



## Constituency Committee - Wallasey

<b>Date:</b>	<b>Thursday, 26 June 2014</b>
<b>Time:</b>	<b>6.00 pm</b>
<b>Venue:</b>	Liscard Primary School, Withens Lane, Wallasey, CH45 7NG

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**Note:** Members of the public are invited to a 'Have Your Say' meeting one hour before the Committee meeting, at 5.00pm at which various Council services and partner agencies will be present

## AGENDA

### 1. APPOINTMENT OF CHAIR AND VICE-CHAIR

The Committee will be invited to appoint a Chair and Vice-Chair for the current municipal year.

### 2. 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.

### 3. MINUTES (Pages 1 - 10)

To approve the accuracy of the minutes of the meeting held on 19 February, 2014.

### 4. WALLASEY CONSTITUENCY COMMITTEE HANDBOOK INCLUDING COMMUNITY ENGAGEMENT STRATEGY AND COMMUNICATION PLAN (Pages 11 - 68)

- 5. WALLASEY CONSTITUENCY COMMITTEE COMMUNITY REPRESENTATIVES (Pages 69 - 72)**
- 6. CONSTITUENCY PRIORITIES AND SPEND (Pages 73 - 104)**
- 7. MARINE POINT, NEW BRIGHTON (REQUEST FOR ALLOCATION OF PROBLEM SOLVING FUNDING) (Pages 105 - 110)**
- 8. UPDATE ON PAVEMENT AND GRASS VERGE PARKING**

A verbal update will be given.

- 9. INDIVIDUAL ELECTORAL REGISTRATION SCRUTINY REVIEW REPORT (Pages 111 - 132)**

This report to the Coordinating Committee on 15 January, 2014 (minute 30 refers) was considered by Cabinet at its meeting on 13 March, 2014 (minute 161 refers), at which, one of the three resolutions was, 'That the four Constituency Managers be alerted to recommendation (3) (a request to Chairs of Constituency Committees to include IER on agendas as a topic for discussion)'.

The covering report and scrutiny review are attached.

- 10. UPDATE FROM 'HAVE YOUR SAY' MEETING**
- 11. PUBLIC QUESTION TIME**
- 12. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR**

## CONSTITUENCY COMMITTEE - WALLASEY

Wednesday, 19 February 2014

<u>Present:</u>	Councillor	R Gregson (Chair)	
	Councillors	RL Abbey L Fraser P Hackett P Hayes AER Jones	C Jones A Leech B Mooney J Salter J Williamson
<u>Community Representatives:</u>		L Collins K Harrison B Higgins	T Jones K Raybould P Roberts
<u>Apologies:</u>	Councillors	C Blakeley P Glasman I Lewis	L Rennie S Williams

### 15 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

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

No such declarations were made.

### 16 MINUTES

**Resolved – That the minutes of the Wallasey Constituency Committee held on 11 December, 2013, be approved.**

### 17 UPDATE FROM COMMUNITY REPRESENTATIVES

Tony Jones gave an update on the work of the Community Representatives over the past four months since their co-option onto the Committee. He reported that they had attended a number of meetings, structured, casual and informal and had met with a large variety of groups and organisations in the constituency. Four of them had also been involved in the two Task and Finish Groups currently established.

He requested that the Committee should consider the terms of office of the Community Representatives, which was currently just 12 months. He felt that this was not sufficient time to develop in the role and even to visit all the

community organisations and groups within the constituency and that a two year term might be a better option.

Some Members expressed agreement with the view to extend the term of office of Community Representatives as it would be good for continuity, although they were not precluded from reapplying to serve further term(s) of office.

A Member commented that the young person's representative might not be able to commit to a two year term.

The Chair suggested that the 'Committee Handbook' Task and Finish Group could look at the Community Representatives' terms of office and make a recommendation on this.

He stated that as this was the last Committee that the Community Representatives would be sitting on as a cohort (unless they chose to reapply) they should be thanked for their time and contribution on behalf of the Committee. The Committee would like them to continue to have an involvement until the next cohort was appointed and also be involved in the recruitment of those representatives.

**Resolved – That the thanks of the Committee be accorded to the Community Representatives and the 'Committee Handbook' Task and Finish Group look at the Community Representatives' terms of office and make a recommendation on this.**

## 18 CONSTITUENCY PRIORITIES AND SPEND

Further to minute 11 (11/12/13) Caroline Laing, Constituency Manager, introduced a report which set out a number of recommendations in respect of the proposed allocation of funding priorities and processes related to spend for Wallasey Constituency Committee for 2013/14.

This included the Constituency Options spend of £30,000 being allocated as follows:

- £15,250 to a 'Maximisation of disposable income pilot' scheme
- £4,750 to the promotion of WirralWell to help tackle social isolation
- £10,000 for road maintenance and improving road safety (Locations in respect of this would be determined following further discussions with Members and this amount would be carried over into 2014/15)

In respect of the 'Wallasey Bright Ideas Fund' of £40,000, a final submission of 34 applications had been made, totalling £48,013.98 and the 'Priorities and Spend' Task and Finish Group was recommending 23 projects at a cost of £27,449 and the Committee were invited to consider these.

The underspend of £8,160 from the Public Health Outcomes Fund (Voluntary Sector Support Fund) would be carried over into 2014/15, as would the underspend of £4,391 from the (£50k) devolved budget.

No spend had been agreed by the Task and Finish Group in relation to the Constituency 'Problem Solving Fund and any underspend as at 31 March 2014 would be carried forward into 2014/15.

The Task and Finish Group had recommended that the £25,000 Public Health Funding be allocated as follows:

- £20,000 to the Rampworx Youth Village
- £3,500 to a behaviour change campaign to reduce criminal damage by young people
- £1,500 for Constituency Community Safety Week

With regard to the £10,000 Love Wirral grant allocation and the online vote, 11,016 votes had been cast by 2,785 individuals for 37 projects. Caroline Laing provided details of the 20 projects with the most votes amounting to £9,598.37, the twenty first project with the most votes could be part funded at a cost of £401.63 to enable full expenditure of the allocated funding.

The Committee's budget for 2014/15 would, if the Administration's budget proposals were approved at budget Council, be £50,000 for each constituency committee. The Committee however needed to agree an approach to the allocation of this funding in order that recommended spend could be considered by the Constituency Committee at its next meeting on 26 June 2014. This included whether the Committee continued to delegate responsibility for making recommendations to a 'Priorities and Spend' Task and Finish Group and, if so, the composition of its members. This proposed spend would be aligned with the 2014/15 Constituency Plan that would be taken to the same Committee meeting for consideration.

A Member commented in respect of the proposed £10,000 allocation for road safety measures and that a list of Councillors' suggestions should have been produced. In response, Caroline Laing stated that a list had been collated although at the Task and Finish Group considering priorities and spend, it had been agreed that the sum of £10,000 be carried over into 2014/15 prior to discussion on the proposals.

A Member suggested that there was already a road maintenance programme and it would be almost ineffective to spread a little amount of money for such works across the constituency.

A Member commented upon the proposed grant of £20,000 to Rampworx, at the Task and Finish Group she had suggested that a grant of £10,000 this

year with a further grant of £10,000 in 2014/15 would be more appropriate to enable investment of £10,000 in two or three other youth facilities within the constituency. She expressed concern that no proof had been provided that Rampworx was a 'not for profit' organisation, although it did have charitable status.

Other members of the Committee expressed their support for giving the whole grant to Rampworx as it would be providing 25 jobs as well as opportunities for volunteers and a much needed facility not just for Wallasey but for Wirral young people.

Responding to comments from Members, Caroline Laing stated that Rampworx did have two proposals for Wirral, one being the Seacombe project which it anticipated would be there for 4/5 years and a longer term project for Bidston, which would be a £6m project. If funding for the Bidston project was not available then the site at Seacombe might well remain for longer than 4/5 years.

On a motion by the Chair, duly seconded, it was –

**Resolved (11:0) – That:**

- (1) Committee agrees the 'Constituency Options' spend as outlined in Section 3.2 of the report (£30,000);**
- (2) Committee agrees the allocation of Wallasey Bright Ideas Fund (incorporating the Public Health Outcomes Fund – Voluntary Sector Support Grant) as outlined in Section 3.3 of the report (£40,000) and agrees a carry forward into 2014/15 of a total of £12,551;**
- (3) Committee notes the update regarding the Problem Solving Fund as outlined in Section 3.4 of the report (£5,000) and agrees a carry forward of any underspend into 2014/15;**
- (4) Committee agrees the Public Health Outcomes Fund spend as outlined in Section 3.5 of the report (£25,000);**
- (5) Committee agrees the Love Wirral grant spend as outlined in Section 3.6 of the report (£10,000).**

In respect of the allocation of funding for 2014/15 the Chair then moved, seconded by Councillor Adrian Jones that –

“Committee agrees an approach to the allocation of 2014/15 funding, which is;

- That the 'Priorities and Spend' Task and Finish Group will continue to have the same ratio of participants (4 Labour elected members; 2 Conservative

elected members and 2 Community Representatives), however, it will aim to have representation from each ward within this ratio of elected members;

- This Task and Finish Group will identify priorities and items for spend, taking recommendations to the Committee for a decision;
- The budget will again be split between a small grants programme (Wallasey Bright Ideas Fund), Problem Solving Fund and an amount to be used at the discretion of the Committee giving consideration to recommendations from the Task and Finish Group.”

A discussion then followed on this suggested approach.

A Member suggested that it would be better for all 18 Councillors within the constituency to be invited to a meeting to consider the allocation of funding for 2014/15. Another Member suggested that as with the previous Area Forums funding should be split equally between wards and that all Members should be invited when these decisions are being taken.

Other Members suggested that it would be unmanageable to in effect have all 18 Councillors making these recommendations and the format of a Task and Finish Group should be continued with a member from each ward. All councillors within a ward could be made aware of those bids received for funding within their wards and feed their comments through those Councillors on the Task and Finish Group. Ultimately the decisions on funding would be taken by the whole Committee when it considered the recommendations from the Task and Finish Group.

The Chair commented that having sat on this Task and Finish Group, never once was the location of a bid taken into account but rather each bid was assessed on its merits. The aim was to have an elected Member from each ward involved in the Task and Finish Group.

Responding to a comment from a Member, Caroline Laing stated that Councillor Blakeley had asked her to convey that he wouldn't want the Task and Finish Groups to continue.

It was then moved as an amendment by Councillor Fraser, seconded by Councillor Hayes, that –

- (1) “The funding for 2014/15 should be split equally between the six wards within the constituency.
- (2) Meetings where decisions are made allocating public money should be made in public.”

A member commented that the decisions on the allocation of funding were being made in public as it was for the Committee to decide as was happening at this meeting.

The amendment was put and lost (2:8)

The motion was put and carried (9:2)

**Resolved (9:2) – That this Committee agrees an approach to the allocation of 2014/15 funding, which is;**

- **That the ‘Priorities and Spend’ Task and Finish Group will continue to have the same ratio of participants (4 Labour elected members; 2 Conservative elected members and 2 Community Representatives), however, it will aim to have representation from each ward within this ratio of elected members;**
- **This Task and Finish Group will identify priorities and items for spend, taking recommendations to the Committee for a decision;**
- **The budget will again be split between a small grants programme (Wallasey Bright Ideas Fund), Problem Solving Fund and an amount to be used at the discretion of the Committee giving consideration to recommendations from the Task and Finish Group.**

## 19 **WALLASEY CONSTITUENCY COMMITTEE HANDBOOK**

Caroline Laing, Constituency Manager, introduced a report which outlined the work in developing a draft operating handbook for the Constituency Committee. The draft handbook was included as an appendix to the report.

The draft handbook provided an initial framework for the Constituency Committee. This would be added to over time, subject to approval by the Committee, to include a Community Engagement Framework and Communications Plan for the Constituency. In addition, financial protocols would be included for 2014/15 now an approach had been agreed. Once the handbook was complete its final design and layout would be consistent with the Council’s marketing guidelines.

A Member commented upon the process regarding the recruitment of a young person’s representative needing to be clearer and it was noted that the Task and Finish Group could consider this further.

**Resolved – That:**

- (1) Committee agrees the contents of the draft Committee Handbook and adopts this for use;**



- (2) Committee authorises the Constituency Manager to make minor changes to the Handbook to ensure that it is kept updated without having to seek Committee approval (for example, updating venues, contact details, etc).
- (3) Committee notes that the content of Sections 4 and 5 will be considered at a future Committee meeting/s and the completed Handbook's design and layout will be consistent with the Council's marketing guidelines;
- (4) Committee agrees to review the contents of the Committee Handbook at the first Wallasey Constituency Committee meeting in each Municipal Year, or sooner if required, commencing 2015.

## 20      **PAVEMENT AND GRASS VERGE PARKING UPDATE**

The Committee received a report which had been referred from the Regeneration and Environment Policy and Performance Committee at its meeting on 27 January, 2014 (minute 28 refers) for consideration by each Constituency Committee in respect of pavement and grass verge parking.

The Chair explained the issues raised at the Policy and Performance Committee.

A Member suggested that this should be something that that Committee itself looked at and what were the Constituency Committees themselves being asked to do.

The Constituency Manager suggested she convene a Problem Solving Meeting with relevant officers and individuals to bring recommendations back for further consideration. In response to a question from a Member she stated that the Constituency Managers would liaise with each other on this issue and share any good practice. She also confirmed the proposed meeting would include representation from the Community Safety Team. She noted in response to a question, that there may be issues at a local level which could be addressed through this approach.

**Resolved – That the minute and report be noted and the Constituency Manager report back on the situation to a future meeting.**

## 21      **PUBLIC QUESTION TIME**

The Chair invited Inspector Kolokotroni to update the Committee on issues raised at the earlier 'Have Your Say' meeting.

Inspector Kolokotroni informed the meeting of the following matters being raised and that he would report back to the Committee in June:

- Anti-Social Behaviour – Ashville Road, Seacombe
- Burglaries from sheds – Liscard, Egremont and New Brighton
- Anti-Social Behaviour – Moreton Cross and Pasture Road
- Problems related to drugs, begging and drinking of alcohol – Area around Rudgrave Square and King Street, Liscard

The Chair informed the meeting that questions had been received in writing, some asked why the funding was not being split equally across all six wards. He stated that this issue had already been addressed under the item, 'Constituency Priorities and Spend'. The second question was, 'Are there any plans to turn the 'dips' along Coastal Drive into car parks?'

Councillor Hackett in response stated that because of the success of the New Brighton development which had created 950 jobs to date, extra parking would be provided along the embankment of the railway adjacent to Smugglers Way and there were no plans to turn the dips into car parks. As the area got busier there was a possibility of expanding the shuttle bus service.

Members of the public were then invited to ask questions.

A question was posed on the Love Wirral grants applications and that these had not been laid out clearly online, either numerically or alphabetically.

The Constituency Manager stated that she would take this back.

A question was asked about the appearance of sinkholes around the country.

The Constituency Manager stated that she would refer this matter to the Technical Services section.

A member of the public thanked the Committee for supporting the Leasowe Allotments Society but asked if at future meetings councillors did not bicker with each other.

The Chair assured the questioner that all councillors had worked well together on the Task and Finish groups.

One further question was asked to the police and Inspector Kolokotroni responded that the main problems with break-ins was regarding sheds at which cycles were targeted and stressed the need for these to be reported to the police.

The Chair thanked all the members of the public for their attendance and questions.

22      **VENUE FOR NEXT AND FUTURE MEETING**

On a motion by the Chair, duly seconded it was –

**Resolved – That the venues for meetings of the Committee in 2014/15 be as follows:**

- **Thursday, 26 June 2014 – Liscard Primary School, Withens Lane.**
- **Thursday, 23 October 2014 – New Brighton Primary School, Vaughan Road.**
- **Thursday, 22 January 2015 – St Mary's Catholic College, Wallasey Village.**
- **Thursday, 16 April 2015 – Wallasey Town Hall, Brighton Street.**

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## WIRRAL COUNCIL

### WALLASEY CONSTITUENCY COMMITTEE

26 JUNE 2014

<b>SUBJECT:</b>	<b>WALLASEY CONSTITUENCY COMMITTEE HANDBOOK, INCLUDING COMMUNITY ENGAGEMENT STRATEGY AND COMMUNICATION PLAN</b>
<b>WARD/S AFFECTED:</b>	<b>LEASOWE &amp; MORETON EAST; LISCARD; MORETON WEST &amp; SAUGHALL MASSIE; NEW BRIGHTON; SEACOMBE AND WALLASEY.</b>
<b>REPORT OF:</b>	<b>CONSTITUENCY MANAGER</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR GEORGE DAVIES NEIGHBOURHOODS, HOUSING &amp; ENGAGEMENT</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 This report outlines proposed amendments and additions to the operating handbook for Wallasey Constituency Committee, including incorporation of a Community Engagement Strategy and Communication Plan for the Constituency.

#### 2.0 BACKGROUND

- 2.1 On 19 February 2014, Wallasey Constituency Committee adopted an operating handbook. This set out over and above the terms of reference in the Council's Constitution how the Constituency Committee will operate.
- 2.2 It was agreed at the Constituency Committee on 11 December 2013 that the Constituency Manager provide an update on a Community Engagement Strategy and Communication Plan for the Constituency at a future meeting. These would then form part of Section 4 of the Committee Handbook (Community Engagement and Communications). These are discussed further at section 4.0 below.
- 2.3 It was agreed at the Constituency Committee on 19 February 2014 that further decisions would be made in relation to the co-option process for Community Representatives and following this the Committee Handbook again be updated. Item 4 on this Committee meeting's agenda deals with this issue and the Handbook will be updated to reflect the outcome of that discussion.

- 2.4 Following the end of the municipal year a review of the operation of Constituency Committee procedures was undertaken and a number of recommendations made in order to maintain audit and scrutiny consistency. Revisions are now required to the Handbook to reflect changes in relation to the replacement of Task and Finish Groups (set out in more detail in section 3.0 below) and Public Question Time (set out in more detail in section 4.0 below).
- 2.5 Section 5 of the Committee Handbook (Budgets and Spend) will be populated following decisions made in relation to item 6 of this Committee meeting's agenda.

### **3.0 SECTION 3: ROLE OF THE CONSTITUENCY COMMITTEE**

#### **3.1 Constituency Committee Working Group (replacing Task and Finish Groups)**

- 3.1.1 Following advice taken from the Head of Legal Services and the Head of Neighbourhoods & Engagement, work previously undertaken by Task & Finish Groups (which consisted of six elected members and two community representatives) will be replaced by a Constituency Committee Working Group. This will allow for the participation of all Constituency Committee members and enable a more detailed discussion of agenda items than allowed within the current Constituency Committee meeting cycle. Agendas (and any papers) will be published and circulated to all Constituency Committee members at least 7 days prior to any Constituency Committee Working Group. Minutes will be taken, circulated and published.
- 3.1.2 The Committee Handbook has been updated to reflect these proposed changes (Appendix 1, page 10).

### **4.0 SECTION 4: COMMUNITY ENGAGEMENT AND COMMUNICATIONS**

#### **4.1 Public Question Time**

- 4.1.1 All questions for the Constituency Committee received from members of the public will be read out at the respective Constituency Committee meeting. Any question(s) relating to an agenda item(s) will be answered when the respective agenda item is being discussed.
- 4.1.2 Responses will be printed in the minutes and sent to each individual who asked a question.
- 4.1.3 The Committee Handbook has been updated to reflect these proposed changes (Appendix 1, page 11).

#### **4.2 Community Engagement Strategy**

- 4.2.1 A number of discussions have taken place through Wallasey Public Service Board related to community engagement. It has been agreed that opportunities will be identified on an ongoing basis to combine engagement activities to reduce duplication, create efficiencies and make access for the public easier.

- 4.2.2 The first step towards this is the provision of a 'marketplace' type engagement event for the public bolted onto the Constituency Committee meeting, taking place an hour before. The first such event will take place prior to this Constituency Committee meeting (26 June 2014). This will incorporate Merseyside Police's Neighbourhood 'Have Your Say' meeting, whereby an update will be provided at the start by the Police about crime and disorder in the Constituency over the previous quarter, followed by an opportunity for members of the public to sit with the officer(s) in attendance and ask questions and/or raise issues. A range of other services and agencies will be in attendance for the public to ask questions, highlight concerns, obtain information, request services, share feedback, engage in consultation, etc.
- 4.2.3 Wallasey Public Service Board has also discussed how best to collate and share information around community engagement planned to help co-ordinate activity. Participants have agreed to explore the use of an online shared calendar that will be populated and updated with engagement activities. It is hoped that this will allow agencies to participate in other planned events and share resources where appropriate.
- 4.2.4 A Community Engagement Strategy has been drafted for Wallasey Constituency (Appendix 2); this is referenced in the Committee Handbook at Appendix 1 of this report (page 12) and will be attached as an appendix to the Handbook.
- 4.2.5 The Constituency's Engagement Officer operates an annual engagement calendar that pre-schedules face-to-face contacts with voluntary, community and faith sector groups and other not-for-profit organisations. This plans attendance at a variety of Annual General Meetings, board meetings, monthly meetings, public events, etc. Any key messages or information to be shared may be planned in advance but can also be tailored in response to issues or activities relevant at the time. For example, pre-planned contacts in May and June 2014 have been used as an opportunity to promote the new One Stop Shop outreach advice pilot project funded by the Committee and due to launch in late June. This approach will see on average one timetabled face-to-face contact per week; in addition to ongoing engagement work undertaken by the Engagement Officer in communities.

#### 4.3 Communication Plan

- 4.3.1 A Communication Plan for the Constituency has been drafted for Wallasey Constituency (Appendix 3); this is referenced in the Committee Handbook at Appendix 1 of this report (page 12) and will be attached as an appendix to the Handbook.
- 4.3.2 The Constituency team is currently building a 12-month rolling Communication Timetable. This can be finalised following decisions made under item 6 of this Committee meeting's agenda, regarding the launch dates of grants programmes.

### 5.0 **RELEVANT RISKS**

- 6.1 Processes need to have good governance and be transparent and robust.

## **7.0 OTHER OPTIONS CONSIDERED**

- 7.1 The Handbook has been developed on advice from Legal & Member Services in relation to constituted Council Committees.

## **8.0 CONSULTATION**

- 8.1 Elected members and community representatives have been consulted in the development of the Handbook.

## **9.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 9.1 Community representatives are part of Wallasey Constituency Committee and the voluntary, community and faith sector are integral to neighbourhood working.

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

- 10.1 Greater co-ordination creates opportunities for reducing duplication and sharing resources across services and agencies when engaging with communities.

## **11.0 LEGAL IMPLICATIONS**

- 11.1 The Handbook builds upon the Council's Constitution.
- 11.2 Neighbourhood working helps the Council to deliver on the Localism Act 2011 and Public Services (Social Value) Act 2012.

## **12.0 EQUALITIES IMPLICATIONS**

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

Yes and impact review can be found at the link below (Progressing Neighbourhood Working).

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

## **13.0 CARBON REDUCTION IMPLICATIONS**

- 13.1 This report has no carbon reduction implications.

## **14.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

- 14.1 This report has no planning and community safety implications.

## **15.0 RECOMMENDATION/S**

It is recommended that:



- 15.1 The Committee agrees the revisions made to Section 3 (Role of the Constituency Committee) and Section 4 (Community Engagement and Communications) of the Committee Handbook;
- 15.2 The Committee notes the contents of the Community Engagement Strategy and Communication Plan and supports their adoption;
- 15.3 The Constituency Manager updates Section 3 of the Handbook (Role of the Constituency Committee) following decisions made in relation to community representatives (item 5 of this Committee meeting's agenda);
- 15.4 The Constituency Manager populates Section 5 of the Committee Handbook (Budgets and Spend) following decisions made in relation to item 6 of this Committee meeting's agenda.

#### **16.0 REASON/S FOR RECOMMENDATION/S**

- 16.1 To ensure the effective operation of Wallasey Constituency Committee and good governance.

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#### **REFERENCE MATERIAL**

None.

#### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
Cabinet – Neighbourhood Working	24 January 2013
Council – Neighbourhood Working	11 February 2013
Cabinet – Neighbourhood Working – Proposed Operating Model	23 May 2013
Wallasey Constituency Committee	17 October 2013
Wallasey Constituency Committee – Committee Handbook	19 February 2014

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## SECTION 1: INTRODUCTION

This Handbook provides practical guidance to everyone involved with Wallasey Constituency Committee; including members of the public, Elected Members (ward councillors), service delivery partners and Council officers. The guidance in this Handbook should be read alongside the Council's Constitution, which can be found here.

<http://democracy.wirral.gov.uk/ecSDDisplay.aspx?NAME=SD867&ID=867&RPID=1000884748&sch=doc&cat=12881&path=12881>

This Handbook sets out procedures and processes to help the business of the Constituency Committee run smoothly. While the Handbook supports the rules and procedures set out in the Council's Constitution (link above), the Council's Constitution will always take precedence over the Handbook.

**“Wirral will be a place where the vulnerable are safe and protected, where employers want to invest and local businesses thrive, and where good health and an excellent quality of life is within the reach of everyone who lives here”.**

This is the vision and aspiration for Wirral. Neighbourhood working, through the Constituency Committees, will help improve the link between the strategic priorities and local priorities. It is the Constituency Committee that will deliver an area vision, which local Elected Members, local residents, service delivery partners, Council officers and voluntary, community and faith groups will drive and implement.

Wallasey Constituency includes the wards of Leasowe & Moreton East; Liscard; Moreton West & Saughall Massie; New Brighton; Seacombe and Wallasey.

[to be inserted: vision for Wallasey Constituency from Constituency Plan]

[insert 2014/15 priorities]

Wallasey Constituency Committee consists of 18 Elected Members (three ward councillors for each of its six wards) and six Community Representatives; one of which is a young person's representative. Further detail on the appointment of Community Representatives can be found in Section 3.

This Handbook will be reviewed on an annual basis or sooner if required. Next due for review April-June 2015.

## SECTION 2: BACKGROUND TO NEIGHBOURHOOD WORKING

The Localism Act 2011 gave councils more freedom to work together with others in new ways and introduced new rights for communities including a 'Right to Buy' public assets and increased opportunities for participation in the delivery of services. Locally this presented opportunities to forge new partnerships with communities to evidence, shape and deliver public policy and services across the borough.

Strong neighbourhood working can provide the basis for the Council, public services and the wider community to facilitate a more flexible response to residents' issues through co-ordinated services and involving residents in shaping decisions and services. Local Councillors have a significant leadership role to play in this process.

Neighbourhood working was introduced in Wirral in mid to late 2013, with the Council, Merseyside Police and Merseyside Fire & Rescue Service taking the first steps to configure services into a Constituency footprint, mirroring the parliamentary (national voting area) boundaries (i.e. Wallasey, Birkenhead, Wirral South and Wirral West). Neighbourhood working operates across organisational boundaries to help ensure residents and services work together to improve their neighbourhood.

The benefits of neighbourhood working include:

- Greater opportunities for Elected Members to lead and influence local service delivery within their localities and to respond to local needs and priorities;
- Increased community confidence to explore creative and innovative approaches to meet local needs;
- Increased multi-agency working so delivering better value for taxpayers' money by reducing duplication across service areas;
- A local focus on the efficiency and effectiveness of service delivery by bringing the Council closer to the needs and priorities of local communities.

Each Constituency area will have a Constituency Plan produced by the respective Constituency Committee setting out the priorities and objectives for the area for the coming period. The Constituency Committee is supported by a local Public Service Board (see **Section 7**) which brings together a range of service, agencies and partners to co-ordinate the strategic delivery of the Constituency Plan and report progress to the respective Constituency Committee.

## SECTION 3: ROLE OF THE CONSTITUENCY COMMITTEE

The role of Wallasey Constituency Committee includes the following:

- Agree desired outcomes, develop and monitor a Constituency Plan for Wallasey;
- Commission activities relevant to the Constituency Plan;
- Review, problem solve and establish the most effective operation of responsive front line services;
- Resolve 'large' community issues which impact on a significant number of residents;
- Maximise the engagement of local residents and other stakeholders in decision making on matters which affect them.

The Committee's remit includes all locally delivered statutory services, enabling Elected Members and Community Representatives to exercise a much broader influence over activity in the public sector.

Wallasey Constituency Committee has a devolved budget. [to be inserted: details of devolved budgets/services when determined]. However, not all service decisions or budgets can be devolved to the Constituency Committee. This is for a number of reasons including that some budgets are allocated according to Wirral-wide criteria often in response to national requirements; there is a need to support service delivery patterns and different partner organisations outside local government and there is a need to retain some budgets at the centre to support strategic service delivery to maximise economies of scale and efficiency.

Wallasey Constituency Committee will monitor the local impact of all public services. Meetings of the Constituency Committee will be open to the public and press (however there may be occasions when specific matters may need to be considered in private). Local residents interested in specific agenda items will be able to have their say before decisions are taken through a public question time (see **Section 4**).

Information will be easy to access, understand and tailored, as appropriate, to different audiences to support involvement, being aware of the equality requirements.

### Conduct of meetings

Constituency Committee meetings are open to the public. Each agenda is published no less than 5 working days before the date of the meeting. These are published online at

<http://democracy.wirral.gov.uk/ieListMeetings.aspx?CommitteeId=690>

Committee meetings are held four times a year during the evening at 6pm, allowing those with daytime commitments to attend. Where possible, meetings will be held on Thursdays to enable the respective Member of Parliament to attend. The dates for this financial year are set out in **Appendix 1**.



For the Constituency Committee to have the information it needs to carry out its role, it may require the attendance of the relevant portfolio holder (Cabinet member), Director and/or any senior officer to provide evidence or information on reasonable notice. To make sure that the Committee can carry out its business effectively, it is the duty of an officer of the Council to attend if asked to do so.

The work of the Constituency Committee is extremely varied and may involve making decisions, being involved in consultations and responding to questions from the public. Members of the Committee are expected to make a declaration of any interest that is known to them in relation to an Agenda item at the start of the meeting. Members must disclose “disclosable pecuniary and non pecuniary interests” and how the interest arises. (It may also be necessary for members to make an interest known if an interest arises during the course of the meeting). Depending on the nature of the interest, the Member may be required to leave the meeting whilst that Agenda item is dealt with by the Committee. To ensure the smooth running of the meeting, each member should consider, when reading the Agenda in preparation, whether they need to declare an interest. Members should seek advice well in advance of the meeting from the Legal Services Officer at the meeting or Monitoring Officer if they are in doubt or have any particular queries or concerns in this regard.

## **Process**

Community Representatives on the Constituency Committee are not Public Appointments and are not elected by local residents to represent an area, unlike Elected Members. The appointment of representatives onto the Constituency Committee will be reviewed annually.

### Period of appointment

- Elected Members every four years
- Community Representatives for one municipal year

Vacant Community Representative positions may be filled within the municipal year subject to agreement by the Constituency Committee. If a recruitment process has taken place within the previous 6 months, applicants who were unsuccessful may be reconsidered in order to expedite the process.

### Appointment of Chair and Vice-Chair

The Chair and Vice-Chair of the Constituency Committee will be Elected Members and will be appointed by the Committee.

The Chair and Vice-Chair of the Committee will be appointed at the first meeting of Wallasey Constituency Committee in each Municipal Year.

## Criteria for Community Representatives

- A representative can be an active member of a group that operates within the Constituency, or has strong links within the voluntary, community and faith sector;
- A representative should have a defined area in which they operate, established networks and appropriate processes for passing information between the Committee and the community that they represent;
- A representative will bring additional knowledge and experience to Constituency Committee meetings (and other meetings such as [the Constituency Committee Working Group](#)) that will support the decision making process.

## Appointment process for Community Representatives

Wallasey has six places for the co-option of Community Representatives and has chosen to set aside one of these for a young person's representative (see below).

Prior to the start of each Municipal Year, invitations will be sought from members of the public to nominate themselves for co-option as a Community Representative. This opportunity will be advertised using various media platforms, Wirral CVS, Community Action Wirral and other partners.

### Young person's representative

Applicants for the young person's representative position must be aged 15-24 (inclusive at the time of application). This will be advertised and promoted within youth forums, schools and colleges.

Elected Members and existing Community Representatives have a role to play in promoting the role of Community Representatives in the Constituency Committee. The recruitment process may be supported with a recruitment event at which existing Community Representatives would be expected to support and participate.

Individuals may apply through submission of an application form (**Appendix 2**). [The Constituency Committee Working Group will consider and review all nominations \(see page 8\). The Group may choose to interview all applicants or shortlisted applicants. The Group will make recommendations to the Constituency Committee about which Community Representative applicants should be considered for co-option. Wallasey Constituency Committee will through a fair and transparent selection process appoint community representatives to the Committee. Existing Community Representatives will not participate in the selection process and any meeting dealing with such appointments shall not be open to the public \(due to the discussion of applicant's personal information\).](#)

Existing Community Representatives are welcome to reapply and are not disbarred from serving further term/s.

### Substitutions

With the prior approval of the Chair, a Community Representative may substitute another named member of their group to attend a Committee meeting.

### Voting rights

All Elected Members have voting rights. Community Representatives, whilst not having voting rights, can still undertake a full role in terms of sharing their views and knowledge and influencing discussions and debates. Where a vote is to be taken on an issue by Elected Members at Committee the views of Community Representatives will be sought prior to taking that vote.

### Principles of conduct

All Elected Members are required to conduct themselves in accordance with the Members' Code of Conduct.

The Members' Code of Conduct also applies to co-opted members (such as the Community Representatives).

Any complaints received against Elected Members or co-opted members will be dealt with in accordance with the Protocol for Dealing with Complaints under the Members' Code of Conduct.

### Expenses

Any travel and subsistence claim must be claimed in accordance with the Members' Allowances Scheme included in the Council's Constitution.

### Training

The Council provides an ongoing programme of training seminars which provide background information to a range of issues pertinent to the Council. This training is available to both Elected Members and Community Representatives. Newly Elected Members and Community Representatives also receive an induction.

## **Constituency Committee Working Group**

The Task and Finish Group of the Wallasey Constituency Committee shall be known as the 'Constituency Committee Working Group'. Meetings of the Group will take place at such times as considered necessary to deal with any matters referred to it for consideration.

### Membership

The membership of the Group shall be same as the Wallasey Constituency Committee. Save that, where the Group deals with the selection of a Community Representative(s), any existing Community Representative member of the

Wallasey Constituency Committee shall not be a member of the Group when such a matter is under consideration.

### Quorate

The Constituency Committee Working Group shall be quorate providing at least six Elected Members are in attendance at the meeting.

### Terms of Reference

- The Group will appoint at the meeting, one of the Elected Members in attendance as Chairperson of the Group meeting; and he/she shall remain Chairperson until the next meeting of the Group (unless otherwise determined by the Group).
- The Constituency Manager will undertake an advisory role;
- Additional advisors may be appointed by the Group (including from partner agencies);
- All Constituency Committee members will be invited to attend each and every Group meeting (unless Community Representative(s) are being selected/appointed in which case any existing Community Representative will not be invited to attend and the meeting shall not be open to the public);
- Agendas and papers will be circulated to all Group members and published at least 7 days prior to the date of the relevant Group meeting;
- Minutes will be taken, circulated to all Group members and published;
- The Group shall report progress and make recommendations to the Wallasey Constituency Committee.
- The work of the Group will be carried out in a transparent, inclusive and timely manner.

## SECTION 4: COMMUNITY ENGAGEMENT AND COMMUNICATIONS

### Community engagement

Wallasey Constituency Committee will support genuine opportunities for people to have their say. This will form part of standard practice and cover aspects from the delivery of services to policy and decision making. The Constituency Committee recognises that the most effective form of engagement is 'involvement'.

#### Public Question Time

As standard, each Constituency Committee meeting will include a Public Question Time. Whilst a small proportion of time may be allowed for 'on the night' questions, in order to enable a comprehensive response at the meeting and to allow members of the public to participate who are unable to attend the meeting, questions will be required to be submitted in writing in advance of the meeting.

Subject to sufficient questions being submitted, no less than 20 minutes will be set aside for the Public Question Time. Replies to questions will be given verbally. If it is not possible during the Committee meeting to answer every question and/or there are questions that require further consideration, these will be responded to in writing within 14 working days by the appropriate officer. It is a matter for the Chair at each meeting and subject to the agenda whether to extend this time. Preference will be given to questions submitted in advance, but at the discretion of the Chair a further question/s from a member/s of the public in attendance may be allowed 'on the night'.

Process for the submission of questions:

Questions submitted prior to the Constituency Committee meeting must be in writing and relate to a single issue. This can be done by:

- completing the online question form [[www.wirral.gov.uk/wallasey](http://www.wirral.gov.uk/wallasey)] or,
- downloading the Wallasey Constituency Public Question Time Form [[www.wirral.gov.uk/Wallasey](http://www.wirral.gov.uk/Wallasey)] and sending your completed form to: Wallasey Constituency Team, Town Hall, Brighton Street, Wirral, CH44 8ED.

Residents with literacy issues can have submissions made on their behalf or be supported to complete forms by Council One Stop Shops. Questions will be required to be submitted by no later than 4.00pm the afternoon before the Committee meeting.

All questions received from members of the public will be read out at the respective Constituency Committee meeting. The Chair of the meeting will determine the order in which question are taken. Any question(s) relating to an agenda item(s) will be answered when the respective agenda item is being discussed. Questions which are considered defamatory, unsuitable, frivolous or derogatory will not be accepted. Questions should not refer to individual officers or members of the Council by name. An individual present whose question has

been answered will not be able to discuss the reply, but may ask one supplementary question. Once a question has been answered, the same question posed within a three month period will not be considered for further response.

Responses will be printed in the minutes and sent to each individual who asked a question.

### 'Have Your Say' events

A 'marketplace' type engagement 'Have Your Say' event for the public will operate prior to the start of each Constituency Committee. A range of services and agencies will be present for the public to ask questions, highlight concerns, obtain information, request services, share feedback, engage in consultation, etc.

This event will incorporate Merseyside Police's Neighbourhood 'Have Your Say' meeting whereby an update will be provided at the start of the event by the Police about crime and disorder in the Constituency over the previous quarter, followed by an opportunity for members of the public to sit with the officer(s) in attendance and ask questions and/or raise issues. The engagement event will be used by the police to help determine issues/short-term priorities that the public wish for the Police to concentrate on over the forthcoming quarter. These short-term priorities will supplement priorities set out in the Constituency Plan.

A brief update will be provided at the respective Constituency Committee about the event.

Wider methods of community engagement are set out in Wallasey Constituency's Community Engagement Strategy (**Appendix 3**).

### **Communications**

Wallasey Constituency Committee is committed to ensuring that regular and meaningful information is made available to residents in all communities about the work of the Committee and activity in the area.

A key way of updating local residents is through the production of a quarterly Constituency Committee newsletter. This will be made available electronically with hard copies available in public buildings. Individual projects, objectives and targets associated with each Committee are local and specific to each Constituency, and as such require individual communications plans.

Wider methods of communicating with local residents, businesses and stakeholders are set out in Wallasey Constituency's Communication Plan (**Appendix 4**).

## **SECTION 5: BUDGETS AND SPEND**

[to be inserted]

## **SECTION 6: MEMBERSHIP AND SUPPORT FOR WALLASEY CONSTITUENCY COMMITTEE**

At the heart of the Constituency Committee is the principle that whilst the process is elected member led, all service delivery partners and local residents have an important role in identifying local priorities to improve upon and solutions that will lead to improvements.

Key contacts for Wallasey Constituency Committee can be found in **Appendix 9**.

### **Chair and Vice-Chair**

The Elected Members voted into the positions of Chair and Vice-Chair respectively.

#### Role responsibilities:

- Ensure that the Constituency Committee operates in accordance with the Council's Constitution;
- Provide leadership for the Committee through the chairing of each Committee meeting (Vice-Chair in the Chair's absence), in accordance with the contents of this Handbook;
- Ensure the production and effective implementation of the annual Constituency Plan;
- Plan the agenda for each Constituency Committee meeting with the Constituency Manager;
- Ensure that decisions taken at Constituency Committee meetings are implemented;
- Ensure adequate representation on the [Constituency Committee Working Group](#) and that each group achieve its aims;
- Ensure that there are adequate opportunities for community engagement, particularly under-represented groups;
- Ensure that public meetings are delivered to the highest standard, demonstrating transparency in decision-making and cultivating the trust of the general public in local politics;
- Act as a spokesperson for Wallasey Constituency Committee where appropriate, including in relevant press releases and statements;
- Attend and be a member of other Committees or working groups when appropriate in the role as Chair;
- Foster and maintain a disciplined approach by the members involved, having a regard to high standards of behaviour and ethics;
- Champion the work of the Constituency Committee.



## **Elected Members**

Members of the Council representing those wards included within Wallasey Constituency Committee boundary will endeavour to attend each Constituency Committee meeting.

### Role responsibilities:

Elected Members as community leaders will:

- Act as honest brokers or intermediaries between citizen, community, the Council and external partners;
- Take action to improve the quality of life of people in their communities;
- Act as champions and representatives of each and every resident;
- Investigate and resolve residents' problems effectively or explain to them why they cannot be solved;
- Be well informed, know their area and be clear about local priorities.

Elected Members in a corporate role will:

- Be effective ambassadors for the Council in their communities;
- Reflect the community's feedback and views in the Council's decision making processes to make policies and services more responsive;
- Make objective and informed decisions that balance local needs and priorities with those of the wider borough;
- Represent the Council's interests in local partnership working;
- Act in the best interest of the community as a whole.

## **Community Representatives**

Whilst Community Representatives do not have a mandate to speak on behalf of the public, they do provide a level of expertise and/or knowledge to help inform the debate.

### Role responsibilities:

- Proactively engage with residents and communities beyond those within their existing networks;
- Accurately reflect the community's feedback and views in the discussions and decision making processes;
- Communicate with residents and communities, feeding back the work of the Committee;
- Be well informed and be clear about local priorities;
- Champion the Community Representative role ensuring it has value in the Constituency Committee process.

## **Constituency Manager**

The Constituency Manager is responsible for the co-ordination of Wallasey Constituency Service Hub and engagement activities, building neighbourhood profiles and ensuring residents' issues are resolved.

### Role responsibilities:

- Co-ordinate the Constituency Committee and Public Service Board (see **Section 7**), working across multi agencies to implement the Constituency Plan;
- Lead the development and implementation of the annual Constituency Plan and report on progress to the Constituency Committee, and including budgeting information;
- Lead consultations/service reviews/community needs assessments across the constituency involving residents, partners, customers, etc. to inform the Constituency Committee;
- Working with the Public Health Intelligence Team, ensuring that an up-to-date and comprehensive Constituency Profile is available to the Committee to enable decision-making to be evidence-based around priorities;
- Identify and bid for Constituency funding opportunities at national, regional and local levels;
- Identify and manage a process for identifying and managing neighbourhood profiling/community assets information;
- Devise and implement Wallasey Constituency's Community Engagement Framework;
- Design, manage and implement a diverse range of communications platforms across the Constituency, promoting its work and achievements;

## **Engagement Officer**

The Engagement Officer is responsible for the liaison and engagement with local groups and partnerships in the implementation of the Constituency Plan.

### Role responsibilities:

- Support the administration of the Constituency Committee, including booking venues, completing health and safety checks on venues prior to use and managing the online Public Question Time submissions;
- Manage the administration of the Public Question Time;
- Be a proactive link with Elected Members, community groups, representatives and organisations;
- Deliver Wallasey Constituency's Community Engagement Framework;

- Ascertain neighbourhood resource requirements (funding, community spaces, service needs, volunteering, etc.);
- Gather neighbourhood information and knowledge in order to build the Constituency Profile, including managing a process for identifying and recording up-to-date neighbourhood profiling/community assets information;
- Support the implementation of the Constituency Plan;
- Undertake consultation and engagement activities;
- Support neighbourhood volunteers;
- Resolve neighbourhood issues and manage any relevant processes (e.g. brokering, mediation, facilitation, etc);

### **Council officers and service delivery partners**

Wallasey Constituency Committee may ask representatives of external service delivery organisations to attend their committee meetings, recognising the important contribution which they make to shaping and delivering local area priorities.

Representatives of area partners will be of senior management level or equivalent and therefore be able to speak for their organisation and be prepared to commit resources on behalf of their organisations.

#### **Role responsibilities:**

- Provide representation at the appropriate level of authority and experience;
- Attend the Committee when requested to do so, where practicable;
- Have high level knowledge of the service area and its strategic operating context;
- Commit to improving the quality of life and satisfaction of residents in the area;
- Take an active role in owning and solving problems identified by the Constituency Committee;
- Commit to promote the interests of the area in decision making processes within their own organisation;
- Commit to engaging, involving and feedback with local residents in the design, delivery and improvement of services;
- Identify and assist the Constituency Committees, where relevant, in generating and match funding projects of strategic significance;
- Commit to construct, challenge and proactively improve services;
- Work with key contacts and stakeholders to create and build appropriate networks and partnerships to promote the Constituency Committee, priorities and performance measures;
- Monitor the quantity and quality of performance management, reviews and projects
- Establish methods for promoting and sharing intelligence, information and good practice;

- Objectivity in accessing issues and opportunities and how to approach these in the best interests of the area;
- Acceptance of the Constituency Committee procedures and process.

### **Committee Services Officer**

#### Role responsibilities:

- Efficiently and effectively run the administration of the Constituency Committee;
- Manage publication of the agenda for the Constituency Committee;
- Advise the Committee members on constitutional matters and provide advice and guidance on constitutional compliance in conjunction with Legal Services Officer;
- Invite all Elected Members, Community Representatives and guests to pre-meetings, Constituency Committees and extra-ordinary meetings;
- Take accurate minutes of the meeting;
- Place all actions on the electronic action tracker for officers to report on progress;
- Upload all minutes of meetings onto the Council's website;
- Issue materials provided by the Constituency Manager to representatives on the Committee.

### **Legal Services Officer**

#### Role responsibilities:

- Advise the Committee members on legal matters;
- Advise on constitutional matters and procedure;
- Advise on governance arrangements;
- Advise on matters pertaining to the Members' Code of Conduct.

### **Strategic Director**

Wallasey Constituency Committee is aligned to a Strategic Director (Families and Wellbeing). The Strategic Director will reinforce the strategic importance of the area dimension to the Council's policy and planning framework, and in particular will reinforce the importance the Council places on enhancing community governance, aligning resources and activity and improving public service delivery at a local level. The Strategic Director will also ensure an improved localities dimension to the Council's strategic planning. The role is to help clear 'blockages' and ensure issues of the Constituency Committee are taken to the highest levels.

Role responsibilities:

- Provide high level representation from the Council's officer core to support the process and outcomes of the Committee's actions;
- Provide clarity and direction for the staff supporting the Constituency Committee and implementing the Constituency Plan once agreed;
- Ensure that strong links are made between the Constituency Committee and the overarching commitments of Wirral Council's Corporate Plan and framework providing for partnership activity, including Wirral Local Strategic Partnership (LSP) and Public Service Board (PSB) (see **Section 7**).

## **SECTION 7: WALLASEY PUBLIC SERVICE BOARD**

Wirral Public Service Board (PSB) is chaired by the Council's Chief Executive. The Board exists for partners to proactively work together to identify and deliver efficiencies and opportunities for joint working. Through an agreed work programme, the Board (amongst other things) develops collective responses to national and local policy drivers impacting on all partners and strategically manages Wirral's approach to neighbourhood working.

Each Constituency has a local Public Service Board consisting of officers from a range of partners. It is the role of Wallasey Public Service Board to ensure delivery of the Constituency Plan, with service delivery partners working together to achieve the Constituency's priorities and deliver the best service possible. The terms of reference for this Board can be found in **Appendix 10**. Any cross-Constituency issues that cannot be resolved at a local level will be escalated to Wirral Public Service Board.

Key contacts within Wallasey Public Service Board can be found in **Appendix 11**.

**Wallasey Constituency Committee:  
Timetable 2014/15**

DATE	TIME	LOCATION
<b>2014</b>		
<b>Thursday 26 June</b>	<b>6.00pm</b>	<b>Liscard Primary School, Withens Lane, Liscard, Liscard, CH45 7NG</b>
<b>Thursday 23 October</b>	<b>6.00pm</b>	<b>New Brighton Primary School, Vaughan Road, New Brighton, CH45 1LH</b>
<b>2015</b>		
<b>Thursday 22 January</b>	<b>6.00pm</b>	<b>St Mary's Catholic College, Wallasey Village, CH45 3LN</b>
<b>Thursday 16 April</b>	<b>6.00pm</b>	<b>Wallasey Town Hall, Brighton Street, Wallasey, CH44 8ED</b>

**A 'Have Your Say' event will take place at 5.00pm before each Constituency Committee, which will incorporate a Merseyside Police 'Have Your Say' meeting (see section 4 for further details).**

### **Access**

If representatives or members of the public have any particular requirements or access needs to enable them to participate in the meeting, including requirement for information in formats such as large print or on tape, please contact the Committee Services Officer beforehand so arrangements can be made in good time.

Where possible Constituency Committee meetings will be held in rooms which are installed with a hearing loop system and rooms are accessible for wheelchair users or people with mobility impairments.

**Wallasey Constituency Committee:  
Community Representative Application Form**

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**Community Representative: Self Nomination Form**

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**1. Contact Details**

**Name:**

**Address:**

**Telephone:**

**Email:**

**2. Please tell us why you want to be a Community Representative (no more than 100 words)**

- 3. Please tell us how Wallasey Constituency would benefit from you being a Community Representative. This includes telling us about your skills and experience (in no more than 200 words).**

- 4. Please tell us how you would engage with residents to put forward their views, consult with them and/or update them on work in the area (in no more than 200 words).**

- 5. Please tell us ways in which you would work with other Community Representatives to make sure that your work was co-ordinated (in no more than 100 words).**

- 6. Is there any other information you want to tell us?**

**I confirm that I would like to be considered as a Community Representative for Wallasey Constituency Committee.**

**Signed:**

**Date:**

**Wallasey Constituency Committee:  
Community Engagement Framework**

[to be inserted - to be considered at 26 June 2014 Constituency Committee]

**Wallasey Constituency Committee:  
Communications Strategy**

[to be inserted - to be considered at 26 June 2014 Constituency Committee]

**Summary of the 2014/15 budget**

[to be inserted - to be considered at 26 June 2014 Constituency Committee]

**Wallasey Bright Ideas Fund:  
Application Form**

[to be inserted - to be considered at 26 June 2014 Constituency Committee]

**Wallasey Bright Ideas Fund:  
Terms and Conditions**

[to be inserted - to be considered at 26 June 2014 Constituency Committee]



**Wallasey Bright Ideas Fund:  
Evaluation Template**

[to be inserted]

## Wallasey Constituency Committee: Key Contacts

[to be updated further following 26/6/14 Committee]

Chair - Cllr Rob Gregson	<a href="mailto:robgregson@wirral.gov.uk">robgregson@wirral.gov.uk</a>
Vice-Chair – Cllr Bernie Mooney	<a href="mailto:berniemooney@wirral.gov.uk">berniemooney@wirral.gov.uk</a>
Constituency Manager	<a href="mailto:carolinelaing@wirral.gov.uk">carolinelaing@wirral.gov.uk</a>
Engagement Officer	<a href="mailto:michellegray@wirral.gov.uk">michellegray@wirral.gov.uk</a>
Committee Services Officer	<a href="mailto:andrewmossop@wirral.gov.uk">andrewmossop@wirral.gov.uk</a>
Strategic Director	<a href="mailto:clarefish@wirral.gov.uk">clarefish@wirral.gov.uk</a>
Legal/Monitoring Officer	<a href="mailto:surjittour@wirral.gov.uk">surjittour@wirral.gov.uk</a>

### Community Representatives

Lewis Collins  
Ken Harrison  
Brian Higgins  
Tony Jones  
Keith Raybould  
Paul Roberts

### Elected Members

Cllr Ron Abbey	<a href="mailto:ronabbey@wirral.gov.uk">ronabbey@wirral.gov.uk</a>
<a href="#">Cllr Bruce Berry</a>	<a href="mailto:bruceberry@wirral.gov.uk">bruceberry@wirral.gov.uk</a>
Cllr Chris Blakeley	<a href="mailto:chrisblakeley@wirral.gov.uk">chrisblakeley@wirral.gov.uk</a>
<a href="#">Cllr Matthew Daniel</a>	<a href="mailto:matthewdaniel@wirral.gov.uk">matthewdaniel@wirral.gov.uk</a>
Cllr Leah Fraser	<a href="mailto:leahfraser@wirral.gov.uk">leahfraser@wirral.gov.uk</a>
Cllr Pat Hackett	<a href="mailto:pathackett@wirral.gov.uk">pathackett@wirral.gov.uk</a>
Cllr Paul Hayes	<a href="mailto:paulhayes@wirral.gov.uk">paulhayes@wirral.gov.uk</a>
Cllr Adrian Jones	<a href="mailto:adrianjones@wirral.gov.uk">adrianjones@wirral.gov.uk</a>
Cllr Chris Jones	<a href="mailto:christinejones@wirral.gov.uk">christinejones@wirral.gov.uk</a>
<a href="#">Cllr Treena Johnson</a>	<a href="mailto:treenajohnson@wirral.gov.uk">treenajohnson@wirral.gov.uk</a>
Cllr Anita Leech	<a href="mailto:anitaleech@wirral.gov.uk">anitaleech@wirral.gov.uk</a>
Cllr Leslie Rennie	<a href="mailto:lesleyrennie@wirral.gov.uk">lesleyrennie@wirral.gov.uk</a>
Cllr John Salter	<a href="mailto:johnsalter@wirral.gov.uk">johnsalter@wirral.gov.uk</a>
<a href="#">Cllr Chris Spriggs</a>	<a href="mailto:christinespriggs@wirral.gov.uk">christinespriggs@wirral.gov.uk</a>
Cllr Steve Williams	<a href="mailto:stevewilliams@wirral.gov.uk">stevewilliams@wirral.gov.uk</a>
Cllr Janette Williamson	<a href="mailto:janwilliamson@wirral.gov.uk">janwilliamson@wirral.gov.uk</a>

<b>WALLASEY PUBLIC SERVICE BOARD</b>
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### **Terms of Reference**

**Wallasey Public Service Board exists for partners to proactively work together to identify and deliver efficiencies and opportunities for joint working. The Board will:**

- Inform the priority setting process undertaken by the Constituency Committee and any sub-groups through the Constituency Manager;
- Strategically manage the approach to neighbourhood working across Wallasey Constituency and delivery of Wallasey Constituency Plan; following agreement of the Constituency Plan and associated spend by Wallasey Constituency Committee;
- Identify opportunities to mitigate the impact of financial challenges and maintain capacity to deliver services;
- Develop collective responses to national and local policy drivers impacting on all partners;
- Identify and address both strategic and operational issues pertinent to the Constituency that require the collaboration of agencies;
- Promote innovation and best practice across Wallasey Constituency;
- Work closely to provide greater opportunities for local people to influence decisions and local service provision, and engage and participate;
- Contribute to the development and delivery of a shared Wirral 2030 vision.

### **Working Principles**

Wallasey Public Service Board is owned by all partners. Members agree to collectively contribute to the achievement of the Board's work.

Partners agree to work together actively to achieve the aims and objectives of the Public Service Board through demonstrating and championing:

- Visible commitment and ownership of shared issues;
- Mutual trust and respect;
- Openness and transparency;
- Effective communication and accountability;
- Shared ownership of resources where appropriate;
- Combined expertise;
- Creative and innovative solutions to problems;
- Identification and sharing of best practice;
- Removal of barriers to equality of access and opportunity;
- Clear purpose, clarity of expectations and agreed targets for action.

## **Membership**

The following organisations are currently members of Wirral's Public Service Board (this may expand as further partners are identified):

- Cheshire and Wirral Partnership NHS Foundation Trust
- Community Action Wirral
- Department for Work and Pensions
- Leasowe Community Homes
- Magenta Living
- Merseyside Police
- Merseyside Fire and Rescue Service
- NHS Wirral Clinical Commissioning Group
- Regenda Housing
- Riverside Housing
- Wirral Citizens' Advice Bureau
- Wirral Community NHS Trust
- Wirral Council

## **Wallasey Public Service Board Meetings**

Wallasey Public Service Board will initially meet every 8 weeks, moving to quarterly meetings as momentum builds. Public Service Board meetings will not be open to the public. The agenda for Wallasey Public Service Board meetings will be circulated to members at least 7 days prior to the relevant meeting to ensure that members have the opportunity to add items if required. Papers (if applicable) will be circulated 7 days in advance. Any member may request that an extraordinary meeting of Wallasey Public Service Board be convened. Any such request must be made to the Constituency Manager.

Sub-groups such as (WPSB) Task & Finish Groups and Issue-Based Problem Solving Meetings may be created by the Board to tackle specific and/or thematic issues. Participants can appoint a deputy to attend a meeting if they are unavailable.

## **Decision Making and Accountability**

Wallasey Public Service Board is not a statutory body. However, representation on Wallasey Public Service Board is at the relevant level, allowing decisions to be made and/or taken back 'in principle' to their constituent organisations.

Wallasey Public Service Board can collectively make recommendations to one or more partner organisations, providing recommendations are agreed by at least 50% of the members of the Board present at the meeting. Where necessary, decisions and recommendations made by the Board shall be subject to the relevant own decision making and governance arrangements of constituent organisations. Public Service Board members are accountable to constituent partner organisations.

## **Secretariat**

Wirral Council's Neighbourhoods & Engagement Team will provide appropriate secretariat support. Minutes will be circulated within 7 working days of the meeting.

## **Equalities and Inclusion**

Wallasey Public Service Board will pro-actively promote and encourage compliance with relevant equality and diversity obligations and requirements and good practice; and shall in particular promote fair treatment and equality of opportunity for all living and working in Wirral. Equality impact assessments will be carried out as appropriate in relation to activities directed by the Board.

## **Wirral Public Service Board**

Any cross-constituency issues that cannot be resolved at local level will be escalated to Wirral Public Service Board.

## Wallasey Public Service Board: Key Contacts

Organisation	Name	Job title	Email	Tel no	Signature
Department for Work and Pensions	Debbie Veevers	Business Development Manager	<a href="mailto:debbie.veevers@dwp.gsi.gov.uk">debbie.veevers@dwp.gsi.gov.uk</a>	551 8616	
Cheshire and Wirral Partnership NHS Foundation Trust	Val McGee	Service Director (Wirral)	<a href="mailto:Val.Mcgee@cwpc.nhs.uk">Val.Mcgee@cwpc.nhs.uk</a>	488 7446	
Voluntary & Community Action Wirral (VCAW)	Kirsteen Sheppard	Programme Development Co-ordinator	<a href="mailto:Kirsteen.sheppard@vcawirral.org.uk">Kirsteen.sheppard@vcawirral.org.uk</a>	353 9700 x219	
Early Years	Sarah Harper	Early Years Manager (Wallasey)	<a href="mailto:sarahharper@wirral.gov.uk">sarahharper@wirral.gov.uk</a>	630 4445	
Environmental Health (WMBC)	Colin Clayton	Environmental Health Strategic Manager	<a href="mailto:colinclayton@wirral.gov.uk">colinclayton@wirral.gov.uk</a>	604 3553	
Environmental Health (WMBC)	Ken Smith	Environmental Health Manager (Pollution & District)	<a href="mailto:kennethsmith@wirral.gov.uk">kennethsmith@wirral.gov.uk</a>	604 3669	
Environmental Health (WMBC)	Daniel Dawson	Environmental Health Team Leader	<a href="mailto:danieldawson@wirral.gov.uk">danieldawson@wirral.gov.uk</a>	604 3544	
Joint Community Safety Team	Ian Lowrie	Volume Property Crime Manager	<a href="mailto:ianlowrie@wirral.gov.uk">ianlowrie@wirral.gov.uk</a>	606 5493	
Leasowe Community Homes	Mary Quigg	Managing Director	<a href="mailto:mary.quigg@yourhousinggroup.co.uk">mary.quigg@yourhousinggroup.co.uk</a>	678 0110	

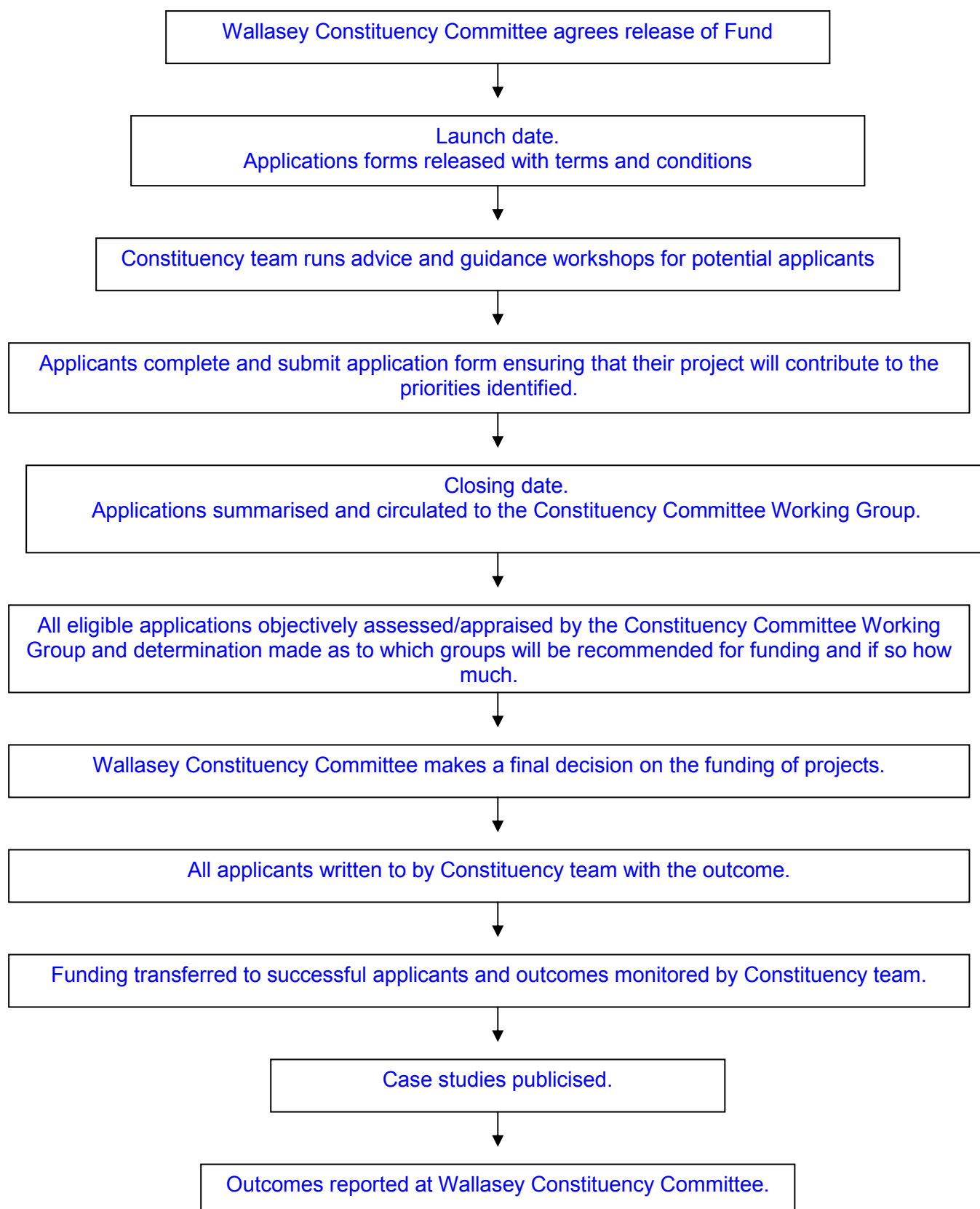
Organisation	Name	Job title	Email	Tel no	Signature
Licensing	Margaret O'Donnell	Licensing Manager	<a href="mailto:margaretodonnell@wirral.gov.uk">margaretodonnell@wirral.gov.uk</a>	691 8043	
Merseyside Fire and Rescue	Jenny Welsh	Wirral District Prevention Manager	<a href="mailto:jenniferwelsh@merseyfire.gov.uk">jenniferwelsh@merseyfire.gov.uk</a>	296 6213	
Merseyside Fire and Rescue	Sean McGuinness	Station Commander	<a href="mailto:seanmcguinness@merseyfire.gov.uk">seanmcguinness@merseyfire.gov.uk</a>	296 5357	
Magenta Living	Mark Armstrong	Assistant Director (Strategy & Regeneration)	<a href="mailto:markarmstrong@magentalive.org.uk">markarmstrong@magentalive.org.uk</a>	606 3148	
Magenta Living	Dominique Blundell	Head of Tenants' & Environmental Services	<a href="mailto:dominiqueblundell@magentalive.org.uk">dominiqueblundell@magentalive.org.uk</a>	666 6912	
Merseyside Police	Inspector Peter Kolokotroni	Neighbourhood Inspector	<a href="mailto:7637@merseyside.pnn.police.uk">7637@merseyside.pnn.police.uk</a>	777 2040	
Merseyside Police	Sergeant Kate Roberts	Neighbourhood Sergeant	<a href="mailto:1335@merseyside.pnn.police.uk">1335@merseyside.pnn.police.uk</a>	777 2007	
NHS Wirral Clinical Commissioning Group	Barbara Dunton	Operations Manager	<a href="mailto:Barbara.Dunton@nhs.net">Barbara.Dunton@nhs.net</a>	643 5348	
NHS Wirral Clinical Commissioning Group	Christine Campbell	Corporate Support Officer	<a href="mailto:christinecampbell5@nhs.net">christinecampbell5@nhs.net</a>		Notification only
NHS Wirral Clinical Commissioning Group	Claire Grainger	Corporate Support Officer	<a href="mailto:claregrainger@nhs.net">claregrainger@nhs.net</a>		Notification only

Organisation	Name	Job title	Email	Tel no	Signature
NHS Wirral Clinical Commissioning Group	Alison Hayes		<a href="mailto:allison.hayes@nhs.net">allison.hayes@nhs.net</a>		Notification only
One Stop Shop/Libraries (WMBC)	Steve Ruddy	Team Leader	<a href="mailto:steверuddy@wirral.gov.uk">steверuddy@wirral.gov.uk</a>		
One Stop Shop/Libraries (WMBC)	Pete Collins	Manager	<a href="mailto:petecollins@wirral.gov.uk">petecollins@wirral.gov.uk</a>		
Public Health (WMBC)	Andrea Hutchinson	Public Health Information Specialist	<a href="mailto:andrea Hutchinson@wirral.gov.uk">andrea Hutchinson@wirral.gov.uk</a>	666 5143	
Public Health (WMBC)	Jane Harvey	Public Health Manager	<a href="mailto:janeharvey2@wirral.gov.uk">janeharvey2@wirral.gov.uk</a>	666 5180	
Regenda Housing	David Selby		<a href="mailto:david.selby@maritime.org.uk">david.selby@maritime.org.uk</a>		
Riverside Housing	David Swales		<a href="mailto:david.swales@riverside.org.uk">david.swales@riverside.org.uk</a>		
Seacombe Children's Centre	Tricia Hornby	Outreach Co-ordinator	<a href="mailto:patriciahornby@wirral.gov.uk">patriciahornby@wirral.gov.uk</a>	630 1845	



Organisation	Name	Job title	Email	Tel no	Signature
Sports Development Unit (WMBC)	Mike Withy	Principal Sports Development Officer	<a href="mailto:mikewithy@wirral.gov.uk">mikewithy@wirral.gov.uk</a>	637 6437	
Streetscene (WMBC)	Chris Jones	Streetscene Team Leader	<a href="mailto:chrisjones1@wirral.gov.uk">chrisjones1@wirral.gov.uk</a>	606 2439	
Targeted Prevention Service (WMBC)	Celine Gafos	Senior Locality Manager(Wallasey) Restorative Practice	<a href="mailto:celinegafos@wirral.gov.uk">celinegafos@wirral.gov.uk</a>	637 6112	
Targeted Prevention Service (WMBC)	Dave Decorte	Team Manager Youth Support (Wallasey)	<a href="mailto:daviddecorte@wirral.gov.uk">daviddecorte@wirral.gov.uk</a>	637 6356	
Trading Standards	Derek Payet	Trading Standards Strategic Manager	<a href="mailto:derekpayet@wirral.gov.uk">derekpayet@wirral.gov.uk</a>	691 8643	
Wirral Anti-Social Behaviour Team (WMBC)	Carolyn Hooper	Enforcement Officer	<a href="mailto:carolynhooper@wirral.gov.uk">carolynhooper@wirral.gov.uk</a>	637 6400	
Wirral Anti-Social Behaviour Team (WMBC)	Andrew Pyke	Enforcement Officer	<a href="mailto:andrewpyke@wirral.gov.uk">andrewpyke@wirral.gov.uk</a>	637 6400	
Wirral Citizens' Advice Bureau (CAB)	Damon Taylor	CEO	<a href="mailto:Damon.Taylor@wirralcab.org.uk">Damon.Taylor@wirralcab.org.uk</a>	346 8785	
Wirral Community NHS Trust	Sandra Christie	Director of Quality and Nursing	<a href="mailto:Sandra.christie@wirralct.nhs.uk">Sandra.christie@wirralct.nhs.uk</a> <a href="mailto:Julie.sheldrick@wirralct.nhs.uk">Julie.sheldrick@wirralct.nhs.uk</a>	651 3929	
Wirral Community NHS Trust	Robbie Howard	Operational Team Leader	<a href="mailto:Rob.Howard@irralct.nhs.uk">Rob.Howard@irralct.nhs.uk</a>	630 8383 ext 1819	

## PROTOCOL 1 – Wallasey Bright Ideas Fund Application Process



## **Community Engagement**

Community engagement is a process by which a representative sample of people or an entire community is enabled to take an active and productive part in reviewing, designing, approving, commenting on and influencing the decisions and activities of organisations and agencies.

Community engagement works best where it is an ongoing process enabling relationships and trust to build and strengthen over time. Engagement activities will be planned and designed with this in mind and with the purpose of contributing to the overall aims of the engagement process.

## **The Stakeholders**

For the purpose of this engagement strategy, the stakeholders are:

- individual residents and households (adults, young people and children);
- local community, voluntary or faith based groups;
- local traders and businesses either individually or in collectives;
- organisations set up to support individuals that fall within the protected characteristics set out in the Equality Duty 2010 (gender, race, disability, religion / belief; transgender, age, and sexual orientation).
- web based or virtual groups relating to the area.
- 

The Council's Youth Support Service will be consulted before undertaking any consultation with children and young people.

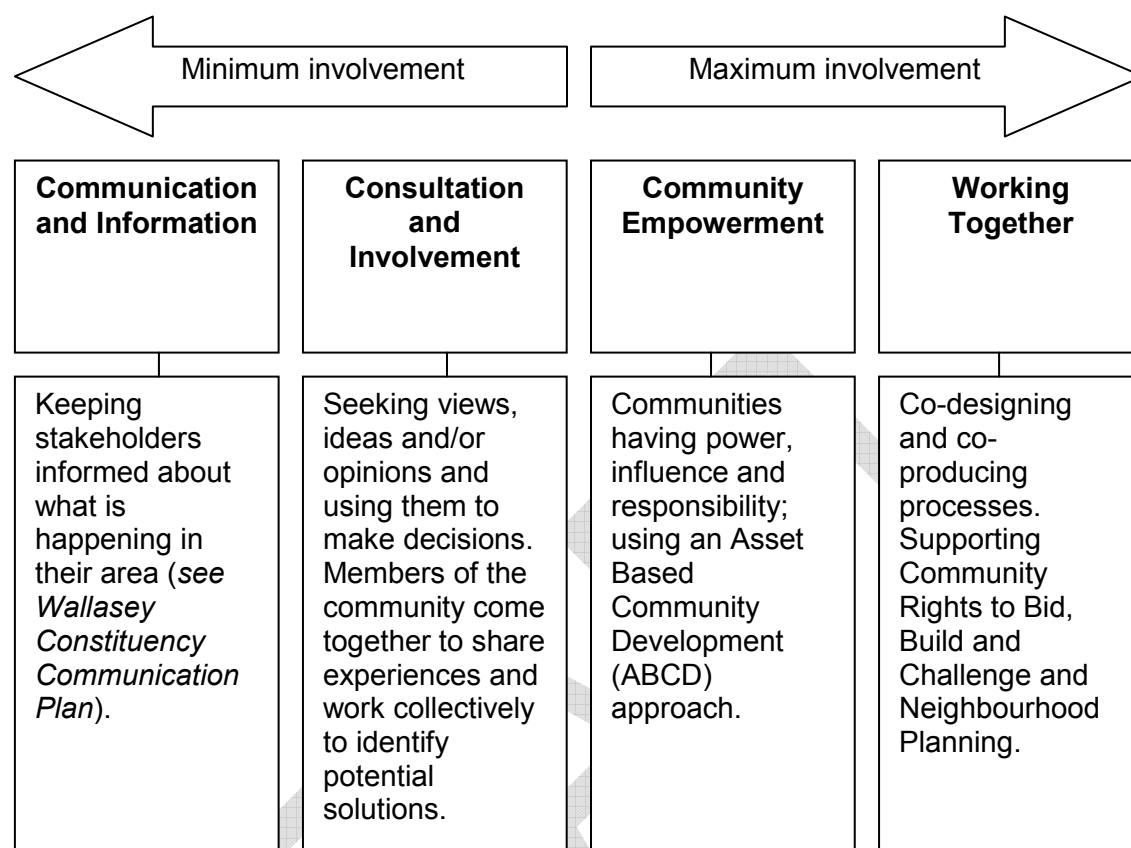
## **The Aims**

The purpose of the engagement process for Wallasey Constituency is to:

- establish who our communities are;
- identify needs across the Constituency area and within individual neighbourhoods;
- establish community priorities for the Constituency area and within individual neighbourhoods;
- seek views on any proposals or plans;
- inform the decision-making of Wallasey Constituency Committee;
- inform the delivery of Council services and/or partner services within the Constituency area;
- develop new and/or collaborative ways of implementing elements of the Constituency Plan;
- review progress on the Constituency Plan.

## Community Engagement Framework

There are four stages to the engagement process.



## Engagement Tools

A number of services and organisations carry out community consultation and engagement. Through Wallasey Public Service Board existing information will be shared and opportunities identified, where practical and appropriate, to combine activities to prevent consultation and/or engagement 'fatigue'. Opportunities will also continue to be created to enable people to engage with multiple services and agencies at the same venue at the same time.

There are a range of tools and methods that will be considered to engage with stakeholders outlined below. The tool selected will depend upon a number of factors including the purpose of the engagement, the time available in which to conduct the engagement and the cost of the method and whether this is proportionate to the outcomes.

### ➤ Established research techniques.

- Face-to-face interviews;
- Written and online surveys;
- Meetings with small groups of individuals;
- Focus groups;
- Community conferences and seminars.

- **Action research/Community researchers.** Local people or groups carrying out their own research into their communities. This is useful as local people can achieve higher rates of participation and build successful relationships with people who are marginalised, isolated or disadvantaged. Community researchers will share the experiences and backgrounds of the people that are the focus of a research project.
- **Community auditing and profiling.** This means using a range of different information and techniques to build up a picture. This might be about a particular area or community. This may include mapping the strengths and weaknesses of an area. This could also include the use of maps, 3D buildings, pin boards and flags to show the assets in an area and the relationship between them (and more importantly how they can be improved).
- **Community visioning.** This process can be used to ensure that local people are involved in regeneration planning and can be used on an area-based level or to examine specific services. This approach encourages ownership and is a positive approach to change, allowing the community and service providers to work together on developing agreed, shared priorities and actions for longer term plans. Agreeing the vision and an action plan may take place over a number of months.
- **Interactive displays.** These offer people the chance to make comments and give feedback on information or options presented to them through the display. Displays can be run in different ways such as setting up an internal or external (street) stall, comments cards, 'graffiti' wall, etc. Displays can be a useful way of involving people who may not be used to being consulted or asked for their views and/or who may be less confident of expressing them.
- **Open House events and road shows.** Run at a local venue and enabling local people to gather information and share their views, by choosing which part(s) of the event they want to participate in. This can make involvement more accessible to a wider cross section of the community and is useful when wishing to hear a wide range of views on a certain issue. It is also a practical way of making initial contact with communities and encouraging greater and future involvement.
- **Open Space events.** These can bring together a range of people to discuss issues around a central theme and can help translate detailed discussions into action plans. Participants create and manage workshops themselves using their own knowledge to set the agendas. The discussions are recorded and participants can access them at the end. A condensed plan can then be drawn together and circulated. Open Space events have a flexible framework and can accommodate a large number of people.
- **Participatory budgeting (PB).** This is the direct involvement of local people in making decisions on the spending and priorities for a defined

budget. This might be a formal or informal process and may be very practical and interactive, such as an activity allowing individuals to use token coins to indicate a preference regarding priority areas for their neighbourhood.

- **Problem solving meetings.** Issue-based Problem Solving Meetings that are convened with partners to consider a response or strategy to a particular problem or thematic issue will include community representation, unless inappropriate to do so. This may include formal representation through a Community Representative(s) co-opted to the Constituency Committee and/or a representative(s) with an interest in that subject matter (for example a trader or a member of a voluntary group operating in the locality). This is to ensure that those most affected by the issues are fully involved in tackling them.
- **People's (citizens') juries.** A process that gathers a randomly selected and demographically representative panel of citizens to carefully examine a complex issue through gathering evidence, deliberating and reaching a decision. They may also 'cross examine' expert witnesses before reaching a decision. The jury may present their recommendations to the decision maker and the public or to an advisory panel with expertise in the area being considered.
- **Scenario planning.** This is a technique that tests out a number of future scenarios for the development of a community or neighbourhood, helping to explore the impact of decisions. This usually takes place over a series of workshops and participants work in small groups to visualise what things will be like in the future using a range of proposed scenarios. The aim is that this will enable consensus on how best to deal with the issues that either pose a threat or an opportunity.
- **'Vox pops'.** The use of video booths to enable people to record a short message setting out their views.
- **Web-based engagement (including social media).** There are a variety of web based engagement processes including online discussion forums, Facebook, online surveys and social networking (including Twitter). See Wallasey Constituency Communication Plan for further details
- **World café.** A meeting process featuring a series of simultaneous conversations in response to a set of questions. Participants change tables during the process and focus on identifying common ground in response to each question.

## Engagement Standards

When undertaking engagement activities, we seek to be clear and co-ordinated; do so in a timely manner; ensure the engagement is accessible and of a high quality; adhere to data protection principles and endeavour to

make the engagement meaningful and efficient. The Engagement Standards are set out in more detail at Appendix 1.

### **Evaluating success**

Quantitative information will be collated including:

- numbers and types of engagement activities undertaken;
- numbers of groups and individuals engaged with (and how);
- pieces of work created as a result (if relevant);
- outcomes.

Qualitative information will be gathered where relevant and practical. This may be in the form of quotes, anecdotes, case studies, changes in attitude, new connections made, new skills discovered and/or added value resulting from the engagement activity.

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## Appendix 1

### Engagement Standards for Wallasey Constituency

<b>Clear</b>	<p>We will outline:</p> <ul style="list-style-type: none"> <li>the purpose, scope, duration and parameters of the activity;</li> <li>the level of engagement;</li> <li>how much influence over decisions is being offered;</li> <li>the decision-making process and how views will inform decisions;</li> <li>how we will feedback.</li> </ul>
<b>Coordinated</b>	<p>We will:</p> <ul style="list-style-type: none"> <li>seek to co-ordinate engagement activities across the Constituency where practical and appropriate using Wallasey Public Service Board as the forum for achieving this;</li> <li>share findings from engagement activities across services and agencies.</li> </ul>
<b>Timely</b>	<p>We will:</p> <ul style="list-style-type: none"> <li>involve residents at the earliest opportunity to ensure views can be fed into the decision making process;</li> <li>seek to ensure that participants, groups and individuals are given enough time and information to make informed decisions.</li> </ul>
<b>Accessible</b>	<p>We will ensure that:</p> <ul style="list-style-type: none"> <li>information is provided in a way that is accessible and where necessary tailored to different audiences to support engagement;</li> <li>seek to ensure that engagement opportunities reach relevant parts of the community. In particular, we will be proactive in seeking the views of 'hard to reach' groups and individuals and seek to ensure that no one group dominates;</li> <li>activities are held in venues that are easy to get to and at times appropriate to those we are engaging with;</li> <li>the needs of individuals are met to enable participation (for example, in the provision of translators, signers, crèche, etc., where necessary and proportionate);</li> <li>any buildings we use for engagement are fully accessible (unless options available are restricted);</li> <li>use a variety of engagement tools.</li> </ul>
<b>High Quality</b>	<p>We will ensure that:</p> <ul style="list-style-type: none"> <li>those involved have the skills and experience to engage;</li> <li>the appropriate method of engagement is adopted for the audience that we are trying to reach.</li> </ul>
<b>Data protection</b>	<p>We will:</p> <ul style="list-style-type: none"> <li>obtain any necessary consent from participants in engagement prior to activities taking place (for example in relation to the use of photographs that may be taken);</li> <li>respect the rights of people to withdraw from engagement activities;</li> <li>ensure that all information is held in confidence and follows data</li> </ul>



	protection requirements where applicable.
<b>Meaningful</b>	<p>We will provide feedback on:</p> <ul style="list-style-type: none"> <li>• the outcomes of the engagement;</li> <li>• how the engagement has contributed to the decision-making process and/or service delivery.</li> </ul>
<b>Efficient</b>	<p>We will:</p> <ul style="list-style-type: none"> <li>• use resources proportionate to the issue subject to engagement;</li> <li>• in doing all of the above, take account of value for money and seek opportunities for realising efficiencies.</li> </ul>

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## **Communications planning**

This is a process to ensure that the intended message is received, understood and acted upon by the recipient. It involves determining the objectives, choosing the audience and selecting appropriate channels to reach them.

This communication plan sets out who we need to communicate with, about what and how we are going to do it.

## **Target audience**

For the purpose of this communications plan, the target audience includes:

- individual residents and households;
- local community, voluntary or faith based groups;
- local traders and businesses either individually or in collectives;
- organisations set up to support individuals that fall within the protected characteristics set out in the Equality Duty 2010 (gender, race, disability, religion / belief; transgender, age, and sexual orientation);
- visitors to the Constituency;
- web based or virtual groups relating to the area.

## **The Aims**

The purpose of the communication plan for Wallasey Constituency is to:

- ensure people understand the role of the Constituency Committee and the Neighbourhoods Programme;
- drive engagement and participation;
- promote our work and objectives;
- promote community activity;
- promote the work of partners;
- promote the activity of traders who are working with and/or funded by Wallasey Constituency Committee;
- promote funding opportunities;
- demonstrate the success of our work;
- change behaviour and improve perceptions.

## **Communication Tactics**

The communication method chosen will depend upon a number of factors including the nature of the message, who is the intended target audience, the time available to communicate, the cost of the method and whether this is proportionate to the outcome(s) sought. Branding will be consistent across all communications activities. The tactics used will include those below:

- **Infographics** are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.
- **Marketing materials** such as information posters, leaflets, banners, etc. Paid advertising (of events, activities, etc) will be undertaken only if deemed necessary in the circumstances.
- **Online channels** will be used extensively to allow for direct engagement with residents, groups and organisations. These include:
  - **Council web site** including a 'micro-site' dedicated to the Constituency Committee and its work, including information and key documentation. This has its own short URL to remove the need for individuals to navigate the site to find the relevant information ([www.wirral.gov/wallasey](http://www.wirral.gov/wallasey));
  - **Social media** including Twitter (@wallaseyteam), Facebook, Vimeo and You Tube. The use of any photographic or video images of individuals will be used after the necessary consent has been obtained.
  - **Email** contact with:
    - Groups and organisations whose contact details are held on an asset register and who have expressed a wish to be contacted with information related to work within the Constituency.
    - Individuals whose contact details are held by the Council who have expressed a wish to be contacted with information. This includes the use of e-Bulletins.
  - **QR code** used on marketing materials that individuals can scan to sign up to receive information.
- **Partner distribution**; providing information to partners that can be disseminated through their networks where appropriate.
- **Personal contact** will be a key tactic acknowledging that not all individuals use or access technology. This will be through contact 'on the street' and attendance at various meetings, events and forums; as well as through telephone and one-to-one contact.
- **Press releases** issued to the local media outlining activity and good news stories. This includes engagement with local radio.
- **Volume text and Bluetooth messaging**; sending information to groups of pre-determined individuals and/or individuals within a locality.

## Evaluating success

Quantitative information will be collated including:

- numbers of views of relevant web pages, number of unique visits, etc;

- numbers engaged through social media account(s), including numbers of 'retweets' and 'favourites' (Twitter) and 'likes' (Facebook);
- how people found out about community engagement and other Constituency activities.

Periodically qualitative information will be gathered about the effectiveness of communications activity. This may include using community engagement techniques such as focus groups for example to tailor the approach adopted.

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## WIRRAL COUNCIL

### WALLASEY CONSTITUENCY COMMITTEE

26 JUNE 2014

<b>SUBJECT:</b>	<b>WALLASEY CONSTITUENCY COMMITTEE COMMUNITY REPRESENTATIVES</b>
<b>WARD/S AFFECTED:</b>	<b>LEASOWE &amp; MORETON EAST; LISCARD; MORETON WEST &amp; SAUGHALL MASSIE; NEW BRIGHTON; SEACOMBE AND WALLASEY.</b>
<b>REPORT OF:</b>	<b>CONSTITUENCY MANAGER</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR GEORGE DAVIES NEIGHBOURHOODS, HOUSING &amp; ENGAGEMENT</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### **1.0 EXECUTIVE SUMMARY**

- 1.1 This report sets out two items that the Constituency Committee needs to discuss and decide in relation to the co-option of Community Representatives.

#### **2.0 BACKGROUND**

- 2.1 The first cohort of six Community Representatives were co-opted to Wallasey Constituency Committee for a period of one municipal year ending 26 May 2014.
- 2.2 On 19 February 2014 Wallasey Constituency Committee requested that the 'Committee Handbook' Task & Finish Group consider further the length of the Community Representatives' term of office and the recruitment process for the young person's representative.
- 2.3 Following advice these matters are being brought back before the Constituency Committee for discussion and decision.

#### **3.0 RELEVANT RISKS**

- 3.1 Processes agreed need to be transparent and robust.

#### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 None.

## **5.0 CONSULTATION**

- 5.1 The views of the first cohort of Community Representatives have been sought regarding the length of term of office.

## **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 6.1 The voluntary, community and faith sector are integral to neighbourhood working and Community Representatives have linkages to such groups.

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

- 7.1 This report has no resource implications.

## **8.0 LEGAL IMPLICATIONS**

- 8.1 Processes related to the co-option of Community Representatives have been discussed with the Council's Head of Legal and Member Services and are in line with the Council's Constitution.

## **9.0 EQUALITIES IMPLICATIONS**

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

Yes and impact review can be found at the link below (Progressing Neighbourhood Working).

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

## **10.0 CARBON REDUCTION IMPLICATIONS**

- 10.1 This report has no carbon reduction implications.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

- 11.1 This report has no planning and community safety implications.

## **12.0 RECOMMENDATION/S**

It is recommended that:

- 12.1 The Committee agrees the length of term of office for Community Representatives, including that for the young person's representative.
- 12.2 The Committee states which amendments or clarification it wants included in the Handbook around the recruitment of the young person's representative.
- 12.3 (Subject to the Committee's decision in relation to the recommendation at 12.1), the Committee instructs the Constituency Manager to commence the recruitment



process for all or some Community Representative positions with a view to them being in place for the Constituency Committee on 23 October 2014. This will include the convening of a Constituency Committee Working Group to select and recommend appointment(s) of the Community Representatives to the Wallasey Constituency Committee.

### **13.0 REASON/S FOR RECOMMENDATION/S**

- 13.1 To ensure the effective operation of Wallasey Constituency Committee and good governance.

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### **REFERENCE MATERIAL**

None.

### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
Cabinet – Neighbourhood Working	24 January 2013
Council – Neighbourhood Working	11 February 2013
Cabinet – Neighbourhood Working – Proposed Operating Model	23 May 2013
Wallasey Constituency Committee	17 October 2013
Wallasey Constituency Committee	19 February 2014

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## WIRRAL COUNCIL

## WALLASEY CONSTITUENCY COMMITTEE

26 JUNE 2014

<b>SUBJECT:</b>	<b>CONSTITUENCY PRIORITIES AND SPEND</b>
<b>WARD/S AFFECTED:</b>	<b>LEASOWE &amp; MORETON EAST; LISCARD; MORETON WEST &amp; SAUGHALL MASSIE; NEW BRIGHTON; SEACOMBE AND WALLASEY.</b>
<b>REPORT OF:</b>	<b>CONSTITUENCY MANAGER</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR GEORGE DAVIES NEIGHBOURHOODS, HOUSING &amp; ENGAGEMENT</b>
<b>KEY DECISION?</b>	<b>NO</b>

### 1.0 EXECUTIVE SUMMARY

- 1.1 This report proposes priorities and areas of focus for 2014/15 and sets out the funding available to Wallasey Constituency Committee for 2014/15 and the decisions around process that need to be made.

### 2.0 BACKGROUND

- 2.1 The priorities for Wallasey Constituency Committee for 2014/15 need to be set in order that its work can be structured. This is considered further in section 3.0 below.
- 2.2 Wallasey Constituency Committee has the following funding available for 2014/15.
- £50,000 devolved budget
  - £77,750 Integrated Transport Block Capita Programme Fund
  - £50,000 Your Wirral
- 2.2 The Constituency Committee carried forward from 2013/14 the amounts below into this financial year (2014/15):
- £5,000 Problem Solving Fund
  - £10,000 devolved budget (for road maintenance and road safety)
  - £4,391 Wallasey Bright Ideas Fund (devolved budget)
  - £8,160 Wallasey Bright Ideas Fund (public health outcomes fund – voluntary sector support fund)
- 2.3 For ease of reference, this funding is summarised in Appendix 1, together with any conditions attached.
- 2.4 Each of these funding sources will be considered in turn in section 4.0 below.

### 3.0 CONSTITUENCY PRIORITIES

- 3.1 Work has been undertaken through Wallasey Public Service Board with wider services and agencies to collate and review their key priorities. The professional views of colleagues on the Board has been sought as to which of those priorities may be impacted through spend by the Committee.
- 3.2 A proposal from the Board is to group the priorities into three themes:
- **Personal well being**
  - **Economic well being**
  - **Neighbourhood well being**
- 3.3 The proposed areas of focus within these priority areas included:
- reducing social isolation
  - up-skilling those not in employment (through free and accessible training) and breaking generational cycles of unemployment
  - tackling anti-social behaviour and improving public perceptions.
- 3.4 It is proposed that a 3-year Constituency Plan is drafted. The Committee is asked to comment the use of the three priority groupings suggested by Wallasey Public Service Board as a basis for the Plan. It is further proposed that on an annual basis, the Committee determines specific areas of focus within these priorities around which its work for that year is structured. This approach will enable longer-term planning but also allow flexibility for a response to emerging/pressing issues.
- 3.5 Proposed below are three areas of focus for Wallasey Constituency Committee for 2014/15 within each of the three priority areas.

Area of focus	This may include	Rationale
Reducing health inequalities ( <b>Personal well being</b> )	<ul style="list-style-type: none"><li>- life expectancy</li><li>- child poverty</li><li>- teenage pregnancy</li><li>- death rates</li><li>- alcohol related deaths</li><li>- mental health</li><li>- obesity 10/11 year olds</li><li>- immunisation uptake</li></ul>	Highlighted in Constituency Profile.  Links to Corporate Plan (vision).
Raising aspirations of young people ( <b>Economic well being</b> )	<ul style="list-style-type: none"><li>- young people not in education, employment or training</li><li>- youth provision</li><li>- engagement and participation</li><li>- risk taking behaviour</li><li>- anti-social behaviour and crime</li><li>- teenage pregnancy</li></ul>	Highlighted in Constituency Profile.  Encompasses issues identified by Wallasey Public Service Board.  Encompasses quality of life issues identified by members of the public.

		<p>Key issue highlighted at Early Help multi-agency event led by the Council's Targeted Prevention Service (May 2014).</p> <p>Links to Corporate Plan (Driving Growth and Aspiration).</p>
<p>Promoting community cohesion <b>(Neighbourhood well being)</b></p>	<ul style="list-style-type: none"> <li>- social isolation</li> <li>- intergenerational activity</li> <li>- perceptions of young people</li> <li>- community safety</li> <li>- building resilience</li> <li>- community projects</li> <li>- troubled families</li> <li>- hate crime/incidents</li> <li>- pro-social behaviour</li> </ul>	<p>Links to work to develop Asset Based Community Development (ABCD).</p> <p>Encompasses issues identified by Wallasey Public Service Board.</p> <p>Encompasses quality of life issues identified by members of the public.</p> <p>2012-13 Annual Report of the Director of Public Health (published November 2013).</p> <p>Identified as a key area for focus within the Strategic Service Review of Community Safety.</p> <p>Links to Corporate Plan (Local Solutions, Local Decisions).</p>

#### **4.0 CONSTITUENCY SPEND**

##### **4.1 Devolved budget (£50,000)**

4.1.1 On 19 February 2014, Wallasey Constituency Committee agreed its approach to the allocation of its devolved budget for 2014/15. It agreed that the £50,000 funding would be split between Wallasey Bright Ideas Fund (small grants programme), Constituency Options Fund and Problem Solving Fund. These are each considered in turn below.

##### **4.1.2 Constituency Options Fund**

4.1.3 The Committee can determine spend to help tackle its priorities; this may include for example buying additional services. The Committee needs to allocate an amount to this Fund.

#### 4.1.4 Proposed process

4.1.5 Options will be considered by the Constituency Committee Working Group and recommendations for spend will be made to the 23 October 2014 Constituency Committee.

4.1.6 On 23 October 2014 a decision will be made by the Constituency Committee regarding the allocation of this spend.

#### 4.1.7 Wallasey Bright Ideas Fund

4.1.8 This is available for voluntary, community and faith sector groups and 'not for profit' organisations to help tackle the priorities set. The Committee needs to allocate an amount to this Fund. £4,391 carried forward from 2013/14 will also be added to this amount. The total amount allocated to this should give consideration to the £50,000 to be made available to groups through 'Your Wirral' (see 4.3 below).

4.1.9 The 2013/14 Wallasey Bright Ideas Fund had a maximum bid amount of £500 for the devolved budget element. The Committee may wish to reconsider the maximum bid amount for 2014/15.

4.1.10 The Application Form and Terms and Conditions previously used have been reviewed and small amendments made (these can be found at Appendices 2 and 3 respectively). Any changes of note are outlined below.

##### Application Form:

- Question 5 – includes an 'other' ('wider community') section that may benefit from the proposed project;
- Question 15 – requires the applicant to outline the anticipated breakdown of funding in more detail. A note has also been added that the failure to provide this may result in the application being deemed ineligible.

##### Terms and Conditions:

- Question 20 – requests details of social media accounts used by the groups to assist in publicity and marketing;
- The Committee needs to agree a final version of both the application form and terms and conditions for use.

#### 4.1.11 Proposed process

4.1.12 Wallasey Bright Ideas Fund will launch on 1 July 2014. It will be well publicised and drop-in surgeries will for advice and guidance (one in each ward) will be conducted in July. These were well attended when undertaken in 2013/14.

4.1.13 The Fund will close on 18 August 2014 (noon), allowing six weeks for applications to be submitted. This timescale factors in the launch date of 'Your Wirral' and work required in relation to the administration of that funding (outlined in 4.3 below).

4.1.14 During the weeks commencing 18 and 25 August 2014, the Constituency team will collate all applications and a summary will then be disseminated to all members of the Committee.

- 4.1.15 During the week commencing 8 September 2014 a Constituency Committee Working Group will meet to review and discuss all applications and draft recommended allocations for consideration by the 23 October 2014 Constituency Committee. Applications will be evaluated using the template set out in Appendix 4.
- 4.1.16 On 23 October 2014 a decision will be made by the Constituency Committee regarding the allocation of this spend.
- 4.1.17 Groups will be required to deliver their projects by 1 October 2015. The Constituency team will monitor spend and provide a report in late 2014/2015 to the Constituency Committee on outcomes.
- 4.1.18 Problem Solving Fund
- 4.1.19 This is for low spend items (previously under £200) that will provide a quick response to issues and/or allow a new approach to be tested that may ultimately improve the Constituency.
- 4.1.20 The process previously agreed by the Constituency Committee (11 December 2013) is that the Constituency Manager submits a monthly report to the 'Priorities and Spend' Task & Finish Group outlining proposals for spend. This Group considers the proposals and either agrees, rejects or requests further information for reconsideration. The Task & Finish Group reports any decisions made to the next Constituency Committee for noting by members. This approach needs to be reconsidered following a review of the operation of all Constituency Committees in May 2014 and a proposed process is outlined at 4.1.25 below.
- 4.1.21 The Committee needs to allocate an amount to this Fund. £5,000 carried forward from 2013/14 will also be added to this amount, which was unspent. This was in part due to the infancy of the Constituency team's work and also because issues identified required a sum greater than £200 to address.
- 4.1.22 Members of the Constituency Committee are asked to reconsider the maximum amount that has previously been set for this fund, which has been restrictive and was in part set low as not all members of the Committee would be involved in the allocation of that spend.
- 4.1.23 A proposal for spend under this Fund is set out at Item 7 of the agenda for this Committee meeting.
- 4.1.24 The Committee may also wish to give consideration to allocating a small amount of funding to committee members for their allocation.
- 4.1.25 Proposed process
- 4.1.26 The Constituency Manager will submit a report to all members of Wallasey Constituency Committee. For all non-urgent requests, a Constituency Committee Working Group will consider the proposals and either agree, reject or request further information for reconsideration. For all urgent matters, approval may be

given by the Chair of the Committee and the Head of Neighbourhoods & Engagement that a decision can be made by email.

- 4.1.27 No maximum amount is set and each item presented is considered on its individual merits within the context of the overall budget that has been set for this spend.

#### **4.2 Public Health Outcomes Funding – Voluntary Sector Support Fund**

- 4.2.1 £8,160 is carried forward from the Public Health Outcomes Fund – Voluntary Sector Support Fund. In 2013/14 the £25,000 allocated was incorporated into Wallasey Bright Ideas Fund with different conditions attached. It is not practical to run a third grants scheme (in addition to Wallasey Bright Ideas Fund and Your Wirral for this small amount). Permission has been granted by Public Health that an appropriate project(s) or initiative(s) can be identified by the Committee without be required to run a grants programme (subject to any relevant procurement rules and provided that funding is allocated through a clear and transparent process). It must however be used to enhance health and wellbeing by at least one of the following:

- increasing healthy life expectancy
- reducing differences in the life expectancy and health life expectancy between communities.

#### **4.2.2 Proposed process**

- 4.2.3 Options will be considered by a Constituency Committee Working Group and recommendations made to the 23 October 2014 Constituency Committee.

- 4.2.4 On 23 October 2014 a decision will be made by the Constituency Committee regarding the allocation of this spend.

#### **4.3 Your Wirral Fund**

- 4.3.1 Your Wirral funding has been devolved to the Constituency Committees for 2014/15. It is a small grants programme that has been in operation since 2007. It is a strand of the Community Fund that came into being as a result of the Value Added Tax (VAT) return generated by the housing stock transfer from Wirral Council to Wirral Partnership Homes, now Magenta Living. From November 2007 to October 2012 a total of £1,835,585.85 was spent supporting 783 groups for projects and activities across Wirral. The fund has been dormant for the last financial year.

- 4.3.2 Grants are available to voluntary and community sector (not for profit) groups across Wirral. The Fund rests with Magenta Living. A Joint Working Group acts an accountable body for the Fund and is composed of representation from Wirral Council, Magenta Living, elected members and Board members of Magenta Living. Previous applications were evaluated by representatives from Magenta Living and Wirral Council then signed off for payment or withdrawn by the Joint Working Group. Payments were made to successful groups by Magenta Living.

- 4.3.3 A total of £250,000 is available for 2014/15. The amount allocated is determined by the number of Magenta Living housing units within each Constituency (outlined



below). £50,000 is available for projects or activities that are delivered in two or more constituencies or across Wirral.

<b>Area</b>	<b>Number of units</b>	<b>Allocation</b>
Birkenhead	4683	£75,000
Wallasey	3214	£50,000
Wirral West	2430	£40,000
Wirral South	1888	£35,000
Wirral Wide	12215 (Total)	£50,000

4.3.4 To be eligible for funding, applications must fit within one or more of the seven themes, which were agreed by the Joint Working Group in line with the charitable objectives of the Community Fund Deed they are:

1. Creating an attractive and safe environment
2. Contributing to community economic regeneration
3. Preventing crime or reducing the fear of crime
4. Providing employment and training for local people
5. Benefiting local people who face discrimination
6. Improving community facilities
7. Engaging communities to improve quality of life

4.3.5 Conditions of funding

4.3.6 To ensure that the conditions of the Community Fund deed are not compromised the following conditions must be adhered to:

- All applications for funding must fit within the 7 themes but Constituency Committees may prioritise a particular theme;
- The same application form is to be across all Constituencies;
- The same assessment process of applications is to be used across all four Constituencies;
- Assessment will take place via a panel or equivalent with representation from Magenta Living. Constituency Committees may determine the make up of the panel;
- Constituency teams will advertise, arrange payments and monitor projects;
- All materials must display the Your Wirral, Magenta Living and Wirral Council logos;
- Individual grants must not exceed £2,500;
- The activity must take place within the boundaries of Wirral.

4.3.7 The Your Wirral fund will remain open all year until the allocation is spent. An online application form will be developed to save administration time and support will be provided for residents that do not have internet facilities or have difficulty completing the application form (with hard copies available). Wirral Council will pay successful groups and claim back the money quarterly from Magenta Living. An evaluation report will be presented to the Joint Working Group at the end of the funding. Currently there is no confirmation that the fund will be available in the forthcoming financial year (2015/16).

- 4.3.8 The application form and terms and conditions are currently being revised and an assessment template devised based on guidance from Internal Audit; the final versions of which will be signed off by Magenta Living.
- 4.3.9 Proposed process
- 4.3.10 Wallasey Constituency Committee chooses all seven themes which fit within the priorities proposed at 3.0 above.
- 4.3.11 The fund launches across the borough the week commencing 28 July 2014 (after this cycle of Constituency Committee meetings has taken place).
- 4.3.12 Whilst the fund must remain open, 'cut off' dates will be advertised for each Constituency by which applications need to be received to be considered for the next respective Constituency Committee meeting; also allowing time for the Constituency Committee Working Group to meet to consider applications and make recommendations to the Committee.
- 4.3.13 The Constituency Committee Working Group, to which all members of the Constituency Committee will be invited, together with a representative from Magenta Living, will meet to review and discuss all eligible applications and draft recommended allocations for consideration by the next available (Wallasey) Constituency Committee.
- 4.3.14 Borough-wide applications will again have a 'cut off' point that is in line with the Constituency Committee cycle of meetings. A Task and Finish Group consisting of the Chair or Deputy Chair of each Constituency Committee (unless there is a conflict of interest in which case another elected member from that Committee will be nominated) and a representative from Magenta Living, supported by a Constituency Manager, will consider all borough-wide applications. The Group's recommendations will be signed off by the Cabinet Member for Neighbourhoods, Housing & Engagement.

#### **4.4 Integrated Transport Block Capital Programme Fund**

- 4.4.1 The Integrated Transport Block Capital Programme for 2014/5 agreed by Cabinet on 13 March 2014 (minute 178 refers) provides an allocation of £77,750 to each Constituency Committee to be distributed in relation to two objectives:
- a) Improving Road Safety (£38,875)
  - b) Promoting Active Travel and Health (£38,875).
- These are considered in more detail below.
- 4.4.2 Improving Road Safety  
The Council has a statutory duty to provide road safety. Schemes to improve road safety need to be considered by suitably qualified officers and be deemed to make a positive contribution to road safety and not be detrimental to it.
- 4.4.3 Promoting Active Travel and Health  
Walking and cycling are important modes of travel, both in their own right and in the integration of all other modes such as public transport and private car. Active forms of transport such as walking and cycling can have significant positive

impacts on an individual's health and wellbeing; they have the potential to make an important contribution to quality of life, providing a generally accessible, clean, healthy and enjoyable way to travel short distances and to enjoy urban and rural public spaces. Also, by enabling access to employment, education and other life opportunities, improvements for active modes of transport can make significant improvements to people's economic, physical and social wellbeing.

4.4.4 Schemes identified by the Committee can address one or both of these objectives and should also align with the objectives set out in the agreed Local Transport Plan (LTP) for Merseyside. This alignment with the LTP is key to ensuring that the local authority is well placed to attract similar funding streams in the future.

4.4.5 The funding is to be used for capital expenditure schemes (as opposed to revenue expenditure), i.e. expenditure on the acquisition or creation of a tangible fixed asset or expenditure which adds to and not merely maintains the value of an existing tangible fixed asset. Appendix 5 outlines typical schemes that would be eligible for funding

4.4.6 In 2013/14 an allocation of £10,000 for road safety and road maintenance was set aside from Wallasey Constituency Committee's devolved budget. This was carried forward into 2014/15. The Committee needs to decide how to add this funding to the ITB Capital Programme allocation.

4.4.7 The Committee also needs to decide whether schemes will be considered on a priority basis or an allocation made to each ward within the Constituency.

4.4.8 Proposed process

4.4.9 The Constituency Committee Working Group identifies potential schemes. The Group will be additionally supported by an officer from the Council's Traffic & Transportation Division who, together with other colleagues, will advise on the costs and feasibility of schemes, identify any public consultation requirements and assess links with central Local Safety Schemes (including dropped kerbs) and Safer Routes to Schools programmes.

4.4.10 A recommended scheme of works will be made by the Constituency Committee Working Group to the 23 October 2014 Constituency Committee.

4.4.11 On 23 October 2014 a decision will be made by the Constituency Committee regarding the allocation of this spend.

4.4.12 From November 2014 onwards the scheme of works will commence including statutory public consultation where necessary. The Constituency Team will work closely with colleagues in the Council's Traffic & Transportation Division to support the public consultation process as appropriate.

## **5.0 RELEVANT RISKS**

5.1 Failure to agree the distribution of funding may result in a loss of funding allocation.

## **6.0 OTHER OPTIONS CONSIDERED**

- 6.1 Learning has been taken from the approach to this spend in 2013.

## **7.0 CONSULTATION**

- 7.1 Elected members and community representatives will have the opportunity to participate in all Constituency Committee Working Group meetings.

## **8.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 8.1 Through the operation of both Wallasey Bright Ideas Fund and Your Wirral funding will be allocated to a number of voluntary, community and faith groups and 'not-for-profit' organisations.
- 8.2 The neighbourhood working model will strengthen the Council's relationship with the voluntary, community and faith sector.
- 8.3 Tackling the priorities of the Constituency will benefit communities directly.

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

- 9.1 This report has implications for the expenditure of budget allocated to Wallasey Constituency Committee.
- 9.2 Funding may assist in greater use of and/or access to community assets.

## **10.0 LEGAL IMPLICATIONS**

- 10.1 The arrangements will help the Council to deliver on the Localism Act 2011 and Public Services (Social Value) Act 2012.
- 10.2 Advice is being taken throughout this process from Internal Audit.

## **11.0 EQUALITIES IMPLICATIONS**

- 11.1 Has the potential impact of your proposal(s) been reviewed with regard to equality? Yes and impact review can be found at the link below (Progressing Neighbourhood Working).  
<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/chief-executives>

## **12.0 CARBON REDUCTION IMPLICATIONS**

- 12.1 The funding creates opportunities to encourage the sharing of community assets, therefore supporting carbon reduction.

## **13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

- 13.1 Subject to the priorities and areas of focus set by the Committee, there may be a positive impact upon community safety.

## 14.0 RECOMMENDATIONS

It is recommended that:

- 14.1 The Committee agrees its three **priorities and areas of focus** for 2014/15 as:
  - Personal wellbeing (focus: Reducing health inequalities)
  - Economic wellbeing (focus: Raising aspirations of young people)
  - Neighbourhood wellbeing (focus: Promoting community cohesion)
- 14.2 The Constituency Manager produces a 3-year Constituency Plan to be brought back to a future Committee;
- 14.3 The Committee allocates an amount from its £50k devolved budget to its **Constituency Options Fund** and agrees the proposed process for spend set out at 4.1.4 – 4.1.6;
- 14.4 The Committee allocates an amount from its £50k devolved budget to **Wallasey Bright Ideas Fund** (to be added to the £4,391 carry forward) and
  - agrees the maximum bid amount
  - agrees the final content of the application form and terms and conditions
  - agrees the proposed process for spend set out at 4.1.11 – 4.1.17;
- 14.5 The Committee allocates an amount to its **Problem Solving Fund** (to be added to the £5,000 carry forward) and agrees the proposed process for spend set out in at 4.1.25 – 4.1.27;
- 14.6 The Committee considers whether it wishes to allocate a small amount of funding to committee members for their allocation under this Fund.
- 14.7 The Committee agrees the proposed process set out at 4.2.2 – 4.2.4 in relation to the **Public Health Outcomes Fund (Voluntary Sector Support Fund)**;
- 14.8 The Committee agrees the proposed process set out at 4.3.9 – 4.3.14 for **Your Wirral** funding;
- 14.9 The Committee decides how the £10,000 carry forward for road safety and road maintenance is added to the **Integrated Transport Block Capital Programme Fund** and
  - decides the principles around the spend of the **Integrated Transport Block Capital Programme Fund**;
  - agrees the proposed process set out at 4.4.8 – 4.4.12.

## 15.0 REASON/S FOR RECOMMENDATION/S

- 15.1 To enable the work of the Constituency Committee to be focused upon the needs of the local area and spend to be distributed accordingly.

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## REFERENCE MATERIAL

2012-13 Annual Report of the Director of Public Health - November 2013  
Constituency Profile Wallasey – October 2013  
Wirral Corporate Plan 2013 – 2016

## SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Cabinet – Neighbourhood Working	24 January 2013
Council – Neighbourhood Working	11 February 2013
Cabinet – Neighbourhood Working – Proposed Operating Model	23 May 2013
Cabinet – Public Health Outcomes Funding	10 October 2013
Wallasey Constituency Committee – Constituency Priorities and Spend	11 December 2013
Wallasey Constituency Committee – Constituency Priorities and Spend	19 February 2014
Cabinet – Local Transport Capital Funding & The Integrated Transport Block (ITB) Programme 2014/15	13 May 2014

Source	Priorities	Breakdown (£)	Working name assigned	Detail
£50k (devolved from Council)  Agreed at Wallasey Constituency Committee on 19/2/14 that this would be split into: - Constituency Options - Wallasey Bright Ideas Fund - Problem Solving Fund	<i>To be decided</i>	<i>To be decided</i>	Constituency Options	Tackle the priorities set; this may include for example buying additional services.
		<i>To be decided</i>	Wallasey Bright Ideas Fund	Tackle the priorities set through support to voluntary, community and faith sector groups and not-for-profit organisations through a small grants programme. Bids limited to £? maximum.
		<i>To be decided</i>	Problem Solving Fund	Low spend items (amount £?) that will provide a quick response to issues and/or allow a new approach to be tested that may ultimately improve the Constituency.
Your Wirral (Community Fund)	Themes: - creating an attractive and safe environment	50,000	Your Wirral	- Small grants programme for voluntary, community and not-for-profit groups;

	<ul style="list-style-type: none"> <li>- contributing to community economic regeneration</li> <li>- preventing crime or reducing the fear of crime</li> <li>- providing employment and training for local people</li> <li>- benefiting local people who face discrimination</li> <li>- improving community facilities</li> <li>- engaging communities to improve quality of life</li> </ul>			<ul style="list-style-type: none"> <li>- Maximum bid amount of £2,500;</li> <li>- 7 themes must be used but can be targeted;</li> <li>- It is an open fund until the money is spent;</li> <li>- Same process for applying, advertising and assessing applications across the four Constituency areas with some limited flexibility for local fit;</li> <li>- Jointly branded with Magenta Living;</li> <li>- Constituency staff to monitor projects and report on outcomes;</li> <li>- An award ceremony for successful projects to be held (can be localised).</li> </ul>
Integrated Transport Block Capital Programme Fund (2014/15)	<ul style="list-style-type: none"> <li>- improving road safety</li> <li>- promoting active travel and health</li> </ul>	77,750		50% split
Carried over (uncommitted):				
Devolved budget	~	5,000	Problem Solving Fund	Low spend items (under £200) that will provide a quick response to issues and/or allow a new approach to be tested that may ultimately improve the



	<ul style="list-style-type: none"> <li>- road maintenance</li> <li>- road safety</li> </ul>	10,000	Constituency Options	Constituency.
Wallasey Bright Ideas Fund				
- Devolved budget	<ul style="list-style-type: none"> <li>- impact of welfare reforms (including food and fuel poverty and other determinants of public)</li> <li>- reducing social isolation</li> <li>- supporting voluntary, community and faith sector groups</li> </ul>	4,391	Wallasey Bright Ideas Fund	Tackle the priorities set through support to voluntary, community and faith sector groups and not-for-profit organisations through a small grants programme. Bids limited to £500 maximum.
- Public Health Outcomes Fund (voluntary sector support fund)	<ul style="list-style-type: none"> <li>- impact of welfare reforms (including food and fuel poverty and other determinants of public health)</li> </ul>	8,160		Tackle the priority set through support to voluntary, community and faith sector groups and not-for-profit organisations through a small grants programme. Bids limited to £3k maximum.

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## Wallasey Constituency Funding (2014/2015) Wallasey Bright Ideas Fund - Application Form

**Please ensure you read the accompanying enclosed supporting information and terms and conditions before filling in your application**

Please return your completed form to: Wallasey Constituency Team, Neighbourhoods & Engagement, Leasowe Millennium Centre, Twickenham Drive, Leasowe, Wirral CH46 1PQ.

***Closing date for applications: 12 noon Monday 18<sup>th</sup> AUGUST 2014***

(Applications that are incomplete, late or do not meet the criteria will not be considered)

If you have any questions please speak to Michelle Gray on 0151 666 4902 or e-mail [michellegray@wirral.gov.uk](mailto:michellegray@wirral.gov.uk)

**Section One: Tell us about your organisation/group:**

**Q1. What is the name of your organisation / group?**

.....

**Q2. What does your organisation/group do?**

**Q3. What type of organisation/group are you?**

Our organisation is:	Tick	I have enclosed <u>one</u> of the following:	Tick
Registered Charity		Charity Number (please state)	
Community Group		Constitution or Bank Statement	
Voluntary Group		Constitution or Bank Statement	
Faith Group		Constitution or Bank Statement or Charity Number (please state)	
A Social Enterprise/CIC		Copy of Certificate or Registered Number (please state)	
Other:			

- *you must enclose one of the above as evidence of your organisation status*

**Section Two: Tell us about your Application:**

**Q4. Please tell us the name of your project and in one sentence describe your project?**

- *please note question 13 allows you to provide more detail*

**Q5. Please tell us which ward/s your project benefits and how many people you anticipate will benefit if you are successful?**

Ward	Approx numbers benefiting	Other (wider community)	Approx numbers benefiting
Leasowe & Moreton East		Residents outside constituency area	
Liscard		Other Community Groups	
Moreton West & Saughall Massie		Visitors to Wirral	
New Brighton		Other (please list below)	
Seacombe			
Wallasey			
All six wards (i.e. Wallasey Constituency)			

**Q6. How much are you applying for £** \_\_\_\_\_  
*Please note the maximum amount that can be bid for priorities number 1,2 and 3 is £???. The maximum amount that can be bid for priority number 4 is £?????. (see Question 8)*

**Q7. What is the overall cost of your project?** *(Please note the total amount applying for must not exceed the total cost of the project/service)*

£

**Q8. Which specific neighbourhood priority/priorities does your project tackle?**

- please see *Terms and Conditions* for definitions

Priority number	Priority name <i>insert new priorities and maximum bid amount</i>	Please tick all that apply
1		
2		
3		
4		

**Q9. How will this be achieved (i.e. how will your project tackle the priority/priorities you have ticked above)?**

**Q10. Have you secured, applied for or waiting to hear about any other funding that is towards the total cost of this project only? (please include details below):**

Amount	Source of funding	Date applied for	Status – (e.g. secured / pending)
£			
£			

**Q11. If this application is approved but you require additional funds to deliver this project how will they be secured? (e.g. you only receive part of the funding requested)**  
(please answer fully and do not answer with “not applicable”)

**Q12. Does your organisation have the relevant public liability insurance and staff / volunteer DBS (Disclosure & Barring)/relevant policies in place in relation to this project?**  
(we reserve the right to confirm this)

Yes ☐ N/A ☐

**Q13. Please provide brief details (*no more than 100 words*) of what the funding is for, what you hope to achieve and who, in the local community, will benefit from this?**

- *please note, this section of your application may be made public*

**Q14. Will this project benefit any protected groups? Yes / No (*If yes please tick below*).**

	Please tick		Please tick
Age		Marriage and Civil Partnership	
Disability		Religion and Belief	
Race		Sexual Orientation	
Gender		Gender Reassignment	

**Q15. Please give a FULL BREAKDOWN of what the funding will be spent on and include estimates (where applicable) to support this. (Failure to do so may result in your application form being ineligible).**

Item/Detail	Cost	Amount Requested
<i>Example: Rent at £10 per hour for 4 hours per wk x 52wks</i>	£10.00 x 4 = £40	£2080.00
<b>Total</b>	<b>£40.00 per session</b>	<b>£2080.00</b>

Item/Detail	Costs	Amount Requested
<b>Total</b>	<b>£</b>	<b>£</b>

### Section Three: The information we need to process your application:

#### Q16. Name and role within organisation

Daytime telephone number and mobile

E-mail

Address & Postcode for Correspondence

#### Q17. Declarations

I confirm that:

- the organisation / project meets the criteria of the funding
- the organisation has the relevant public liability insurance / DBS checks and / or relevant policies in place in relation to the project

All of the information included in this application is correct and includes the following:

- all the relevant information for the project / organisation
- all the documents requested in the application form

I agree to comply with the fund's terms & conditions including:

- to complete the project by 15<sup>th</sup> October 2015;
- to seek authorisation in advance of any potential changes to the spend outlined in the original application;
- to submit a progress report and a full detailed breakdown of spend when requested;
- when project is completed, written financial records, including original receipts for all expenditure, is provided for applications of £300 or more;
- to return all or part of the funding if unable to meet the terms and conditions.

Main contact:

Signature:

Date:

Full Name:

Position in Group:

Witnessed by (2<sup>nd</sup> contact/witness):

Signature:

Date:

Full Name:

Position in Group:

Daytime telephone number

*If you return this form by e-mail (with a printed signature / without signature) you are deemed to have accepted the declarations detailed in Question 17.*

**Q18. Please give bank details for BACS payment:**

<b>Name of Bank/Building Society**</b>																
<b>Address of Branch**</b>																
<b>Account Name**</b>																
<b>Bank Account Number**</b>																
<b>Bank Sort Code**</b>				-				-								
<b>Building Society Account Number**</b>																

**(\*\* these details must be provided as a sort code and bank account number are required for Bacs payments to building society savings accounts, these can be obtained from your statement or by contacting the building society)**

I hereby authorise Wirral Council to direct the award if successful to the above account

**Authorised Signature** .....

*If you return this form by e-mail (with a printed signature / without signature) you are deemed to have authorised the payment into your organisations bank account via the Bacs system.*

*Please note if you are a new group you will be asked to complete a new supplier form for Wirral Council to update their records for any payments made to your group/organisation.*

**Q19. How did you find out about this funding?**

**Q20. Does your group have a facebook page, twitter account or other social media account?**  
If yes please list usernames below.

**YES**

**NO**

**Q21. Would you like to automatically receive information by email/post about any other funding or any local initiatives that the Wallasey Constituency is involved in?**

Please select your choice:

**YES**

**NO**

Please select your choice:

**EMAIL**

**POST**



**Application Checklist:****Wallasey Bright Ideas Fund - Application checklist**

Before you return the application form please use the list below to ensure you have supplied all the information we need. **HAVE YOU:**

<ul style="list-style-type: none"><li>• Read the terms &amp; conditions to confirm that your project meets the criteria/priorities for funding</li></ul>	
<ul style="list-style-type: none"><li>• Included any evidence of your organisation's status e.g. Bank Statement/VAT No, charity number etc. (only one item is required) (Q3)</li></ul>	
<ul style="list-style-type: none"><li>• Checked that the total amount applied for (Q6) does not exceed the total cost of the project (Q7)</li></ul>	
<ul style="list-style-type: none"><li>• Included a complete breakdown of spend and quotes for goods / services (Q15)</li></ul>	
<ul style="list-style-type: none"><li>• Included your bank account details (Q18)</li></ul>	
<ul style="list-style-type: none"><li>• Answered <b><u>ALL</u></b> of the questions on the application form</li></ul>	
<ul style="list-style-type: none"><li>• Signed application form (Q17) and Signed (Authorised Signature for Wirral Council to use your Bank Account (Q18)</li></ul>	
<ul style="list-style-type: none"><li>• Retained the terms and conditions for future reference</li></ul>	
<ul style="list-style-type: none"><li>• Returned your completed form including all supporting information by 12 noon on the closing date – Monday 18<sup>th</sup> August 2014</li></ul>	

- Please note that **all** information must be sent with the completed application form by 12 noon on the Monday 18<sup>th</sup> August 2014

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## **TERMS AND CONDITIONS**

**1. All funding applications must meet the following essential criteria:**

- The activity/project must benefit individuals/communities within the Wallasey Constituency area;
- The activity/project must meet the priorities of the Fund being applied for (see below);
- The activity must comply with any relevant legislation including the Equality Duty 2010 and with Council policies.

<b>Priority number</b>	<b>Priority name</b>
<b>1</b>	<div>_____ (maximum bid amount £    )</div>
<b>2</b>	<div>_____ (maximum bid amount £    )</div>
<b>3</b>	<div>_____ (maximum bid amount £    )</div>

**2. Funding cannot be used for:**

- Core staff salaries or core administration costs;
- Activities or services that the Council, schools and other public sector organisations have a statutory duty to provide, however voluntary, community, faith or not-for-profit organisations are welcome to submit applications which they wish to deliver in partnership with such services.
- Religious worship – applications are welcomed from religious or faith groups for projects that are designed to benefit the wider community. Projects that are deemed to promote a particular religion are excluded.
- Party political activities (for example, fundraising and campaigning).

## **TERMS AND CONDITIONS**

### **3. Specific aims for funding:**

Wallasey Bright Ideas Fund is available to voluntary, community or faith sector groups and not-for-profit organisations with an annual income of less than £30,000.

The maximum amount that can be applied for per group/organisation is set out in point 1 above.

The aim of this funding is to fund projects and activities that will help address the priorities for the Wallasey Constituency area.

### **4. Funding Conditions:**

If awarded a grant, organisations must agree that:

- Any necessary consents/insurances have been obtained prior to the commencement of the project (e.g. planning, licensing, public liability, insurance cover etc) and relevant health and safety legislation is complied with;
- That the funding will be used wholly for the purpose for which it was given and within the timescales specified;
- They acknowledge support from Wirral Council in use project in any promotional material and to showcase successful projects;
- Any requests to adjust the spend detailed in the original proposal must be made in writing. A decision made in response will be notified in writing. This must be authorised in advance of any change to the spend agreed;
- That, when the project is completed, written financial records, including original receipts for all expenditure, is provided for applications of £300 or more;
- Allocated funding must be spent by 1 October 2015;
- A progress report is completed after project is finished;
- Any funding granted to projects that are not progressed or any under-spend must be returned to Wirral Council.

# WALLASEY BRIGHT IDEAS FUND - EVALUATION OF APPLICATIONS

## INITIAL EVALUATION

## SCORING

**A) Potential impact on priorities:** 0 - no outcomes; 1 - potential for limited outcomes; 2 - potential for good outcomes; 3 - potential for significant outcomes

**B) Number of wards potentially benefitting:** 0- none; 1 - one ward; 2 - two or more wards; 3 - three or more wards

**C) Number of people potentially benefitting:** 0 - none; 1 - up to twenty people; 2 - up to fifty people; 3 - up to 200 people; 3 - more than 200 people

**D) Number of protected groups potentially benefitting:** 0 - none; 1 - one group; 2 - two groups; 3 - three or more groups

[illegible]

<b>Names of participants:</b>	<b>Date:</b>
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**Examples of schemes eligible for funding  
(Integrated Transport Block Capital Programme Fund 2014/15)**

**Appendix 5**

<b>Scheme / Costs</b>	<b>Estimated Costs*</b>	<b>Objective Addressed</b>	<b>Pros</b>	<b>Cons</b>
Traffic Regulation Orders (TRO's) - generally to prohibit parking (including verge or pavement parking)	Approx £1,000 to £4,000 depending on extend of scheme		<ul style="list-style-type: none"> <li>May assist with regulation of areas of concern</li> </ul>	<ul style="list-style-type: none"> <li>Will need formal advertisement</li> <li>Can have significant effect on businesses or residents</li> <li>If too onerous, drivers may not willingly comply leading to enforcement burden</li> </ul>
Pedestrian refuge islands	Approx £13,000		<ul style="list-style-type: none"> <li>Provides a staging area enabling pedestrians to cross roads in two 'bites'</li> <li>Can contribute to speed management acting as a form of calming device.</li> </ul>	<ul style="list-style-type: none"> <li>Require a minimum road width (depending on traffic route e.g. buses)</li> <li>Can restrict parking nearby and may need an additional TRO</li> </ul>
Dropped crossings	Approx £1,600		<ul style="list-style-type: none"> <li>May assist people with mobility issues; prams and the elderly.</li> </ul>	
Traffic Calming (Physical Measures)	Dependent on scheme area covered		<ul style="list-style-type: none"> <li>Variety of types can be used including road humps; cushions; chicanes; build outs</li> <li>Self enforcing measure working 24/7</li> <li>Effectively guarantees speed reduction and unlikely to need further (police) enforcement action</li> </ul>	<ul style="list-style-type: none"> <li>Will need formal advertisement</li> </ul>

			in scheme area	
20mph Speed Limit Orders	Dependent on scheme area covered		<ul style="list-style-type: none"> <li>▪ Ideally need to be considered as part of an area approach to speed reduction</li> <li>▪ Can reduce traffic speeds</li> <li>▪ Not as costly as physical measures</li> </ul>	<ul style="list-style-type: none"> <li>▪ Will need formal advertisement</li> <li>▪ Generally not self enforcing and may need police presence to enforce</li> <li>▪ Generally not as effective at reducing speeds as physical measures</li> </ul>
Traffic Signs and Road Markings	£200 - £3,000 but varies on scheme extent and type of signs/markings required		<ul style="list-style-type: none"> <li>▪ Comparatively inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Some measures may need TROs</li> <li>▪ Must comply with DfT regulations and need to be consistent with national policy/application</li> </ul>
Cycle Lane Marking			<ul style="list-style-type: none"> <li>▪ Comparatively inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Require a minimum road width (depending on traffic route e.g. buses) and may need an additional TRO</li> </ul>
Vehicle Activated Signs	£7,000 – £9,000		<ul style="list-style-type: none"> <li>▪ Visually prominent</li> <li>▪ Impactive on those drivers triggering the unit</li> </ul>	<ul style="list-style-type: none"> <li>▪ Need good location for solar power</li> <li>▪ Need to comply with DfT regulations for type and settings</li> <li>▪ Over provision dilutes impact of message</li> </ul>
Cycle Parking Provision	£250		<ul style="list-style-type: none"> <li>▪ Comparatively inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>▪ May be difficult to site in some circumstances</li> </ul>
Bitumen cycle path	£110 per metre		<ul style="list-style-type: none"> <li>▪ Assists/encourages off road cycle use</li> </ul>	<ul style="list-style-type: none"> <li>▪ May be difficult to obtain a contiguous route</li> </ul>



Puffin/Toucan Crossings	£67,000 - £80,000		<ul style="list-style-type: none"> <li>Assists pedestrians to cross</li> </ul>	<ul style="list-style-type: none"> <li>Will need formal advertisement</li> <li>Can restrict parking due to controlled area</li> </ul>
Pedestrian dropped kerbs	£1,600 per pair		<ul style="list-style-type: none"> <li>Assists mobility for people with mobility issues, the elderly and people with prams etc</li> </ul>	<ul style="list-style-type: none"> <li>Some locations may not be practicable and may need additional work</li> </ul>

\*It should be noted that the costs identified above are indicative estimates and are for guidance purposes only. There are a range of factors including unknown Statutory Undertakers costs that may not be apparent from an initial inspection. A full cost appraisal will determine the actual cost for a particular request. The list is not exclusive, and other measures can be considered.

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## WIRRAL COUNCIL

### WALLASEY CONSTITUENCY COMMITTEE

26 JUNE 2014

<b>SUBJECT:</b>	<b>MARINE POINT, NEW BRIGHTON (REQUEST FOR ALLOCATION OF PROBLEM SOLVING FUNDING)</b>
<b>WARD/S AFFECTED:</b>	<b>LEASOWE &amp; MORETON EAST; LISCARD; MORETON WEST &amp; SAUGHALL MASSIE; NEW BRIGHTON; SEACOMBE AND WALLASEY.</b>
<b>REPORT OF:</b>	<b>CONSTITUENCY MANAGER</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR GEORGE DAVIES NEIGHBOURHOODS, HOUSING &amp; ENGAGEMENT</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 This report summarises activity led by the Constituency team to respond to issues at Marine Point, New Brighton, and the surrounding area, resulting from increased visitors and tourism. The Committee is requested to consider the allocation of Problem Solving Fund spend to help continue to address any concerns and to specifically pilot new approaches.

#### 2.0 BACKGROUND

- 2.1 Shortly after the implementation of the Neighbourhoods Programme, the Constituency team responded to issues related to cleanliness in New Brighton resulting from an increase in visitors following the successful development of Marine Point by Neptune Developments Limited. Whilst the increase in footfall is both positive and encouraging, this had seen increases in littering and has placed a strain on existing resources in their efforts to keep the area clean.
- 2.2 The Constituency team brought together a range of Council services to plan and co-ordinate activity, particularly focused on the summer period, the height of visitor activity in the area. The membership of this Problem Solving Meeting has expanded over time and now includes representatives from Council services including Waste & Recycling, Environmental Enforcement, Parks & Countryside, Wirral Community Patrol (Dog Fouling), Regeneration, Environmental Health, Anti-Social Behaviour Team, Corporate Marketing and Press & Public Relations;

Merseyside Police; Neptune Developments Limited and voluntary community group, The New Brighteners (incorporating the New Brighton Shore Volunteers).

2.3 The remit of the group has also developed over time to consider issues broader than just cleanliness that are relevant to the area, such as street trading, activities on the beaches and accessibility. The increase in footfall had also resulted in some issues with anti-social behaviour, which have and are continuing to be addressed and monitored through a multi-agency Problem Solving Group led by Wirral Anti-Social Behaviour Team. The work of the two groups is interlinked and cross co-ordinated.

2.4 In summary, the activity of the Problem Solving Meeting has included (not exclusively):

- co-ordination of cleansing schedules across the area including footways, toilets and Marine Lake and an additional rubbish removal resource on Fridays, Saturdays and Sundays between 7-9pm from 19 July - 30 August 2014 (inclusive);
- deployment of bulk bins across ten sites in New Brighton including 'The Dips', Fort Perch Rock and Marine Promenade; BBQ bins and a double bin installed to respond to increased footfall by 'The Black Pearl';
- more robust licensing conditions and enforcement to ensure that cafes with outdoor seating clean up food waste on pavements;
- installation of warning signage at Marine Lake and the boating lake (the latter in liaison with Wallasey Model Boats Society);
- co-ordinated monitoring of street trading to ensure that only those traders with permits are operating;
- inclusion of additional conditions around animal welfare, health and safety and fouling in relation to a tender to provide donkey rides on the beach over the summer period;
- increased dog fouling patrols in the area;
- information gathering and enforcement by Police Community Support & Traffic Officers, including the extension of powers to the PCSTOs to issue Fixed Penalty Notices for dog fouling (across the borough) in addition to current powers in relation to littering;
- provision of smoke butt cases to smokers ('Love Wirral' branded) by The New Brighteners. Also liaison with local restaurants and cafés without ashtrays in outdoor areas;
- support to voluntary litter picking group(s) providing separate bags and collection points for gathered litter to reduce the strain on public bins;
- influencing the planned regeneration programme for the promenade;
- planned programme of marketing and publicity activity focusing on key messages around littering, dog fouling, etc. This includes plans to carry out much of this promotional work jointly with local community groups and volunteers, emphasising the 'community working in partnership' approach. This includes the 'Love Wirral' branding of the open top free shuttle bus (key messages inside) and increased promotion of its role in reducing traffic and parking congestion;
- exploring working with volunteers to extend the opening hours of the public toilets;

- plans to approach traders to remove packaging from beach toys and other related products prior to providing to customers to reduce littering on the beach (in particular nylon netting which is hazardous to marine life).

## 2.0 PROPOSALS

- 2.1 Through the Problem Solving Meeting a number of community issues have been highlighted by The New Brighteners. The group wishes to explore piloting a number of initiatives and funding is sought through the Constituency Committee from the Problem Solving Fund to enable this.
- 2.2 These initiatives would each meet the purpose the Constituency Committee has assigned to the Problem Solving Fund, in that they are items that will provide a quick response to issues and/or allow a new approach to be tested that may ultimately improve the Constituency. Any learning from these pilot approaches would be considered, where relevant, in other areas of the Constituency and potentially the borough. Each of the initiatives, a rationale and estimates of cost are outlined below:

Initiative	Rationale	Estimated cost
Signage for bins	A number of residents are unaware that dog fouling can be disposed of in public waste bins. This is evidenced in part by the existence of 'dog fouling trees' (bags of waste hung from tree branches) and bags of fouling left adjacent to bins. Informal research by The New Brighteners supports this view. Whilst information issued through a press release will likely reach only part of the target audience, it is proposed that signage is bought to display on public waste bins highlighting the fact that dog fouling can be disposed of in these bins.	<b>£500</b>  (approximately 110 vinyl stickers)
Fixed Penalty Notice plaques	In order to raise awareness about enforcement and the Council's ongoing intent to tackle dog fouling and littering, it is proposed that a small 'plaque' is erected in a location where a Fixed Penalty Notice has been issued for dog fouling or littering. This is designed to act as a deterrent and will likely include the date and details of the offence.	<b>£300</b>  (approximately 10 lamppost mounted signs)
Bag dispensers	It is believed anecdotally that beach users are more likely to collect their rubbish if they have a bag available. The New Brighteners have also noted an inclination for a number of beach users to collect their rubbish in bags and deposit them on the beach. Whilst this is still not acceptable, bagged rubbish is considerably easier and quicker to remove	<b>£850</b>  (10 dispensers)

	from the beach than individual items of scattered rubbish. The group proposes the introduction on a pilot basis of bag dispensers attached to public bins. These will contain compostable/biodegradable bags, possibly with 'Love Wirral' branding. This will be monitored closely to ensure that this does not in itself contribute to the litter. The key message will continue to be for people to bag rubbish and take it home with them. Community groups will be engaged regarding the management of these dispensers. If this approach is successful future 'sponsorship' will be explored.	<b>£400</b>  10,000 bags (minimum order, includes printing)
Sample packs of compostable food packaging products	The New Brighteners wish to lead a project to reduce if not eliminate the use of polystyrene in New Brighton. Polystyrene is harmful to marine life and can take hundreds of years to degrade. It is also reported to have levels of toxicity when heated. A joint project is proposed between The New Brighteners and Environmental Health (as the 'broker') to approach local shops and fast food outlets seeking their support in finding more environmentally friendly alternative products for food use packaging. It is proposed that a small sample pack of compostable food products is provided to traders as an incentive to pilot with their customers. A public engagement campaign will be run alongside this initiative.	<b>£1,500</b>  (includes drink containers, food packaging and utensils and marketing materials)
Dog Free Beach	Consideration is being given to the potential designation of <u>part</u> of the beach as a dog free area over future summer months. This is not to demonise dogs or dog owners but in part to help deal with irresponsible dog ownership and provide a more comfortable space for families to enjoy. Consideration will need to be given to the timescales involved to consult upon any proposed introduction of a Dog Control Order and the forthcoming replacement of this Order within the Anti-Social Behaviour, Crime & Policing Act 2014. If designated, New Brighton would have the first 'Dog Free Beach' in Wirral.	<b>£500</b>  (Consultation and signage if agreed)

### 3.0 RELEVANT RISKS

3.1 The inability to test new ways of working and initiatives to deal with issues.

#### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 Options have been debated at the Problem Solving Meeting.

#### **5.0 CONSULTATION**

- 5.1 The group has a wide range of participants including a voluntary community group, The New Brighteners, who have provided a community perspective. The views of Wallasey Model Boats Society have also been considered. Elected members for the locality have been kept up-to-date on the work of the group and some have fed in further suggestions and views.

#### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 6.1 The voluntary, community and faith sector are integral to neighbourhood working.

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

- 7.1 This report is seeking financial support and builds upon assets within the community.

#### **8.0 LEGAL IMPLICATIONS**

- 8.1 The allocation of funding must be undertaken on a fair, open and transparent basis.

#### **9.0 EQUALITIES IMPLICATIONS**

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

Yes and impact review can be found at the link below (Progressing Neighbourhood Working).

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

#### **10.0 CARBON REDUCTION IMPLICATIONS**

- 10.1 A number of the initiatives have positive environmental impacts.

#### **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

- 11.1 This report has broad positive community safety implications.

#### **12.0 RECOMMENDATION/S**

It is recommended that:

- 12.1 The Committee agrees Problem Solving Funding for the initiatives outlined above (£4,050).

12.2 A further report is brought back to the Committee on the work of the (Marine Point) Problem Solving Meeting and impact of the pilot initiatives outlined.

### **13.0 REASON/S FOR RECOMMENDATION/S**

13.1 To provide a response to neighbourhood issues and community concerns.

**REPORT AUTHOR:** **Caroline Laing**  
Constituency Manager (Wallasey)  
telephone: (0151) 666 4901  
email: [carolinelaing@wirral.gov.uk](mailto:carolinelaing@wirral.gov.uk)

### **REFERENCE MATERIAL**

None.

### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
Cabinet – Neighbourhood Working	24 January 2013
Council – Neighbourhood Working	11 February 2013
Cabinet – Neighbourhood Working – Proposed Operating Model	23 May 2013
Wallasey Constituency Committee	17 October 2013
Wallasey Constituency Committee	11 December 2013
Wallasey Constituency Committee	19 February 2014



## WIRRAL COUNCIL

### Policy and Performance Coordinating Committee

15 January 2014

<b>SUBJECT:</b>	<b>Individual Electoral Registration Scrutiny Review Report</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>Director of Public Health/Head of Policy &amp; Performance</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>Cllr Ann McLachlan (Governance and Improvement)</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 This report (included as Appendix 1) provides a detailed account of a Scrutiny Review which considered Wirral's preparations for the introduction of Individual Electoral Registration (IER) in 2014. The introduction of IER is a government initiative to transfer the existing property-based electoral register to a new register which will rely on individuals registering themselves.
- 1.2 Members of the Coordinating Committee are requested to consider the contents of this report and note the recommendations arising from this review.

#### 2.0 BACKGROUND AND KEY ISSUES

- 2.1 At its last regular meeting on 3 September 2013, the Coordinating Committee agreed a work programme which included a review of the Council's preparations for IER. Four Members of the Committee volunteered to undertake this work including Cllr Jean Stapleton, Cllr Moira McLaughlin, Cllr Denise Roberts and Cllr Steve Williams.
- 2.2 At the first meeting of the Review Panel, it was agreed Cllr Jean Stapleton would be the Chair of the Panel. The review was conducted over a series of meetings in October/November with appropriate officers providing information as requested by the panel and taking part in a detailed question and answer session.

#### 3.0 SUMMARY

- 3.1 The formal process for transferring to IER will commence in summer 2014. The Council's preparation's to date have included:
- The procurement and implementation of a new Electoral Management System which is compatible with IER requirements

- Working in a partnership with other Cheshire and Merseyside authorities to project plan the transfer to IER and meet a set of milestones as set by Cabinet Office.
  - The completion of a test run of the data transfer process in August 2013 in which the Council's success rate exceeded the national average.
- 3.2 The introduction of IER does present some risk to some the Council in terms of all voters on the register being successfully transferred to the new register. However, the review provided an opportunity for Members to gain a good understanding of the work being undertaken to mitigate that risk.
- 3.3 The Panel's assessment was that overall Wirral is in a strong position and is likely to have a relatively smooth transfer to IER in 2014. However, Panel Members were concerned that in some wards, notably those with higher levels of known deprivation, there will be higher proportions of voters not automatically transferred. Additional work will have to be undertaken to ensure these voters are successfully transferred.
- 3.4 The Panel was also concerned that these same locations tend to have higher numbers of people not on the electoral register. As such, Members were keen for the IER process to be used as a vehicle to promote electoral registration more generally to encourage those not registered to register.

#### **4.0 RELEVANT RISKS**

- 4.1 There are none directly relating to this report.

#### **5.0 OTHER OPTIONS CONSIDERED**

- 5.1 N/A

#### **6.0 CONSULTATION**

- 6.1 N/A

#### **7.0 OUTSTANDING PREVIOUSLY APPROVED ACTIONS**

- 7.1 N/A

#### **8.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 8.1 N/A

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

- 9.1 The implementation of IER will require additional resources to manage the process of transferring from the existing to the new electoral register. The Cabinet Office is committed to meeting these additional costs and allocations of funding are being awarded to local authorities based upon population size and the results of the test data-matching exercise. A financial assessment is included in the full report in Appendix 1 section 5.4.

#### **10.0 LEGAL IMPLICATIONS**

- 10.1 N/A

## **11.0 EQUALITIES IMPLICATIONS**

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

~~(a) Yes. The impact review has been sent to the Equality and Diversity Co-ordinator and is located at~~

~~(b) No because there is no relevance to equality.~~

(c) No because of another reason which is

The report is for information to Members and there are no direct equalities implications at this stage.

## **12.0 CARBON REDUCTION AND ENVIRONMENTAL IMPLICATIONS**

12.1 N/A

## **13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

13.1 N/A

## **14.0 RECOMMENDATION/S**

14.1 Members of the Committee are requested to note the contents and consider the recommendations arising from this report.

14.2 Members of the Committee are requested to consider whether they wish to refer the report to Cabinet.

## **15.0 REASON/S FOR RECOMMENDATION/S**

15.1 To ensure Members have an understanding of the implications of IER for Wirral.

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## **APPENDICES**

Appendix 1 – Wirral Council's Preparations for Individual Electoral Registration Scrutiny Review

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**Wirral Council's preparations for  
Individual Electoral Registration**

**Scrutiny Review**

*A report produced by*  
**The Policy & Performance Coordinating Committee**

**FINAL REPORT**  
**December 2013**

**WIRRAL BOROUGH COUNCIL**

***Wirral Council's Preparations for  
Individual Electoral Registration  
Scrutiny Review***

**FINAL REPORT**

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## 1. EXECUTIVE SUMMARY

Individual Electoral Registration is due to be introduced in 2014 and will transform the way Local Authorities' are required to compile their Electoral Registers. A national timetable is being coordinated by the Cabinet Office which requires Councils to meet a range of key preparation milestones. This scrutiny review has been conducted to ensure Wirral's preparations are robust and that any potential issues or problems are understood and are being addressed.

The success of the transfer from the existing property-based register to the IER register is dependent on a combination of national and local data-matching exercises. Initial testing of the data-matching process suggests Wirral's results will be above the national average putting us in a strong position to establish the new register in summer 2014. However, the full potential of local data-matching is yet to be fully realised and will be dependent on the availability of local data sources.

**Recommendation 1: Where access to Council held data is required for the purpose of data-matching to support the transfer to IER, this is made available (in line with legal requirements) to the Elections Team in a timely manner.**

The Review Panel acknowledged the crucial role all Council Members will have in terms of communicating the changes and encouraging constituents to take action if they are not automatically transferred to the new IER register. The Panel also recognised the value that Members' local knowledge will have in supporting implementation. Therefore, keeping Members informed during preparation and implementation will be essential.

**Recommendation 2: The Head of Legal and Member Services to coordinate periodic briefings with all Members as a means of maintaining two-way communication to support the implementation of IER.**

**Recommendation 3: Chairs of constituency committees are requested to include IER as a topic for discussion as part of their forward planning in the New Year.**

The Cabinet Office is committed to supporting the costs of implementing IER. The Review Panel considered the financial implications for Wirral in the light of the funding allocation provided. Whilst the budget forecast will need to be worked up in more detail as further information becomes available in 2014, the initial forecast indicates there will be sufficient resource available including a reasonable contingency.

The Review Panel sees the transfer to IER as a major opportunity to highlight the importance of electoral registration and use the additional resources available to maintain existing levels of registration and concentrate on those areas where levels of registration are lower.

**Recommendation 4: The Head of Legal and Member Services should ensure that funds are used in accordance with Cabinet office requirements/conditions and where possible used to support additional targeted engagement and canvassing activities, using the IER process as a vehicle to maximise electoral registration, and for contingency purposes.**

Overall, the Panel found this review to be very informative. In particular, the results and analysis of the Confirmation Dry Run data-match exercise with Census 2011 data were considered to be very useful and provided a level of detail that Members have never seen before. The Panel agreed that this information should be available to all Members and through the Council's website.

**Recommendation 5: The Head of Legal and Member Service to make Ward data on IER and non-registered eligible voters available to all Elected Members and via the Council's website.**

This review is a good example of horizon-scanning scrutiny in that IER is a national initiative being launched in 2014. The review has provided an opportunity to consider the potential issues in relation to implementing IER locally. In this sense the review has been an assessment of the Council's readiness at a particular point in time. It was recognised by the Panel that a further update is reported to the Policy and Performance Committee closer to the transition going live in June 2014.

**Recommendation 6: The Head of Legal and Members Services should prepare a report to the Policy and Performance Committee providing an update on preparations for IER closer to the launch in June 2014.**



## **2. INTRODUCTION**

At the meeting of the Policy and Performance Coordinating Committee on 3<sup>rd</sup> September 2013, Members approved a work programme which included a review of the Council's preparations for Individual Electoral Registration (IER). A Scrutiny Review Panel of four Members of the Committee was established and a series of meetings were held in Autumn 2013. The purpose of the review was for the Panel to gain an understanding of the implications of IER for Wirral. This would enable the Panel to test the Council's readiness for this new approach to compiling the electoral register and seek assurance that preparations are in hand. This reports sets out the background, methodology, findings and recommendations arising from this work.

## **3. BACKGROUND**

In 2014 the Government is changing the way people register to vote. Under the current system one person can register all occupants in the same household. Under the new system, called Individual Electoral Registration (IER), everyone will be individually responsible for their own registration. This approach sees the UK following practice in other countries and will pave the way for on-line registration (currently scheduled from June 2014).

Most people on the register before June 2014 should be automatically transferred to IER and should not need to do anything else. However, some people will need to provide additional information in order to stay on the register and will be sent letters inviting them to register under the new system. The process to register will involve residents providing their name, national insurance number and date of birth. This information will be checked to verify they are eligible to vote. In the case of those whose details cannot be verified, they will not be removed from the register until after the next General Election.

The shift to the new electoral register is being centrally managed by the Cabinet Office. A national timetable has been published with local authorities being individually responsible for meeting a series of milestones in order to prepare for the new system. The logistics of shifting from the current property-based register to the new IER register involves a major data-matching exercise. This will involve councils sending their existing registers to Cabinet Office for these to be data-matched with personal data held by the Department of Work and Pensions. This is scheduled for July 2014, with the IER register to be compiled from then and published on 1<sup>st</sup> December 2014.

A Confirmation Dry Run (CDR) run of the data-match process was completed during summer 2013. This also acted as a test for local authorities to demonstrate the compatibility of their IT software with that being used nationally. The result of this exercise was better than expected with a match rate of 78% across the country leading to confirmation by the Electoral Commission that preparations are sufficiently ready for IER to go ahead as planned in 2014.

In terms of the cost implications, Cabinet Office has stated its commitment to meeting the full cost, with £108M being allocated nationally. Allocations are being made to local authorities for the years 2013/14, 2014/15 and 2015/16.

## **4. ORIGINAL SCOPE AND METHODOLOGY**

### **4.1 Scope**

This review is a good example of horizon scanning scrutiny. At the time the review was conducted, planning for IER had commenced, but preparations were still in their early stages. This was acknowledged by the Panel and informed the scope of the review. The agreed scoping document is included at Appendix 1 and focussed around four key objectives as follows:

1. For the Panel to be satisfied there are robust arrangements in place for the implementation of IER.
2. To have a good understanding of the potential issues and problems in implementing this new system.
3. That Wirral is not financially disadvantaged by implementing IER.
4. That all opportunities are taken to use IER as a vehicle to maximise registration.

### **4.2 Methodology**

A combination of information sources were provided to the Panel. This included a number of documents to provide the national context and overall picture i.e. an IER Policy Briefing from the Local Government Information Unit and a summary report of the national results of the Confirmation Dry Run produced by the Cabinet Office. However, the main emphasis of the Panel was to develop an understanding of the local implications both at a borough-wide level and on a ward by ward basis. This was achieved by the Panel requesting a series of reports to cover the following:

- A detailed analysis of the results of the data-match Confirmation Dry Run (CDR) as well as those communities (geographical and thematic) where registration is lower
- The proposed strategy for maximising engagement and registration (with particular reference to those communities)
- A forecast of the financial impact of IER and whether this can be achieved from within existing resources assisted by the additional allocations from Cabinet Office for 2013/14, 2014/15, 2015/16.

(These reports are available on request).

The reports were followed up by a detailed question and answer session with key officers from the Council. This included the Head of Legal and Member Services and the Principal Electoral Services Officer. The review was carried out over three Panel meetings. A short review was adopted as a means of carrying out an assessment of the Council's preparations for IER at a point in time. It was acknowledged that a further update on progress should be considered by the relevant Policy and Performance Committee later on in the preparation process.

## 5. FINDINGS AND RECOMMENDATIONS

### 5.1 Early Preparations

The Chief Executive as the Borough's Electoral Registration Officer has responsibility for implementing IER. In terms of delivery, the Head of Legal and Member Services oversees the Elections Team and the IER Project Team. It is recognised IER requires a corporate approach and the project team has had input from the Improvement Team, IT Services, Marketing & Communications and Corporate Policy. The Council's early preparations for IER has focussed on three key areas:

- 1. The procurement and installation of a new Electoral Management System** – The Council's existing system was over ten years old and in need of replacement. A new, IER compatible system was procured through a joint tender with the Cheshire and Merseyside Authorities. This was implemented with considerable support from IT Services to a tight deadline in July/August 2013 in advance of the CDR data-matching exercise.
- 2. The successful completion of the CDR and local data-matching** – Wirral's CDR was completed on 19 August. Wirral's test result 83%, exceeded the national average of 78%. A further data-matching exercise with locally held Council Tax data resulted in the success rate being increased to 89%. This indicates that Wirral should have a strong foundation for transferring the current register to the IER register in July 2014.
- 3. Developing a partnership approach with the Cheshire and Merseyside authorities** – This ensures a consistency of planning and preparation as well as providing an opportunity to share ideas and good practice. The Cabinet Office expects Council's to develop a range of project, risk and engagement plans and the partnership ensures Wirral's preparations are consistent with those of other authorities in the sub-region.

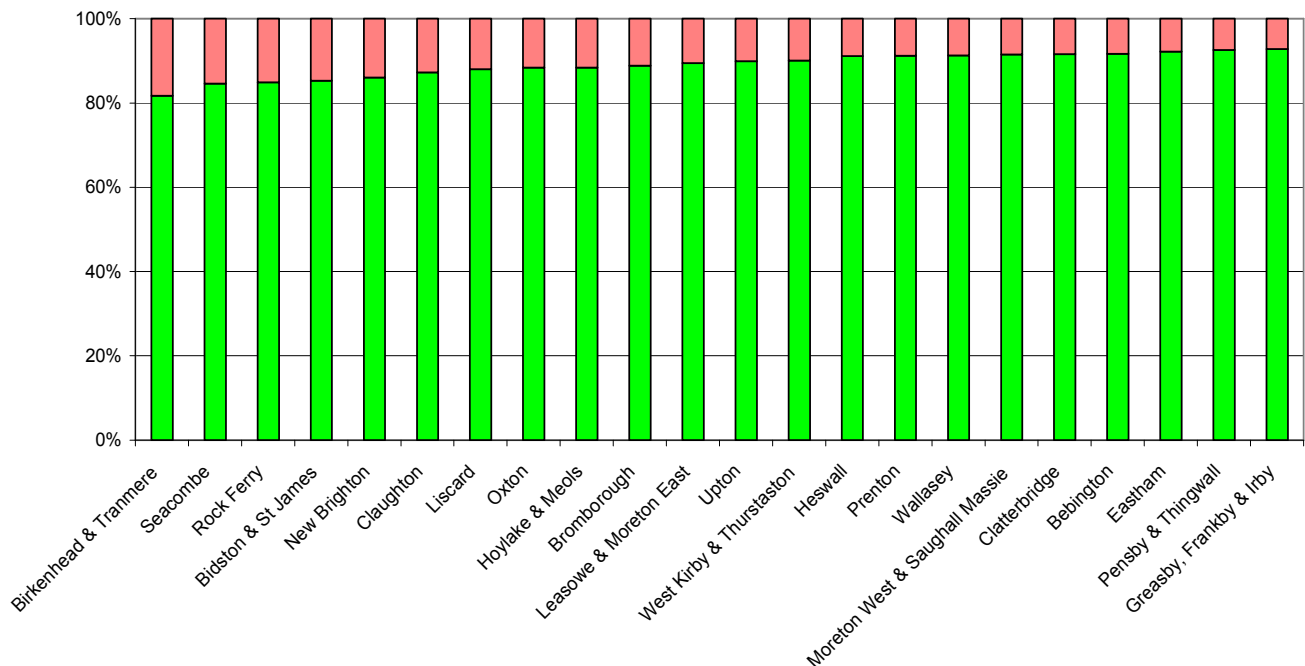
### 5.2 Analysis of Data-Matching Results and Census 2011

Overall, the results of the CDR and local data-matching indicate that out of the 239,814 people on the Electoral Roll, 213,792 would be confirmed under IER, a rate of 89%. Further local data-matching will be undertaken to reduce the number of red non-matches further.

Given the amount of information held by the Council in different departments, a hierarchy of data sources has been identified including housing benefit and schools data that will assist this work. Given issues around the Data Protection Act, it was highlighted that some departments may be less inclined to readily share data. However, the Council's Electoral Registration Officer does have the power to access all Council held data and Members of the Panel were keen to ensure there are no obstructions to the Elections Team accessing data in order to maximize the level of matching to the new IER register.

**Recommendation 1: Where access to Council held data is required for the purpose of data-matching to support the transfer to IER, this is made available (in line with legal requirements) to the Elections Team in a timely manner.**

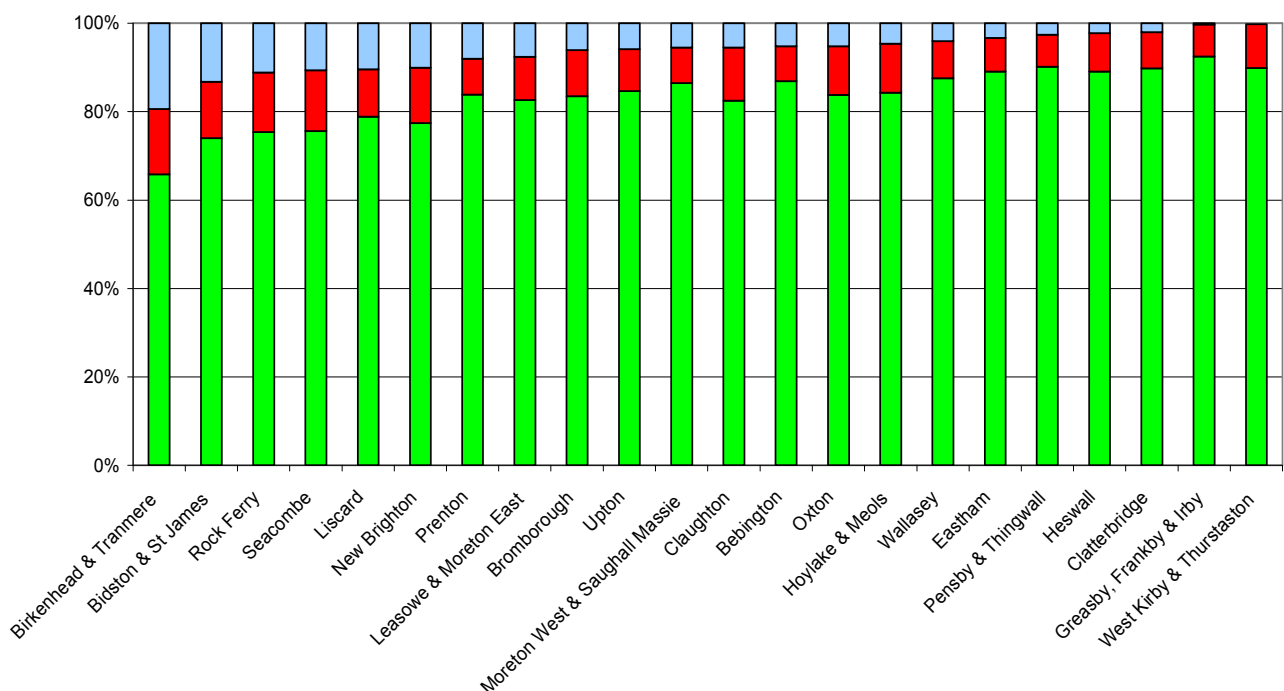
A detailed analysis of the results of the CDR and local data-match was provided to the Panel (see chart below). This provides a ward breakdown showing the number of positive (green) matches and non-matches (red).



This shows a fairly consistent picture of voters being successfully transferred across all wards, although it is interesting to note that the success rate is lower in those wards which have higher levels of known deprivation.

Further analysis was undertaken to explore levels of voter registration more generally using Census 2011 data to estimate the number of people over the age of 17 in each ward that do not appear on the register.

The chart below combines the results of the data-match exercise with the estimated percentages of non-registered voters. As in the previous chart, green indicates positive matches with red showing the negatives. Blue indicates the estimated proportion of the electorate who are not on the electoral register. The order of wards has the highest proportion of non-registered voters (Birkenhead and Tranmere) to the left.



This analysis shows a strong correlation between areas with higher levels of known deprivation and negative matches from the CDR exercise as well as levels of non-registration

more generally. The Panel noted that whilst the overall picture for Wirral at a borough-wide level is positive, the analysis shows there are some wards which are a cause for concern, including Birkenhead & Tranmere, Bidston & St James, Rock Ferry, Seacombe, Liscard and New Brighton.

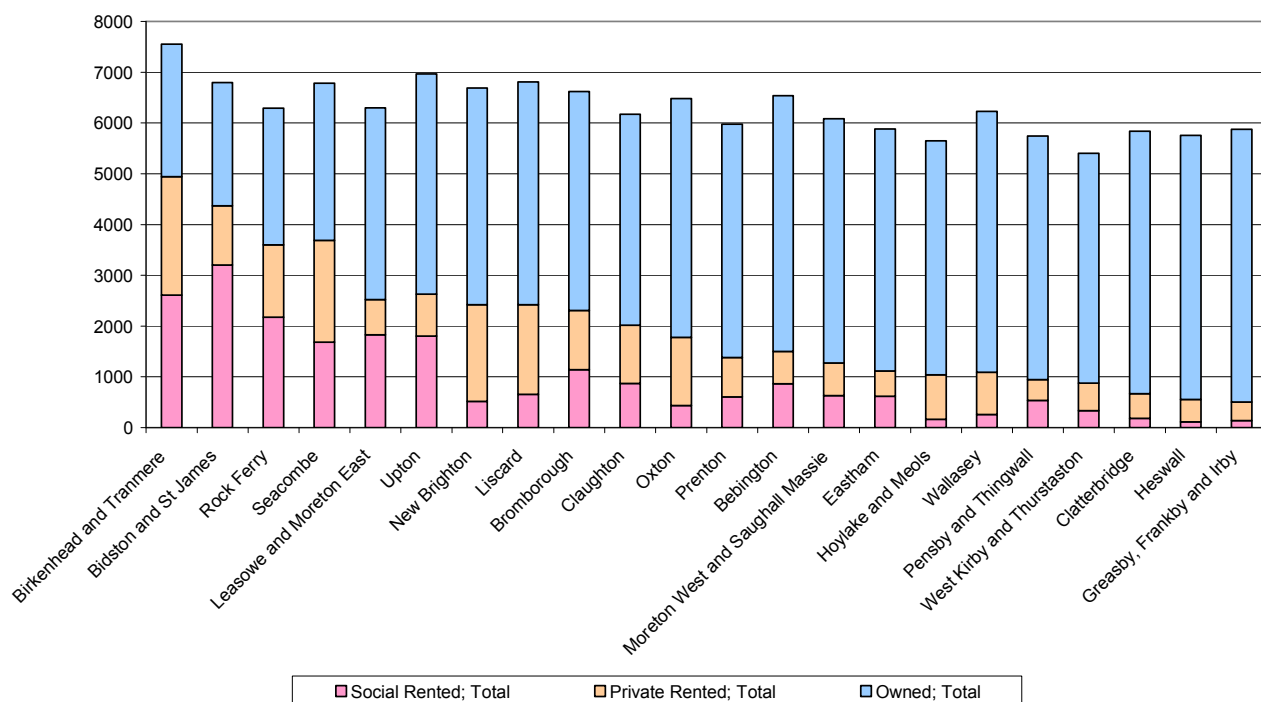
Members were interested in Wirral's track record in getting new people on the register and what the challenges are to this. The current estimate of voters registered in Wirral is 92% which is above the national average of 90%. The challenge in getting this figure higher is resources, as there comes a tipping point in the cost-effectiveness of this given there will always be a residual number of people that do not want to or refuse to register.

One of the best incentives for encouraging registration is to make people aware of the negative impact it has on their credit rating. Members of the Panel highlighted concerns that currently many voters are reliant on other people registering them and with the introduction of IER the responsibility will fall on individuals to register themselves.

Additional analysis provided, highlighted those factors which are likely to impact on lower levels of voter registration amongst certain sections of community. These include:

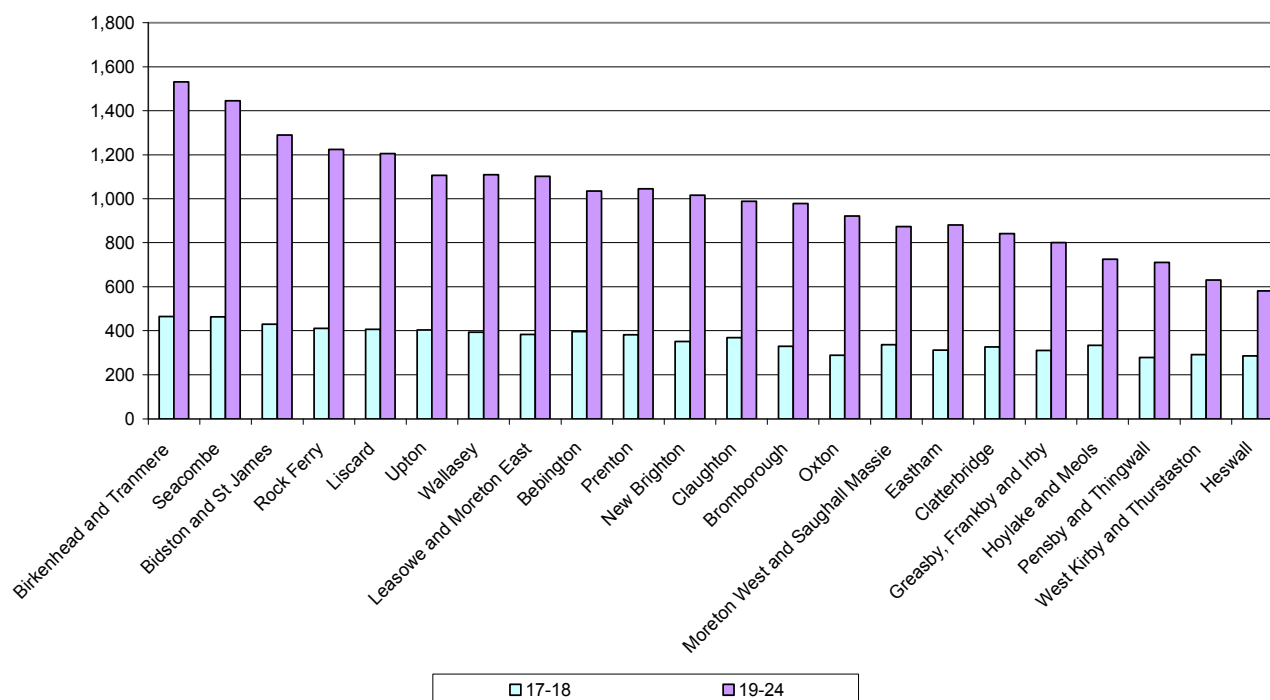
- People in rented accommodation (private and social)
- Young people
- Home movers

Apart from home movers which are randomly dispersed, geographical analysis of the proportions of people living in rented accommodation (see below) shows a strong correlation with those areas that have lower data-match results and higher numbers of non-registered voters.



In terms of the geographical dispersal of young people aged 17 – 24 (see chart below), this tends to follow the same pattern of distribution as rented accommodation again showing the correlation with areas that have lower data-match results and higher numbers of non-registered voters.

## Numbers of Young People by Ward



National analysis by the Cabinet Office explores BME communities as being at risk of under-registration. However, findings did not suggest that BME groups were statistically less likely to be registered than their white peers who otherwise share the same characteristics.

Using the Census 2011, local analysis was undertaken regarding the distribution of non-UK born residents. This indicates that apart from Birkenhead and Tranmere, the distribution of non-UK born residents is fairly evenly dispersed. Members were concerned that there is insufficient data held on BME and non-UK born communities such as the emerging Polish community. It was suggested the Council's engagement with minority communities would need to be coordinated through second-tier representative organisations such as Wirral Change and Wirral Multicultural Organisation.

### 5.3 Draft communications and engagement strategy

The communications campaign supporting the role out of IER will be managed centrally through Cabinet Office / Electoral Commission and is scheduled to launch nationally in June 2014. It is essential the local campaign aligns with the timetable and messaging nationally to ensure consistency. As part of planning milestones, local authorities have been required to submit early draft communication and engagement strategies to Cabinet Office. A copy of the draft strategy was provided to the Panel. The strategy was drafted prior to the results of the CDR data-match analysis and will need to be further developed in due course.

Officers highlighted that local communications and engagement activity would operate on two levels. There is a need for a general awareness-raising campaign targeting all voters with generic messaging about the shift to IER and promoting electoral registration. This work will dovetail with national and sub-regional campaigns when they go live in 2014. Alongside this, a more targeted approach will be needed involving communications with key partner organisations in line with the under-represented groups set out above in section 5.2. Specifically schools, landlords / tenant groups and membership organisations that support

hard to reach communities. Members highlighted the opportunity to work with landlords through the network of Registered Social Landlords and the Council's Private Landlord's Association.

A further level of more detailed targeting will need to be coordinated through a new approach to delivering the annual canvas which reflects the ward by ward analysis non-matches and non-registered voters. The annual canvas is the means for compiling the electoral register, although work updating the register continues throughout the year. Currently there are 103 Polling Districts in Wirral and 80-90 canvassers. Usually a Polling District is allocated to one canvasser with some picking up a couple of districts. The CDR result provides a rationale for allocating resources in a much more targeted way. This will not be developed until 2014, as we are currently in the middle of the canvass for the local and European Elections next May.

The Panel was also advised that the type of work canvassers do will need to change, with more information being requested at the doorstep and the need for a strategy to respond to emerging issues depending on how people react. This approach will provide canvassers with the opportunity to highlight the legal requirements of registration and the wider benefits i.e. the positive effect on an individual's credit rating. Next year, the canvass period commences in July and continues through till 1<sup>st</sup> December when the IER register will be published. The process of IER effectively changes the whole approach to canvassing, but this process is yet to be finalised.

Members acknowledged that the draft communications and engagement strategy contains a range of different communication channels as some forms of communication i.e. the local free press are restricted in their coverage. Members were keen that all opportunities to engage with partners and share communication costs with other local authorities through cross-border initiatives should be explored.

It should be remembered that the process of shifting to IER will involve large amounts of direct mail going to individuals and households from July 2014. Confirmation letters will be sent to those people who have been matched and transferred to the IER register. Household Enquiry Forms (HEF) and Invitations to Register (ITR) will be sent to properties and people that have not been successfully matched. All of this will provide opportunities to include additional leaflets and messages.

Members were concerned about the clarity and accessibility of IER literature and application forms so they are not a barrier to some sections of the community. However, documentation is still in the process of being developed nationally and has not yet been shared or published.

Given the number of staff with frontline roles dealing with residents enquiries i.e. one stop shop and call centre staff, there will be opportunities to inform residents about IER on the back of contact for other matters. As part of its preparations, the Council has allocated a lead trainer to deliver a programme of briefings and trainings to ensure that frontline staff have a good understanding of IER in order to answer enquiries and promote registration.

Panel Members also acknowledged the role that all Council Members will have in terms of communicating the changes and encouraging constituents to take action if they have not been automatically matched and transferred to the new IER register. It was also recognised that Members have local knowledge and would have ideas about how best to engage and communicate with certain communities. Panel Members were keen to highlight the need for on-going briefing of all Elected Members and for good ideas for engaging with constituents to be shared.

**Recommendation 2: The Head of Legal and Member Services to coordinate periodic briefings with all Members as a means of maintaining two-way communication to support the implementation of IER.**

**Recommendation 3: Chairs of constituency committees are requested to include IER as a topic for discussion as part of their forward planning in the New Year.**

#### **5.4 Initial costs estimates for implementing IER in 2014**

The Panel was advised that in line with Cabinet Office's commitment to supporting the costs of implementing IER, allocations are being awarded to Council's in 2012/13, 2013/14 and 2014/15. These have been based on a formula including population size and the results of the CDR exercise. Wirral's allocation for 2012/13 has been £12,086. In terms of the allocation for 2013/14, the Council had just been informed that this would be £100,403. This figure was calculated using the results of the CDR exercise to determine the volume of correspondence and activity to address the non-matches to the IER register.

An initial forecast of the costs for 2014/15 has been developed based on the CDR and local data-matching results and a series of assumptions about the likely response rates to mail shots and canvassing activity. This figure was calculated at £240,518. The cost for delivering the annual canvas in 2012 was £187,534. Therefore, the allocation of £100,403 is considered to be sufficient with a satisfactory surplus of £47,000 to cover the cost of communications and engagement activity as well as any other potential resilience and/or contingency costs.

It was explained to the Panel that this forecast was an initial assessment, although it did err on the side of caution had been based on detailed work and assumptions. The assessment will be reviewed over the coming months as more details emerge from the Cabinet Office to ensure there is sufficient resource in place. The Panel was also advised that in advance of the announcement of the 2014/15 allocation and to mitigate the risk of insufficient resources to cover the costs of IER, the Head of Legal and Member Services had included some contingency in the Elections Team budget for 2014/15.

A further allocation from Cabinet Office is anticipated in 2014/15. However, this is not known at this time but will be expected to taper given the bulk of the work will be undertaken in the coming financial year.

**Recommendation 4: The Head of Legal and Member Services should ensure that funds are used in accordance with Cabinet office requirements/conditions and where possible used to support additional targeted engagement and canvassing activities, using the IER process as a vehicle to maximise electoral registration, and for contingency purposes.**



## 6. CONCLUSION

Overall, the Panel were assured the Council's preparations for IER are in hand. The Panel were also assured that officers have a good understanding of the IER project, including what needs to be done and what the likely problems and issues are likely to be going forward.

The results of the CDR and local data-matching indicate that our position is above average in terms of our readiness to transfer to the IER register, which is very encouraging. Whilst the picture at the Borough-wide level is very positive, Panel Members were concerned that at a local level there are some wards which are a cause for concern in terms of people being transferred to the new register and levels of registration more generally. This highlights the need for engagement and canvassing activities to be effectively targeted and resourced.

In terms of the data analysis, the Panel was impressed with the quality of the information and analysis provided. Members also highlighted this was the first time they had seen this level of analysis of the electorate and that this would be of interest to all Elected Members and residents and should be made publicly available.

**Recommendation 5: The Head of Legal and Member Service to make Ward data on IER and non-registered eligible voters available to all Elected Members and via the Council's website.**

The Panel highlighted the need for a corporate approach to IER with front-line staff being effectively briefed so the message about this change is widely communicated to members of the public. All Members of the Council should also receive regular written and verbal briefings to ensure they are able to provide the latest information to their constituents.

The Panel acknowledged this review had been undertaken early on in the process, and that it would be useful for officers to bring an updated position to the Policy and Performance Committee further down the line and at an appropriate point i.e. June/July 2014.

**Recommendation 6: The Head of Legal and Members Services should prepare a report to the Policy and Performance Committee providing an update on preparations for IER closer to the launch in June 2014.**

Finally, the Panel were keen to consider that once the IER register is published in December 2014, there would be a need consider how the on-going register is effectively maintained. This will be particularly important beyond the 2015 general election after which old records will be deleted and the register is mostly likely to experience a reduction.

## 7. MEMBERS OF THE REVIEW PANEL

### Chair's Statement:

The review provided a good opportunity for Members of the Coordinating Committee to understand the changes coming in next year. The Panel were impressed with the level of preparation already undertaken by Council Officers and are confident Wirral's transfer to the new register should go well in 2014. This is an issue that all Members need to be aware of so that they can answer questions from constituents as the transfer to IER draws nearer.

It is clear over 90% of people will be automatically transferred to the new register. Whilst the overall picture for Wirral is positive, the Panel is concerned that in areas with higher levels of deprivation and people living in rented accommodation, the transfer to IER will require significantly more work. This review also shows that these areas also have more people that do not registered to vote. This emphasises the need for the Council to take a targeted approach with the additional resources available.

Whilst the accuracy of Wirral's electoral register has traditionally been above the national average, the IER process provides us with a unique opportunity to encourage those not on the register, particularly young people, to get themselves registered so they can vote at future elections.

### Panel Membership

Councillor Jean Stapleton (Chair)



Councillor Moira McLaughlin



Councillor Denise Roberts



Councillor Steve Williams



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***This Report was produced by the IER Scrutiny Review Panel***  
*(which reports to the Policy & Performance Coordinating Committee)*

## Appendix 1:

### Scope Document

Date: 14<sup>th</sup> October 2013

#### Review Title: Individual Electoral Registration

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<b>2. What are the main issues?</b> <ul style="list-style-type: none"><li>• Wirral's progress in terms of IER preparation has been good in terms of implementing a new electoral management system, the results of the test data match with DWP and local data matching.</li><li>• Members of the Panel were concerned about the introduction of IER having a negative impact on voter registration.</li><li>• There are concerns about low registration among certain communities both geographically and in terms of specific sections of the community, particularly young people and people living in rented accommodation.</li><li>• At a time of austerity, there was concern about the cost of implementing IER and whether this can be met from existing resources assisted by modest allocations from the Cabinet Office.</li><li>• The government's increasingly strict stance on ICT security presents a risk to the implementation of on line registration.</li></ul>
<b>3. The Committee's overall aim/objective in doing this work is:</b> <ul style="list-style-type: none"><li>• For the Panel to be satisfied there are robust arrangements in place for the implementation of IER.</li><li>• To have a good understanding of the potential issues and problems in implementing this new system.</li><li>• That Wirral is not financially disadvantaged by implementing IER.</li><li>• That all opportunities are taken to use IER as a vehicle to maximise registration.</li></ul>

<b>4. The possible outputs/outcomes are:</b> <ol style="list-style-type: none"> <li>1. Wirral benefits from a smooth transition to IER.</li> <li>2. That voter registration levels are not adversely affected by the shift to IER</li> </ol>	
<b>5. What specific value can scrutiny add to this topic?</b> <ol style="list-style-type: none"> <li>1. Scrutiny can provide assurance to the Council that preparations for the shift to IER and the implementation of this new approach are being effectively managed.</li> <li>2. Scrutiny can support effective communications to Members regarding the implementation of IER and the issues Members need to be aware of.</li> <li>3. Scrutiny can provide support in helping to promote electoral registration.</li> </ol>	
<b>6. Who will the Committee be trying to influence as part of its work?</b> <ul style="list-style-type: none"> <li>• Elected Member</li> <li>• The General Public</li> <li>• Specific groups that might be able to support the Council's engagement strategy</li> </ul>	
<b>7. Duration of enquiry?</b> <p>This is considered to be a short review to assess the Council's readiness for implementation. It has been suggested that a further review of implementation is scheduled at a suitable milestone in the implementation plan.</p>	
<b>8. What category does the review fall into?</b> <p>Horizon scanning – this review is intended to inform and add value to the local implementation of a nationally delivered government policy.</p>	
<b>9. Extra resources needed? Would the investigation benefit from the co-operation of an expert witness?</b> <p>None identified at this stage.</p>	
<b>10. What information do we need?</b>	
<b>10.1 Secondary information (background information, existing reports, legislation, central government documents, etc).</b> <ul style="list-style-type: none"> <li>• Project plans &amp; briefing papers distributed by Cabinet Office</li> <li>• Results of national pilot</li> <li>• Local census data to understand local population profiles.</li> </ul>	<b>10.2 Primary/new evidence/information</b> <ul style="list-style-type: none"> <li>• Analysis of dry run data match results against local population profiles</li> <li>• The Council's Strategy for targeted engagement to address under-registration amongst specific communities.</li> </ul>
<b>10.3 Who can provide us with further relevant evidence? (Cabinet portfolio holder, officer, service user, general public, expert witness, etc). council officers to include:</b> <ul style="list-style-type: none"> <li>• The Head of Legal &amp; Member Services</li> </ul>	<b>10.4 What specific areas do we want them to cover when they give evidence?</b> <ul style="list-style-type: none"> <li>• Officers to provide a more detailed analysis of those communities (geographical and</li> </ul>

<ul style="list-style-type: none"> <li>Officers from Electoral Services and the Policy Unit.</li> </ul>	<p>thematic) were registration is lower.</p> <ul style="list-style-type: none"> <li>Officers to set out the proposed strategy for maximising engagement and registration (with particular reference to those communities).</li> <li>Officers to provide a budget forecast of the financial impact of IER and whether this can be achieved from within existing resources assisted by the additional allocations from Cabinet Office for 2013/14, 2014/15, 2015/16.</li> </ul>
<p><b>11. What processes can we use to feed into the review? (site visits/observations, face-to-face questioning, telephone survey, written questionnaire, etc).</b></p> <p>None identified at this stage.</p>	
<p><b>12. In what ways can we involve the public and at what stages? (consider whole range of consultative mechanisms, local committees and local ward mechanisms).</b></p> <p>None identified at this stage.</p>	

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