

CABINET

Monday, 2 October 2017

<u>Present:</u>	Councillor	P Davies (Chair)	Leader of the Council Growth
	Councillors	P Brightmore A Davies G Davies C Jones M Patrick C Spriggs J Williamson S Whittingham	Environment Transformation Housing and Community Safety Social Care and Health Localism and Engagement Delivering Differently Finance and Income Generation Highways and Transport
<u>Apologies:</u>	Councillor	B Mooney	Children and Families

ONE MINUTES SILENCE

All in attendance at the meeting stood for one minute in silence, as a mark of respect for former Councillor Rob Gregson, who had passed away recently.

37 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

No declarations of interest were received.

38 MINUTES

RESOLVED:

That the Minutes of the meeting of the Cabinet held on 4 September 2017 be confirmed as a correct record.

39 ALL- AGE DISABILITY AND MENTAL HEALTH - FULL BUSINESS CASE

Councillor Phil Davies reported that this item of business had been deferred as more work was required on it. Hopefully, it would be considered at the next meeting.

40 EXECUTIVE KEY DECISIONS TAKEN UNDER DELEGATED POWERS

The Cabinet noted that no Key Decisions had been taken under delegated powers during the period 25 August 2017 to the date of agenda publication (21 September 2017).

41 STRATEGIC REGENERATION FRAMEWORK



Councillor Phil Davies, Leader of the Council, said:

“Driving regeneration, creating jobs and ensuring sustainable, long-term growth in our economy is vitally important.

Our Wirral Plan places economic growth at its heart: making sure our residents are able to access good, high paying jobs in a stable and thriving economy brings almost immeasurable benefits to all areas of our community, and helps bring us closer to achieving all of our 20 pledges.

This Strategic Regeneration Framework provides the route map to achieve it. It clearly defines our plans for future development and investment by providing the robust evidence base, sound principles and strategic drivers on which to plan future regeneration.

Achieving the ambitions set out in this Framework will enable us to deliver the thriving economy we all want for Wirral residents”.

Councillor Phil Davies introduced a report, which informed that The Wirral Plan set out a vision for Wirral; a set of 20 Pledges which would be achieved over the next five years to improve the lives of Wirral residents. Driving economic growth was a key theme of the Wirral Plan and the Strategic Regeneration Framework (SRF) would support the following pledges:

- Greater Job Opportunities in Wirral
- Thriving Small Businesses
- Increase Inward Investment.

The SRF provided a strong vision for regeneration across Wirral over the next 10-15 years and set the scene for shaping future investments.

Councillor Davies reported that driving regeneration, creating jobs and ensuring sustainable, long-term growth in the local economy was critical. The opportunities set out in the SRF were based on an assessment of what was realistically deliverable but would require focused energy and resources from a range of partners including the private sector if they were to be achieved.

The SRF had been subject to public consultation to gain the views of residents and businesses and these had been consulted when finalising the document. The next stage of work would be to produce a series of place making plans for priority areas to help shape future development in line with the SRF to support the setting up and proposals of the Wirral Growth Company.

Councillor Davies told the Cabinet that by the end of the year all the pieces would be in place so that the Council could forge ahead with an exciting regeneration agenda that would ensure the growth of the local economy and generate additional income.

Councillor George Davies informed that the SRF was an exciting document for Wirral. Since the 1980s Birkenhead had been in decline and was now in need of a face lift. The SRF would provide the stimulus to do that and to bring Wirral back to its former glory.

Councillor Matthew Patrick informed that he was very pleased with this positive partnership approach that would utilise the Council's resources and influence with private sector help and investors. He considered the SRF to be an attractive opportunity for investors to invest in Wirral and that it was very important to bring extra funding into Wirral.

Councillor Phil Davies reminded the Cabinet that by 2021 the Government would not be providing rate support grant and the Council would have to be entirely self-financing. Consequently, there was a big emphasise on transformation to establish innovative and creative ways to deliver vital public services. Local Authorities in the north of the country faced serious financial problems whilst those in the south did not have the same pressures. The Government had unfairly cut budgets in the areas of the country where there were the highest levels of deprivation and poverty. The Government was currently practising austerity but Councillor Patrick hoped that it would bring this to an end soon. In the meantime, the Council would have to work smarter to ensure that it could continue to provide vital public services.

Councillor Davies was of the view that good prudent planning for the future would create extra jobs and investment in the Borough and this would feed into the work of the Wirral Growth Company.

RESOLVED: That

- (1) the Cabinet endorses the Strategic Regeneration Framework – to be used to support regeneration activity, the ambitions of the Wirral Growth Company, Liverpool City Region strategies and future funding applications; and
- (2) it be recommended to the Council:

That

- (a) the Strategic Regeneration Framework be adopted as a material planning consideration in relation to development proposals which come forward; and
- (b) the Strategic Regeneration Framework be used to inform the content of the emerging Core Strategy Local Plan.

42 **EXPECT BETTER: 2017 ANNUAL REPORT OF THE DIRECTOR OF HEALTH AND WELLBEING - STATUTORY DIRECTOR OF PUBLIC HEALTH**



Councillor Chris Jones, said:

“We have made great progress in supporting people to live healthier lives: focussed action on helping people stop smoking, drink more responsibly and eat healthier has delivered some outstanding results.

We know there are still challenges to overcome, and the 2017 Public Health Annual Report provides an extremely helpful snapshot of the health of the Wirral population. It is there to help plan our services and how we invest our resources, and I am sure will help us to achieve new and greater successes in the coming year”.

Councillor Chris Jones introduced a report and appended Annual Report of the Director of Public Health (DPH). The Annual Report was the professional statement of the Director about the health of the local population.

The 2017 Annual Report focused on avoidable deaths and was titled Expect Better. It supported the delivery of the Wirral 2020 Plan and the pledge ‘Wirral Residents Live Healthier Lives’.

The Cabinet noted that the Annual Report aimed to inform the public and local services of the principal causes of avoidable deaths in Wirral and demonstrated the inequalities that existed across the Borough. It also advised local services and

residents on actions to improve health and prevent avoidable deaths. To aid awareness, this year's report was accompanied by a short animated film. This displayed and explained much of the data contained in the report and aimed to improve understanding of the problems and suggested solutions.

Councillor Jones highlighted the inequalities in life expectancy across Wirral which showed that this could be partially explained by differences in avoidable mortality – deaths which might be prevented through public health interventions or better healthcare provision. Rates of deaths due to conditions considered avoidable varied by as much as five times in men and three times in women across the Borough.

Councillor Jones informed that people living in Wirral's more deprived areas tended to live shorter lives with a greater proportion of their lives spent in poor health. The early onset of illnesses or disability could place a greater burden on the health and social care system than when people lived longer in good health. Around a quarter of deaths in Wirral were from conditions considered avoidable e.g. diseases related to smoking, poor diet, high blood pressure and alcohol. It was noted that taking action at any age was very important.

The Cabinet noted that there was a marked variation in the uptake of immunisations, NHS Health Checks and cancer screening tests across the Borough and these inequalities needed to be addressed. Improving rates of uptake could have significant health benefits to Wirral's residents. It would save lives.

How people perceive their symptoms and the likelihood of developing serious diseases could have a big impact on how they reacted to them. If people saw illnesses as unavoidable or untreatable, they may be less likely to attend screening appointments, consult for symptoms or take up offers of treatment.

There were many reasons why people might have lower expectations for their health. Everyone should expect better. The Council was committed to taking action to support people to live longer, healthier lives.

The DPH was invited to speak to her report and informed that she saw it as a chance to set an ideal collective challenge. It was appropriate to focus on avoidable deaths as there was something that could be done about them. There was a chance for people to have a much better quality of life. Efforts would continue to be focused on making the difference.

Councillor Janette Williamson informed that she was shocked at the mortality rates in different parts of the Borough. She was pleased that people in the more deprived parts of the Borough were being targeted.

Councillor Angie Davies congratulated the DPH on her excellent report. It was an aspirational report that made the link between mental and physical health. She

asked what work was being carried out to ensure people were getting invited to Health Checks.

The DPH replied that her Officers were in the process of recommissioning the Health Checks Programme with an emphasis on those people who had not taken up the offer of a Health Check.

Councillor Matthew Patrick drew attention to the following statement on page 27 of the DPH's Annual Report:

'If you are aged 40 – 74, with no previous history of cardiovascular disease, you are eligible for a free Health Check every 5 years at your GP practice. This is an excellent opportunity to get your blood pressure checked as well as looking at your weight, diet, smoking, lifestyle, memory and family history.'

Councillor Patrick requested the DPH to circulate a breakdown, by ward, of the take up of these Health Checks to Cabinet Members.

Councillor Phil Davies reported that the DPH's Annual Report had highlighted the most pressing challenge the Council faced to close health inequalities that existed in East and West Wirral. It was important to ensure that this remained the highest priority and the Cabinet report considered immediately before this one at this meeting was linked to it. He considered it equally important to target economic efforts to get people back into work and that the communities with the highest levels of unemployment needed opportunities to get the jobs. There was a direct connection between growth and addressing the main focus of the DPH's Annual Report.

RESOLVED:

That the Cabinet supports the communication of the DPH's Annual Report which is appended to the report and the animation <https://youtu.be/kEC2W41ZtIE>