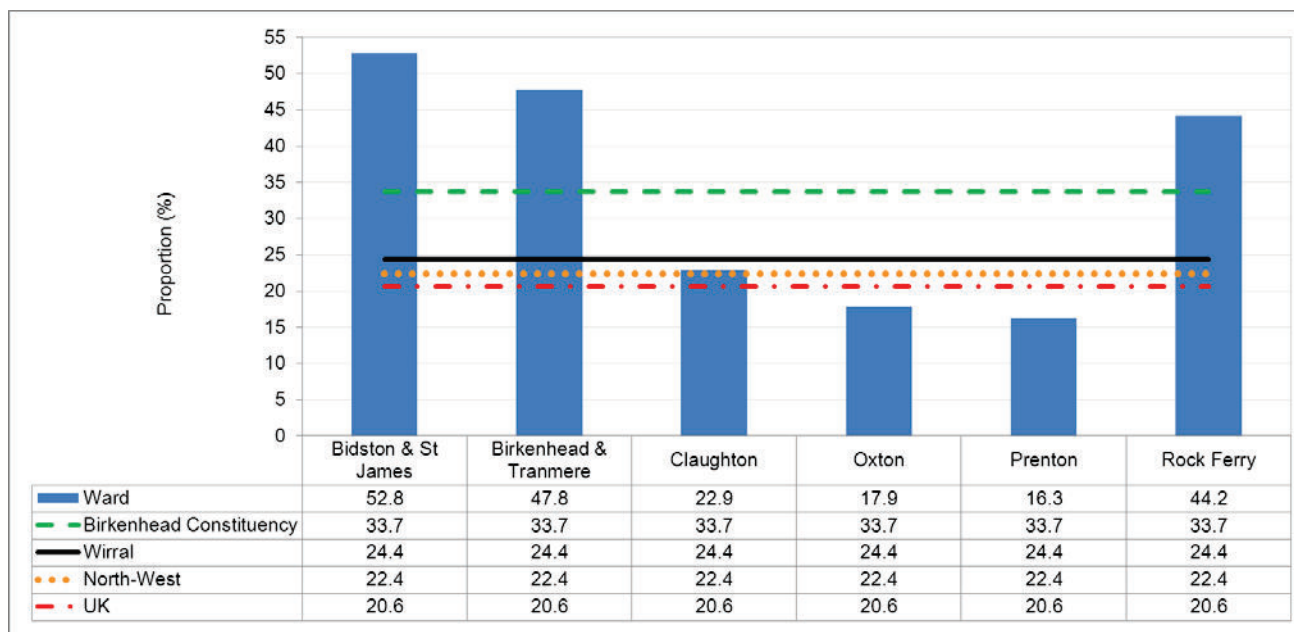


A larger percentage of lone births in Wirral in 2008-10 were to mothers in Birkenhead Constituency wards such as Bidston & St James, Rock Ferry and Birkenhead & Tranmere, compared to more affluent wards in Wirral.

Source: ONS, 2012

Child Poverty

Figure 3: Child Poverty: Birkenhead Constituency, 2010



As the chart and table show, three wards in Birkenhead constituency had levels of child poverty which are above the national, regional and local averages in 2010 (the last year rates at small area/ward level were calculated). These same three wards had the highest levels of child poverty in Wirral and in the case of Bidston & St. James, this means that more than half of children were living in poverty (53%). Only Oxton and Prenton were below national, regional and local averages.

Table 3: Child Poverty: Birkenhead Constituency, 2010

Ward of Residence (2004 boundaries)	% of all children living in poverty
Bidston and St James	52.8
Birkenhead and Tranmere	47.8
Claughton	22.9
Oxton	17.9
Prenton	16.3
Rock Ferry	44.2
Birkenhead Constituency	33.7
Wallasey Constituency	26.4
Wirral South Constituency	12.4
West Wirral Constituency	12.6
Wirral	24.4
North West	22.4
UK	20.6

Notes and Definitions: Child poverty is calculated on the basis of the number of children in families in receipt of either out of work benefits, or tax credits where their reported income is less than 60% median income as a proportion of the total number of children in the area.

Infant Mortality

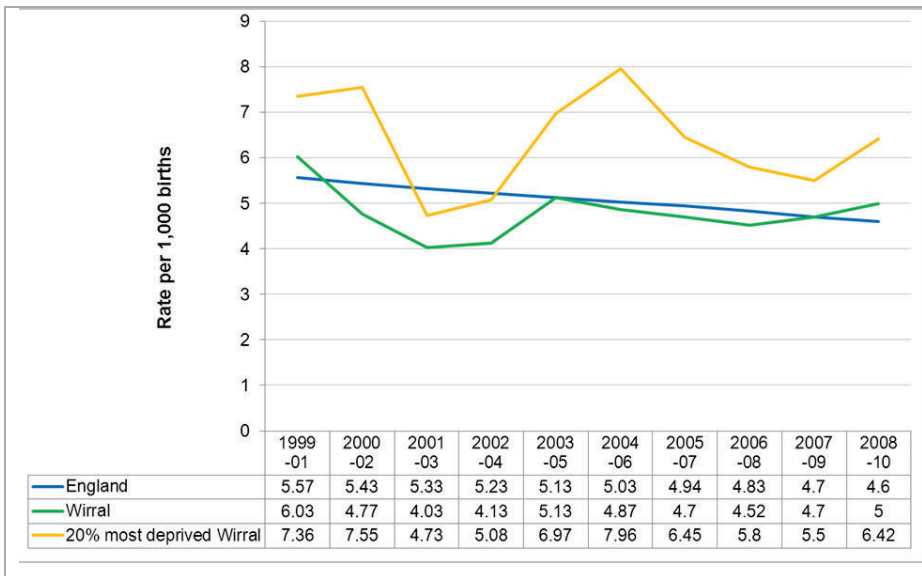
Infant mortality (or infant death rate) is the number of deaths in infants aged under one year per 1,000 live births and consists of two components:

- The neonatal mortality rate: The number of neonatal deaths occurring in the first 28 days of life, per 1,000 live births.
- The post-neonatal mortality rate: The number of infants who die between 28 days and less than one year, per 1,000 live births.

The infant mortality rate reflects the overall health of the population as it is influenced by wider determinants of health such as the pre-conception and antenatal health of mothers, plus social, economic and environmental factors. High infant mortality rates are associated with deprivation.

Although infant mortality is not monitored by Constituency, in order to monitor inequalities, Wirral does monitor the rate in the 20% most deprived Lower Super Output Areas (according to the Index of Multiple Deprivation). A large proportion of these 20% most deprived areas fall into Birkenhead Constituency area. See Figure 4 below.

Figure 4: Infant mortality rate, 1999-2010 (3 year rolling rates), England, Wirral and 20% most deprived areas of Wirral



Infant mortality rates have shown a downward trend both nationally and locally, despite a peak during 2004-06. Rates appear to be increasing slightly in the most recent time periods for both Wirral and the 20% most deprived areas of Wirral. As infant deaths involve such small numbers, some fluctuation is to be expected none of the differences on this chart are statistically significant (due to small numbers).

Source: NCHOD and ONS Annual Birth Death Extracts, 2010

There is published [evidence-based guidance on effective interventions for reducing infant mortality](#) published by the Department of Health. These include reducing obesity in routine and manual occupation groups, improving pre-conception care, targeting smoking in pregnancy, teenage conceptions, encouraging early booking-in of pregnancy and education and action to prevent sudden unexpected death in infancy. Other effective interventions that those which address the wider determinants of health.

Low Birth Weight

Low birth weight is defined as below 2,500g and is closely correlated with poor health in the first weeks of life. Longer term impacts can last into adulthood and include cognitive impairments, diabetes, heart disease as well as physical disabilities (World Health Organisation). Low birth weight is linked to many factors, including maternal smoking, multiple births and poor maternal nutrition. Figure 4 below shows how Wirral compares to England overall. Table 4 shows the variation within Wirral wards.

Figure 5: Percentage of births classed as low birth weight, England & Wirral 1999-2011

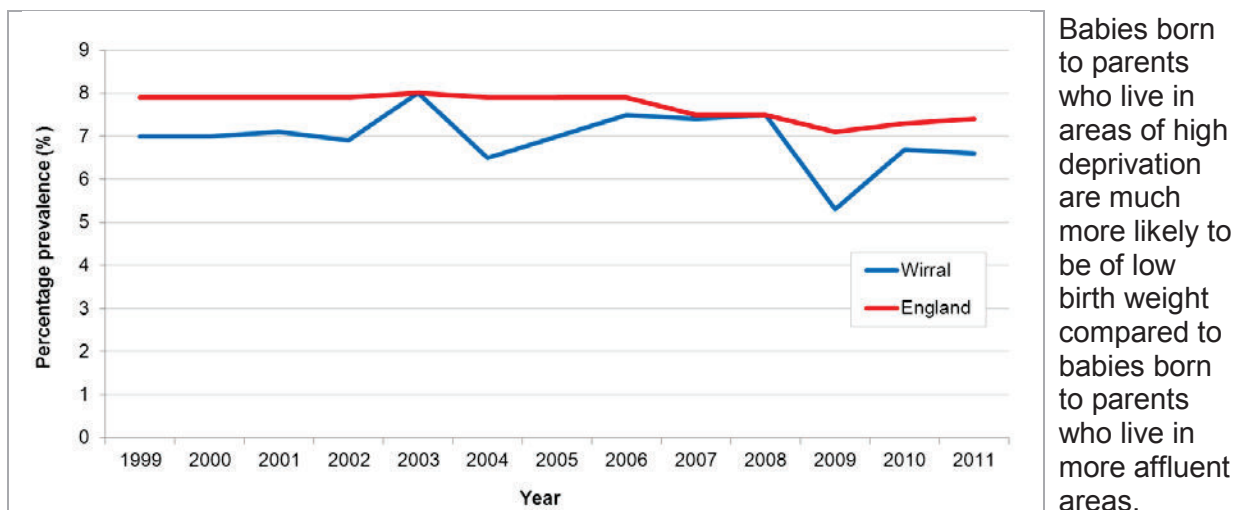


Table 4: Low birth weight babies by Wirral ward (2008-10)

Ward of Residence	Total Number of Live and Still Births	Total number of Births <2500	% of all Births
Birkenhead & Tranmere	967	86	8.9
Seacombe	847	70	8.3
Prenton	456	36	7.9
Upton	556	43	7.7
Bidston & St James	801	61	7.6
Moreton West & Saughall Massie	488	37	7.6
Leasowe & Moreton East	646	46	7.1
Claughton	489	34	7.0
Hoylake and Meols	334	23	6.9
Rock Ferry	714	47	6.6
New Brighton	538	34	6.3
Liscard	579	36	6.2
West Kirby & Thurstaston	283	17	6.0
Bromborough	612	35	5.7
Greasby, Frankby & Irby	308	17	5.5
Wallasey	361	19	5.3
Eastham	437	22	5.0
Pensby & Thingwall	341	17	5.0
Oxton	438	21	4.8
Clatterbridge	344	16	4.7
Heswall	276	13	4.7
Bebington	437	18	4.1
Wirral	11252	748	6.6

Source: ONS, 2012

As Table 4 shows, the ward with the highest percentage of low birth weight babies was Birkenhead & Tranmere ward in Birkenhead Constituency.

Breastfeeding

The UK has one of the lowest rates of breastfeeding in the developed world, especially among families from disadvantaged groups. Breastfed babies experience fewer stomach upsets, infections and dental problems and are at a reduced risk of obesity. Evidence shows that the longer the baby is breastfed, the greater the benefit (World Health Organisation).

Current UK policy is to promote exclusive breastfeeding (feeding only breast milk) for the first 6 months. Thereafter, it recommends that breastfeeding should continue for as long as the mother and baby wish, while gradually introducing a more varied diet (DH 2003).

The latest figures from the Department of Health’s five-yearly Infant Feeding Survey (Renfrew and IFF Research 2011) showed breastfeeding initiation rates rose during the period of 2005-2010 from 76% to 81% across the UK. In Wirral breastfeeding initiation rose from 52% to 57% over the same period and has not risen since then, with rates at 56.5% in 2012/13. See Table 5.

Table 5: Trend in breastfeeding initiation in Wirral 2004-13

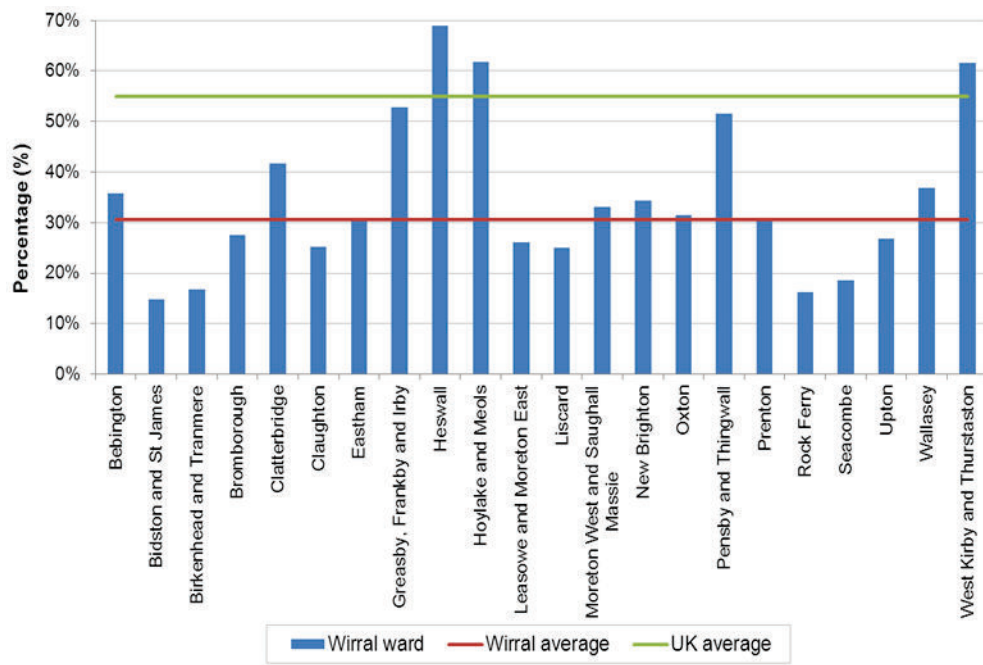
Year	% Maternities where breastfeeding was initiated Wirral
2004-05	52.4%
2005-06	54.2%
2006-07	54.7%
2007-08	54.0%
2008-09	53.3%
2009-10	56.9%
2010-11	55.5%
2011-12	55.6%
2012-13	56.5%

Source: Department of Health, Vital Signs Monitoring Return

Breastfeeding at 6-8 weeks

Breastfeeding rates in Wirral remain below the average for the North West and England. In 2012/13 only 30.5% new mums were continuing to breastfeed at 6-8 weeks, compared to 55% in the UK overall. Figure 6 below shows that the most deprived wards in Wirral have the lowest rates of breastfeeding, with 19 out of the 22 Wirral wards with rates below the UK average.

Figure 6: Breastfeeding at 6-8 weeks by ward, 2012-13



The success of breastfeeding depends on continuity rates. Consequently, the prevalence at 6-8 weeks is key. As Figure 5 shows, only Oxton ward in Birkenhead Constituency had rates that were above the Wirral average. There were no wards in the Constituency with rates even approaching the England average.

Smoking in Pregnancy

The impact of smoking during pregnancy is significant. Evidence has demonstrated that babies born to women who smoke during pregnancy are around 40% more likely to die within the first four weeks of life than babies born to non-smokers. Smoking during pregnancy can result in the increased risk of miscarriage, premature birth, low birth weight and stillbirth. It is also associated with sudden infant death syndrome (SIDS), childhood respiratory illnesses and attention deficit hyperactivity disorder (ADHD) and behavioural problems.

Overall, 13% of mothers were smoking at delivery in Wirral in 2011/12 and of the 1001 women who reported that they smoked in the 12 months prior to their booking in, 463 (54%) continued to smoke throughout their pregnancy. Smoking in pregnancy is strongly associated with deprivation and contributes to health inequalities. Table 6 shows smoking in pregnancy rates by ward (Birkenhead Constituency wards shown in blue).

Table 6: Smoking in pregnancy (at delivery) by Wirral Ward 2011-12

Ward	Percentage (%)
Clatterbridge	0%
Heswall	1%
Hoylake & Meols	4%
Greasby, Frankby and Irby	5%
Wallasey	7%
West Kirby and Thurstaston	7%
New Brighton	7%
Moreton West and Saughall Massie	8%
Eastham	9%
Bebington	9%
Upton	9%
Oxton	9%
Pensby and Thingwall	9%
Liscard	11%
Bromborough	12%
Prenton	13%
Leasowe and Moreton East	15%
Claughton	18%
Rock Ferry	18%
Seacombe	23%
Birkenhead & Tranmere	23%
Bidston & St James	26%
Wirral	13%

Source: Wirral University Teaching Hospital Foundation Trust, 2013

There are higher rates of smoking in pregnancy in 2011/12 were in Birkenhead & Tranmere and Bidston & St James, both in Birkenhead Constituency.

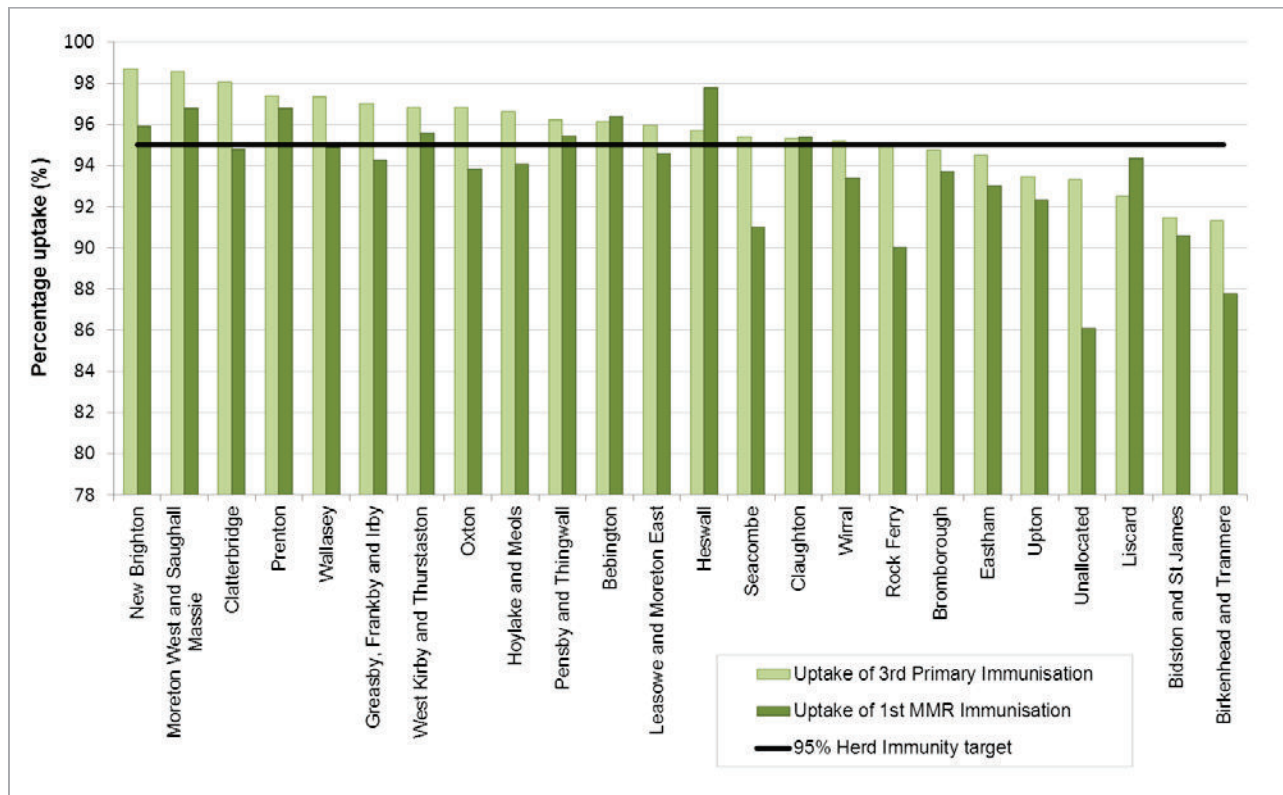
Childhood Immunisations

The World Health Organisation (WHO) recommends that to maintain herd immunity (enough people vaccinated to avoid an outbreak/ epidemic) at least 95% of children should receive:

- (i) 3 primary doses of diphtheria, tetanus, polio, pertussis (whooping cough) by age 1
- (ii) One dose of Measles, Mumps and Rubella (MMR) vaccine by two years of age

Herd immunity acts to protect children who have not been vaccinated either because they are not yet old enough or for other reasons, such as medical conditions. If herd immunity levels are not achieved, the risk of outbreaks and epidemics is increased. There was a significant outbreak of measles in Merseyside in 2012 due to historically low MMR immunisation.

Figure 7: Immunisation uptake in 1 and 2 year old children, by Wirral ward, 2011/12



As Figure 6 shows, immunisation uptake was lowest in the more deprived wards. The two wards with the lowest overall uptake were both in Birkenhead Constituency. This information is also shown in the table below.

Table 7: Immunisation uptake in 1 and 2 year old children, by Wirral ward, 2011/12

Ward of Residence	Uptake of 3rd Primary Immunisation	Uptake of 1st MMR Immunisation
New Brighton	98.72	95.91
Moreton West & Saughall Massie	98.60	96.77
Clatterbridge	98.06	94.78
Prenton	97.39	96.77
Wallasey	97.35	94.87
Greasby, Frankby & Irby	97.03	94.26
West Kirby & Thurstaston	96.83	95.58
Oxton	96.82	93.85
Hoylake & Meols	96.64	94.07
Pensby & Thingwall	96.23	95.41
Bebington	96.15	96.39
Leasowe & Moreton East	95.96	94.58
Heswall	95.69	97.80
Seacombe	95.38	91.02
Claughton	95.29	95.39
Wirral	95.18	93.38

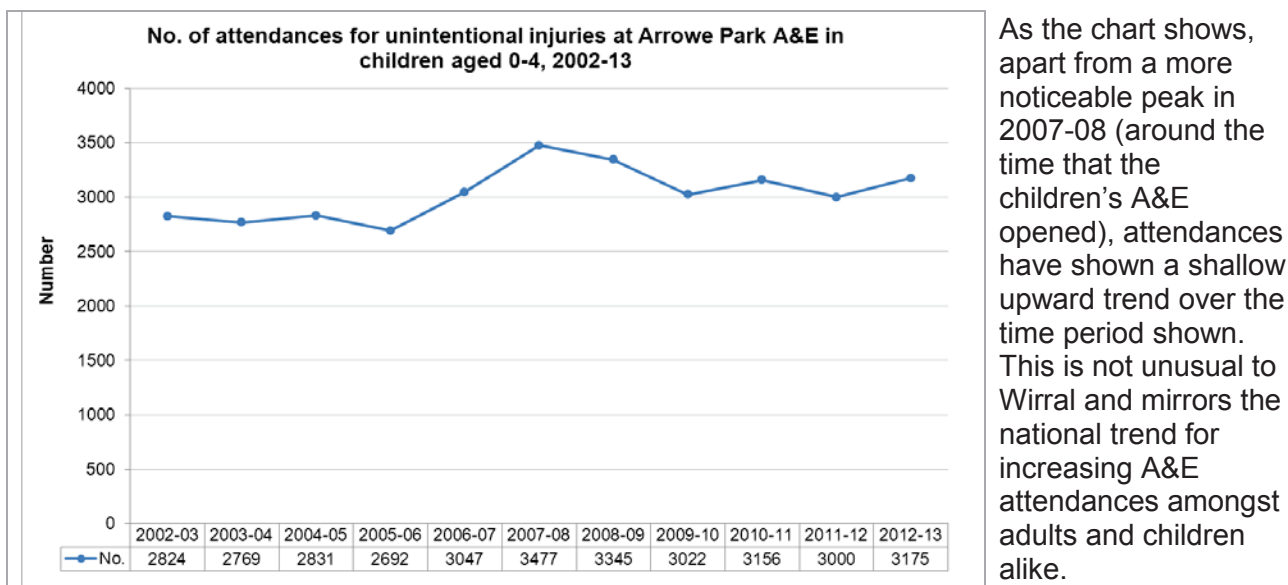
Rock Ferry	94.96	90.04
Bromborough	94.76	93.72
Eastham	94.51	93.06
Upton	93.47	92.31
Unallocated	93.33	86.11
Liscard	92.52	94.37
Bidston & St James	91.49	90.60
Birkenhead & Tranmere	91.33	87.79

Unintentional injuries

Unintentional injury is the largest cause of mortality in children in the UK and shows a clear relationship with inequalities. Children from deprived backgrounds are 13 times more likely to die as a result of an injury (any kind) and 37 times more likely to die as a result of fire, flame or smoke injuries than children with parents in the higher managerial or professional occupations.

When children are very young (up to the age of four) evidence shows they are most likely to be injured in the home, reflecting where they spend most of their time; the accident they are most likely to sustain being a fall. Figure 8 below shows the number of unintentional injuries sustained by Wirral children aged 0-4 from 2002 to 2013.

Figure 8: Number of attendances for unintentional injuries at Arrowe Park A&E in children



Source: Trauma Injury Intelligence Group, 2014

Emergency hospital admissions

There are considerably more emergency admissions to hospital in Wirral for children and young people than planned admissions. Table 8 summarises the key causes of admissions for children aged 0-4 during 2010-11 (figures not able to be split by ward).

Table 8: Hospital admissions by cause in Wirral, 2010-11

Emergency admission	Elective (planned) admission
Total admissions: 3691	Total admissions: 809
<u>Top 3</u>	<u>Top 3</u>
<ul style="list-style-type: none"> • Viral infection (527) • Acute Bronchitis (424) • Upper respiratory infection (418) 	<ul style="list-style-type: none"> • Other congenital anomalies (102) • Otitis media (middle ear) & related conditions (71) • Genitourinary congenital anomalies (61)

Source: Dr Foster Intelligence 2012

It is interesting to note that all of the top 3 causes of emergency admissions and one of the three planned admissions are for conditions known to associated with deprivation and factors such as exposure to second-hand tobacco smoke (acute bronchitis, upper respiratory infections and otitis media or middle ear infection).

Overweight and obesity

As well as causing problems in childhood (respiratory problems, school absenteeism, bullying, poor quality of life and poor mental health), overweight and obese children are more likely to be overweight and obese adults. Four out of five adults who are obese were obese as children, and obesity in adulthood has a negative impact on health, high blood pressure, heart problems, diabetes, joint problems and cancer.

The National Child Measurement Programme provides us with excellent information; in Wirral in 2010-11, 98.1% of Reception year (age 4 /5) pupils had their heights and weights recorded. Table 9 shows how Birkenhead Constituency compared to comparators in 2012/13.

Table 9: Weight status of Reception pupils, Birkenhead Constituency & comparators (2012/13)

Ward of Residence	Healthy weight	Obese	Overweight	Underweight
Bidston & St James	72.2%	11.9%	15.0%	0.9%
Birkenhead & Tranmere	71.5%	13.9%	13.9%	0.7%
Claughton	73.8%	11.0%	14.5%	0.7%
Oxton	76.8%	8.8%	12.8%	1.6%
Prenton	75.5%	9.8%	14.7%	0.0%
Rock Ferry	74.8%	7.6%	16.7%	1.0%
Birkenhead Constituency	73.6%	10.9%	14.7%	0.8%
Wallasey Constituency	78.5%	6.5%	13.8%	1.1%
Wirral South Constituency	77.3%	7.3%	15.1%	0.3%
West Wirral Constituency	79.9%	8.7%	10.9%	0.5%
Wirral	77%	8%	14%	1%

Source: National Child Measurement Programme

As the Table shows, Birkenhead Constituency had the highest rate of overweight and obesity amongst Reception aged children of any of the four Wirral constituencies. This is unsurprising, as obesity is increasingly linked to deprivation and Birkenhead is the most deprived constituency in Wirral. For further information and maps detailing Wirral's child measurement programme go to: <http://info.wirral.nhs.uk/instant-atlas/NCMPAnnualReport/atlas.html?select=00CBFE>

Looked After Children (LAC)

More than half of all the Looked After Children in Wirral are from the Birkenhead Constituency area (55%). The rate of LAC (all children aged 0-17) in Birkenhead constituency is more than double those found in the other three constituencies (and more than three times higher than England). Looking at particular wards, the variation is even more stark, with rates in Bidston & St. James and Birkenhead & Tranmere of 275.8 and 280.6 per 10,000 children. This is almost five times the overall England rate. In actual numbers, there are more looked after children in the Birkenhead constituency area than in all of the other three Wirral constituencies combined. Unfortunately, rates for children aged 0-4 were not available at this time.

Figure 9: Looked After Children (LAC): Birkenhead Constituency, March 2012

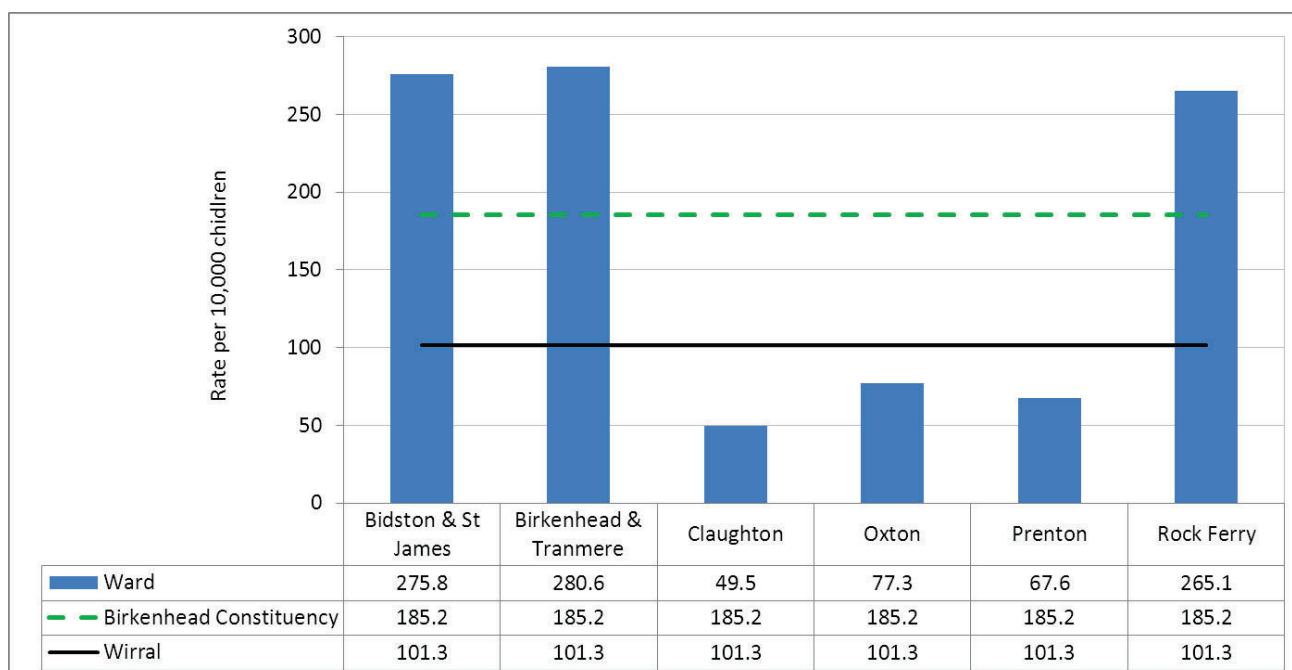


Table 10: Looked After Children: Birkenhead Constituency, March 2012

Ward of Residence	Number*	Rate Per 10,000
Bidston and St James	110	275.8
Birkenhead and Tranmere	115	280.6
Claughton	15	49.5
Oxton	20	77.3
Prenton	20	67.6
Rock Ferry	95	265.1
Birkenhead Constituency	375	185.2
Wallasey Constituency	150	90.6
Wirral South Constituency	35	53.8
West Wirral	50	85.5
Wirral	675	101.3
North West	11,360	76.0
England	67,050	59.0

* Numbers may not sum due to rounding (to nearest 5)

Notes and Definitions

1. Looked after children are: children who are in the care of the Local Authority and are between the ages of 0 to 17 years old.
2. The rates have been calculated using Wirral ONS 2011 mid-year populations for children aged 0 to 17 years. The rates are per 10,000 population.

Source: Swift Database/DCSF Annual Statistical Return SSDA903

School Readiness

School readiness is a key measure of early years development across a wide range of developmental areas, hence it's inclusion in the [Public Health Outcomes Framework](#) (PHOF). Children from poorer backgrounds are more at risk of poorer development and the evidence shows that differences by social background emerge early in life. Children are defined as having reached a good level of development if they achieve at least the expected level in the early learning goals in the prime areas of learning (personal, social and emotional development; physical development; and communication and language) and the early learning goals in the specific areas of mathematics and literacy.

There are now four indicators for School Readiness in the PHOF (2 relating to children at the end of the Reception Year, 2 related to children starting in Year 1). The table below shows how Wirral compared to England on all of them in 2012/13. These figures are not available by Constituency at the current time.

Table 11: School Readiness indicators from the PHOF, Wirral, NW & England, 2012/13

School Readiness Indicator	Wirral	NW	England
1.02i: The % of children achieving a good level of development at the end of Reception	47.2%	50.4%	51.7%
1.02i: The % of children with free school meal status achieving a good level of development at the end of Reception	27.7%	34.3%	36.2%
1.02ii: The % of Year 1 children achieving the expected level in the phonics screening check	67.8%	68.7%	69.1%
1.02ii: The % of Year 1 children with free school meal status achieving the expected level in the phonics screening check	58.3%	55.3%	55.8%

As Table 11 shows, Wirral children under-perform compared to regional and national comparators, on all but one of the four indicators shown. The gap in development between children receiving free school meals and those not receiving free school meals appears greater for Reception children compared to those in Year 1.

WIRRAL COUNCIL

REGENERATION AND ENVIRONMENT POLICY AND PERFORMANCE COMMITTEE

27TH JANUARY 2014

SUBJECT:	PAVEMENT & GRASS VERGE PARKING UPDATE REPORT
WARD/S AFFECTED:	ALL
REPORT OF:	MARK SMITH, HEAD OF ENVIRONMENT & REGULATION
RESPONSIBLE PORTFOLIO HOLDER:	COUNCILLOR HARRY SMITH, HIGHWAYS & TRANSPORTATION
KEY DECISION?	NO

1.0 EXECUTIVE SUMMARY

- 1.1 This report provides Members with an update on progress relating to pavement and grass verge parking since the last report in November 2012.
- 1.2 The report notes that the initiative to publicise the problems relating to pavement parking to the general public and issue warning notices in areas of particular concern is in its early stages but is having some positive effect.
- 1.3 The report recommends a continuation of the current initiative with further updates for Members in due course.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 This report provides an update on progress relating to pavement and grass verge parking issues since the report of the then Interim Director for Technical Services in November 2012 to the Sustainable Communities Overview and Scrutiny Committee.
- 2.2 In that report it was recognised that pavement parking can, in some circumstances, increase danger for road users as they negotiate such hazards. It can also lead to higher traffic speeds on some roads as vehicles need not slow to pass legitimately parked vehicles. The issue is particularly sensitive for the public and Members alike, and is the subject of many enquiries to Streetscene. This is not only a problem for the public of Wirral, it is also a problem nationally.
- 2.3 In residential areas, narrow roads result in drivers parking on pavements/verges in an effort to avoid obstructing the road for through traffic and, in particular, large vehicles such as refuse collection vehicles, removal/delivery vans, etc.
- 2.4 In these locations residential parkers are generally aware that they should not be parking on the pavement/verge but they persist for a variety of reasons. Pavement/verge parking is a major problem at peak times outside most of the school sites in the Borough. Those who pavement/verge park outside schools do so regularly.

- 2.5 Many areas were designed when car ownership was not high. Some older housing estates have a significant number of amenity areas and narrow access roads. Houses in these cases can front onto large grassed areas without direct road frontages. It would be relatively costly to introduce a widescale programme of capital investment to provide parking laybys in many of these locations. Officers estimate that even if such a programme was undertaken, demand for parking is still likely to outstrip provision.
- 2.6 Obstruction resulting from footway or verge parking is not enforceable by the Council's parking management provision – unless there is a specific signed Traffic Regulation Order (TRO) made within the remit of the Road Traffic Act 1984 in place. Enforcement is therefore only generally possible through the Police. Other TROs such as single or double yellow lines in place on a specific section of carriageway cover the whole width of the road including footways. In such cases prosecutions for infringement of the specific yellow line TRO can be undertaken by the Council.
- 2.7 Individual instances of parking on footways or verges can be considered by police officers to be obstructive or dangerous. Whilst these offences appear to clearly indicate parking on footways and verges is not permitted, officers within the police point out that unless there is evidence that a footway or carriageway is fully 'obstructed', there are no other definitions of what constitutes 'obstruction', 'wilful obstruction' or 'unnecessary obstruction' and in such cases they are less likely to secure a successful prosecution. Additionally, as Members may be aware the recent economic downturn has resulted in limitations in police resources, with such offences being seen as a lower priority than burglary, violence and other crime.
- 2.8 There have been 9 'pilot' verge & pavement parking TRO schemes introduced to date at a variety of locations across the Borough. These are reasonably well respected by motorists with good compliance in all locations and few prosecutions undertaken.
- 2.9 Following the report in 2012 and the suggestions made by Members of the Sustainable Communities Overview and Scrutiny Committee the leaflet designed by the Council to warn 'offending' drivers of their pavement parking was amended to include specific details of the incident.
- 2.10 These leaflets were finalised and following publicity in the local press and Wirral own website, the initiative was launched in July 2013. Since then over 100 individual warning notices have been issued to a variety of locations where either Members or the general public have informed my officers of particular problems.
- 2.11 During subsequent visits, officers have noted a general reduction in pavement parking, although the problem continues to persist in particular near schools at key start/finish times.
- 2.12 There are on average 2 – 3 occasions annually where reinstatement of badly rutted grass verges is necessary. The work typically involves rolling the grass surface with a heavy roller then making up the ground levels with top soil and grass seed. The total cost of this work is generally less than £500.

- 2.13 Whilst some damage does occur to grass verges over time when drivers choose to fully or partially mount them, though unsightly, this is in itself not normally a danger to pedestrians.
- 2.14 There are some difficulties in generating sufficient evidence to determine that the actual damage caused to a grassed verge has been done by an individual. In addition in many cases vehicle owners may have more than one authorised driver and proving that all of the damage was done by one individual is somewhat more difficult.
- 2.15 The report in November 2012 to the Sustainable Communities Overview and Scrutiny Committee identified a number of actions which are continuing to be progressed:
- 1) Undertake consultation with Area Forums, emergency services, WIRED and the Wirral Pedestrian Association regarding appropriate minimum widths, impingement upon which would be deemed obstruction, and report back to Members in due course.
Update – consultation with various groups ongoing, however a nominal width of 1.2 m is currently being used as guidance.
 - 2) Review and if found practical, prepare an invest-to-save proposal to address the consequences for highway maintenance and the defence of personal injury claims arising from pavement and grass verge parking.
Update – This proposal is still being investigated/pursued.
 - 3) If resources are available, conscious of the context described in 7.2 (of that report – *“The pursuit of the pavement and grass verge parking agenda is not currently a funded item and would require resources to be made available. As a “growth” item, careful consideration must be given to whether such resources could be identified considering the Councils financial position. It may be that Area Forums could decide to allocate some of their funds to this topic, but central funding is unlikely to be available”.*) - that:
 - i) in conjunction with the Police, undertake an information/publicity campaign using a variety of media strands to raise public awareness of the problems and the potential penalties that can be imposed.
Update – initial media launch undertaken. Information provided via a number of outlets including press and website. No additional funding available for further marketing at this time.
 - ii) issuing of specific warning leaflets for drivers together with a database of persistent ‘offenders’ in problem areas.
Update – over 100 warning leaflets have been issued relating to obstructive pavement parking to drivers with details captured.
 - iii) referral to the police for dangerous, damaging or persistent obstructive parking.
Update - No persistent offenders have yet been identified as requiring further police intervention.
 - iv) refer to Area Forums/known community groups for prioritisation of specific pavement /grass verge parking restrictions with subsequent enforcement action, as appropriate.
Update – A number of locations have been identified and referred to the new Constituency Forum Co-ordinators.

v) investigate the creation of a database of details of vehicles regularly parking on footways and grass verges causing obstruction and/or damage.

Update - completed

vi) undertake prosecutions of drivers causing damage to the highway infrastructure.

Update - not yet undertaken

4) Request that Senior Officers raise issues relating to obstruction and footway parking with all Council staff and its contractors.

Update – the Chief Executive has contacted all staff. Senior Officers have raised this issue with contractors.

2.16 Within the provisions of current legislation, where vehicles park partly or fully on a footway or verge, leaving sufficient room for free passage and parking so as not to cause a danger or cause identifiable damage, they would not normally be subject to further action.

2.17 If it can be proved that damage has been caused to the surface of a pavement/verge by a particular vehicle driver, then the Council can take action to recover the costs of the repairs through the Magistrates Court and if the person is found guilty, they are liable to a fine.

2.18 A number of sites have been identified as having ongoing grass verge parking where officers consider that the introduction of a verge/pavement parking TRO could assist. Constituency Forum Co-ordinators have been informed of these to see if the new Forums wish to prioritise their introduction.

3.0 RELEVANT RISKS

3.1 Not taking action will result in continuing damage to footways and grass verges which will require repair, incurring additional costs.

3.2 Unsafe parking practices may result in increased risk of road accidents.

4.0 OTHER OPTIONS CONSIDERED

4.1 None.

5.0 CONSULTATION

5.1 None.

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

6.1 The introduction of further specific Traffic Regulation Orders will require formal advertising, processing and sealing.

6.2 The pursuit of the pavement and grass verge parking agenda is not currently a funded item and would require resources to be made available. As a “growth” item, careful consideration must be given to whether such resources could be identified considering the Councils financial position. It may be that Constituency Forums could decide to allocate some of their funds to this topic, but central funding is unlikely to be available.

6.3 If funding was available, there could be a prospect of extending the role of the Council’s parking enforcement contractor to cover this additional area of enforcement and for them to serve fixed penalty notices on all vehicles parked on the pavements in any of the roads where traffic regulation orders are introduced.

6.4 The creation/implementation of a database to record persistent 'offenders' will require IT support and will need to conform with the data protection act.

7.0 LEGAL IMPLICATIONS

7.1 Restricting pavement parking could reduce the Council's expenditure on pavement repairs and will maintain the reduction in public liability insurance claims arising from highway related tripping accidents.

8.0 EQUALITIES IMPLICATIONS

8.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

No because this is a progress report.

9.0 CARBON REDUCTION IMPLICATIONS

9.1 Effective control of on-street parking will have positive effects on quality of life issues such as access to property and visual amenity of the environment. It also supports sustainable goals in encouraging use of public transport and may lead to a saving in resource use where fewer repairs to pavements and verges are required.

10.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

10.1 Enforcing and controlling pavement parking will reduce potential hazards and dangers to users of the public highway.

11.0 RECOMMENDATIONS

11.1 Members are requested to note progress made in continuing to address pavement and verge parking issues.

12.0 REASONS FOR RECOMMENDATIONS

12.1 The parking of vehicles on pavements and grass verges is widespread across the Borough. Many motorists are either ignorant or unconcerned of the impact that their actions can have on the condition of the pavement surface or the obstruction that they cause to pedestrians, the elderly and the less able by forcing them to walk around the vehicle and onto the road.

12.2 In terms of its impact on resources it is difficult to estimate exactly how much pavement parking costs the Council in terms of reactive maintenance/repairs but it is thought to be in excess of £40,000 annually with the majority of this cost related to damage done to flagged footways.

12.3 It is Council Policy to replace paving flags with tarmacadam in pavement locations where vehicle overriding is causing damage to the pavement and hazards for pedestrians.

12.4 Despite the benefits outlined in para 12.2, the Council's current financial position makes it difficult to identify resources to target this issue. It may be possible to adopt an invest-to-save model, but this would need further consideration.

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APPENDICES - Nil

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Sustainable Communities Overview and Scrutiny Committee	21 November 2012
Sustainable Communities Overview and Scrutiny Committee	26 September 2011

BIRKENHEAD CONSTITUENCY- POSITON STATEMENT	
TITLE	Rock Ferry River Wall and Esplanade and request for financial support for urgent repairs
TO	BIRKENHEAD CONSTITUENCY COMMITTEE
FROM	Councillor Moira McLaughlin
DATE	27 th March 2014

Introduction

The River Wall and Esplanade are an important part of the Rock Park Conservation Area and form a vital part of the Mersey Coastal Park Strategy which seeks to open up public access to the waterfront from Rock Park to Eastham Country Park. This area provides an important and accessible leisure resource for the local community and is used regularly by walkers and cyclists as well as by those who visit the area. These activities also contribute to improving the health and well being of local people. The River Wall and Esplanade are listed structures and form an important part of Wirral's heritage along with the properties in Rock Park. The area was built between the 1830's and 1850's.

Current Position

The ownership of the River Wall is unknown and the Council is looking into this issue along with the Rock Park Estate Company and the local MP, Mr. Field. The Esplanade is owned by the Rock Park Estate Company. The River Wall is constructed of sandstone blocks and the Esplanade behind the wall is constructed of fill material topped by a surface that can be walked along.

Over the past few years, the River Wall has deteriorated as sandstone blocks have been washed onto the foreshore by high tides and winter storms and this has resulted in parts of the Esplanade showing signs of collapse. Although there have been some small scale repairs, the storms and high tides of Winter 2013/14 have seen a marked deterioration in the River Wall once again. Whilst, ownership of the River Wall structure is being explored there is an urgent need for further immediate repair work to improve the current condition. It is estimated that a sum of between £5,000 and £10,000 will enable the immediate repair works to be done to the River Wall and this will then give time for ownership to be established and for external funding opportunities to be explored once again. Some of this funding will also be used to repair the Esplanade as the Rock Park Estate Company does not have any funding for these repairs. Any works will need to be undertaken in consultation with the Council's Conservation Officers as the structure is listed. A full refurbishment of the River Wall and Esplanade will cost approximately £2m and at the present time (and for the foreseeable future) external funding is extremely limited and very competitive when it is available.

Securing funding now is very important as it will enable a short term solution which will last for approximately five years. There are a number of significant benefits to the local community which include retention of an important coastal route used by walkers and cyclists thereby promoting health and recreation, the retention of an important local heritage asset and the opportunity of buying time to allow external funding sources to be explored to bring a permanent solution to this important waterfront area.

Recommendation to Birkenhead Constituency Committee

It is recommended that

- (1) The Birkenhead Constituency Committee gives £10,000 from the budget allocation in 2014/15 to fund the urgently needed repair works to the River Wall and Esplanade at Rock Park to maintain this asset for the benefit of local residents in terms of their recreation, health and heritage
- (2) The Council continues to work with the local MP and Rock Park Estate Company to establish ownership of the River Wall structure and
- (3) Whilst it is recognized that external funding is limited and very competitive every effort is made by Ward Councillors and Council Officers to identify and secure external resources to enable a long term refurbishment of the Esplanade