



Health and Wellbeing Board

Date: Wednesday, 2 November 2022

Time: 2.00 p.m.

Venue: Wallasey Town Hall

Contact Officer: Mike Jones

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Please note that public seating is limited, therefore members of the public are encouraged to arrive in good time.

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AGENDA

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTERESTS

Members of the Board are asked whether they have any personal or prejudicial interests in connection with any application on the agenda and, if so, to declare them and state the nature of the interest.

3. MINUTES (Pages 1 - 4)

To approve the accuracy of the minutes of the meeting held on 29 September 2022.

4. PUBLIC AND MEMBER QUESTIONS

Public Questions

Notice of question to be given in writing or by email by **12 noon, Friday 28 October 2022** to the Council's Monitoring Officer (committeeservices@wirral.gov.uk) and to be dealt with in accordance with Standing Order 10. For more information on how your personal information will be used, please see this link: [Document Data Protection Protocol for Public Speakers at Committees | Wirral Council](#)

Please telephone the Committee Services Officer if you have not received an acknowledgement of your question/statement by the deadline for submission.

Statements and Petitions

Statements

Notice of representations to be given in writing or by email by **12 noon, Friday 28 October 2022** to the Council's Monitoring Officer (committeeservices@wirral.gov.uk) and to be dealt with in accordance with Standing Order 11.

Please telephone the Committee Services Officer if you have not received an acknowledgement of your question/statement by the deadline for submission.

Petitions

Petitions may be presented to the Committee if provided to Democratic and Member Services no later than 10 working days before the meeting, at the discretion of the Chair. The person presenting the petition will be allowed to address the meeting briefly (not exceeding three minutes) to outline the aims of the petition. The Chair will refer the matter to another appropriate body of the Council within whose terms of reference it falls without discussion, unless a relevant item appears elsewhere on the Agenda. If a petition contains more than 5,000 signatures, it will be debated at a subsequent meeting of Council for up to 15 minutes, at the discretion of the Chair. Please give notice of petitions to committeeservices@wirral.gov.uk in advance of the meeting.

Questions by Members

Questions by Members to be dealt with in accordance with Standing Orders 12.3 to 12.8.

5. **WIRRAL WORKLESSNESS SUPPORT SERVICE (Pages 5 - 30)**
6. **WIRRAL PLACE UPDATE REPORT (Pages 31 - 38)**
7. **A TOWN DEAL FOR BIRKENHEAD - PROGRAMME UPDATE (Pages 39 - 84)**

8. QUALITATIVE INSIGHT PROGRAMME (Pages 85 - 92)

9. WORK PROGRAMME (Pages 93 - 98)

Health and Wellbeing Board Terms of Reference

The terms of reference for this committee can be found at the end of this agenda.

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HEALTH AND WELLBEING BOARD

Thursday, 29 September 2022

Present:

Councillor Janette Williamson	Chair
Councillor Tom Anderson	Wirral Council
Councillor Amanda Onwuemene	Wirral Council
David Hammond	Wirral Community Healthcare Trust
Graham Hodgkinson	Director of Adults' Care & Health & Strategic Commissioning
Matthew Moscrop	Wirral Community Policing
Karen Prior	Healthwatch Wirral
Sally Shah	Director of Regeneration and Place
Mathew Swanborough	Wirral University Teaching Hospital
Julie Webster	Director of Public Health
Simone White	Director of Children, Families and Education
Lauren Woodward	Merseyside Fire & Rescue Service

24 DECLARATIONS OF INTERESTS

There were no declarations of interests.

25 APOLOGIES FOR ABSENCE

Apologies for absence were received from:

- Councillor Kathy Hodson
- Councillor Yvonne Nolan
- Dr Abel Adegoke, Primary Care Council
- Simon Banks, Place Director
- Michael Brown and Karen Howell from Wirral Community Health and Care NHS Foundation Trust.
- Louise Healey, Jobcentreplus
- Sir David Henshaw and Janelle Holmes, Wirral University Teaching Hospital.
- Sue Higginson, Wirral Met College
- Paul Satoor, Chief Exec of Wirral Council
- Magenta

26 MINUTES

Resolved:

That the accuracy of the minutes of the meeting held on 28 July 2022 be approved as a correct record.

27 PUBLIC AND MEMBER QUESTIONS

No questions, statements or petitions were received.

28 HEALTH AND WELLBEING STRATEGY

The Director of Public Health introduced her report which presented the Health and Wellbeing Strategy for 2022 – 2027 and set out the proposals for monitoring the progress of delivery of the Strategy. A working group had been set up in 2021 to develop the Strategy, taking forward the recommendations of the 2021 annual report, the Wirral Plan and the Marmot review and was developed with partners, residents and communities.

In answer to members questions it was noted that the importance of school readiness to a child's development was recognised and the reduction in readiness since the pandemic was a concern. It was also noted how the Strategy would inform the priorities of services such as regeneration and Adults over the following five years.

Resolved: That

- (1) the Health and Wellbeing Strategy 2022 – 2027 be approved**
- (2) progress against the Strategy be monitored through the proposals within this report.**

29 PUBLIC HEALTH ANNUAL REPORT 2022 (PHAR)

The Director of Public Health and the Head of the Public Health Intelligence Service presented the Public Health Annual Report (PHAR) which was the independent annual report of the Director of Public Health and was a statutory requirement. The 2022 report was presented in two parts:

- A video which focussed on the key role of the Community, Voluntary and Faith sector in supporting local people and residents to be resilient in challenging circumstances
- A State of the Borough report which used a range of statistics to report on health and wellbeing in the borough, which could be explored via the Wirral Intelligence Service website.

Members were appreciative of the depth and variety of the statistics presented and that they would be updated in real time in the future.

Resolved: That

- (1) the Public Health Annual Report (video) be endorsed, acknowledging the role of the local Community, Voluntary and Faith sector in the local response to the COVID-19 pandemic and the huge contribution it continues to make for residents and the local economy.**
- (2) the ongoing development of the State of the Borough website be Supported and an annual report on key indicators, themes, and the progress being made to improve health in Wirral be received.**

30 COMMUNITY, VOLUNTARY AND FAITH SECTOR REFERENCE GROUP UPDATE

This report provided the latest updates and proposals from the Community, Voluntary and Faith (CVF) Sector Reference Group. The Reference Group (RG) was

established in 2021 as a mechanism to promote the views of the CVF Sector to the Health and Wellbeing Board.

Meetings had taken place between the RG and officers and Councillors and it was noted that this would continue as the RG sought to firm its model to create community link hubs in each Constituency on the Wirral.

Resolved:

That the content of the reports of the Community Voluntary and Faith Sector as appended to this report be noted.

31 WIRRAL PHARMACEUTICAL NEEDS ASSESSMENT (PNA) 2022 – 2025

The Director of Public Health presented this report which updated the local Pharmaceutical Needs Assessment which was a responsibility for the Health and Wellbeing Board. The process for producing a new Pharmaceutical Needs Assessment for Wirral began in Spring 2020 with a view to its publication in March 2021. However, due to the COVID-19 pandemic the publication date was put back to September 2022 as per national direction. This report provided the Pharmaceutical Needs Assessment for 2022 – 2025, requiring signing-off for publication before 30th September 2022. The conclusion was that Wirral was well served by Community pharmacies.

Resolved:

That the final Wirral Pharmaceutical Needs Assessment (2022 to 2025) be approved for its mandatory publication on or before 30th September 2022

32 INTEGRATED CARE SYSTEM

The Director of Adults, Health and Strategic Commissioning introduced this report on behalf of the Director of Place which provided an update on the development of the Integrated Care System (ICS), the impact on Wirral as a place and working arrangements of NHS Cheshire and Merseyside in the borough. It set out the Place Based Partnership arrangements, including four subgroups and collaborative partnership arrangements.

Resolved:

That the report be noted and similar updates be received at future meetings.

33 COST OF LIVING

The Director of Public Health presented her report which provided an overview of the challenges local people were facing because of cost-of-living pressures and outlines proposed action to mitigate impacts and support residents. It was noted that the effects posed a significant risk to health and wellbeing.

Resolved: That

- (1) a commitment to action be taken to address cost-of-living pressures;**
- (2) appropriate collaborative working arrangements and joint action plans be developed to mitigate the impacts of the cost-of-living pressures on residents.**

34 **CO-OPTION OF REGISTERED SOCIAL LANDLORD**

The Head of Legal Services presented this report which recommended a co-option to the Board to represent Registered Social Landlords.

Resolved:

That the Chief Executive, or their representative, of Magenta be co-opted onto the Health and Wellbeing Board to represent Registered Social Landlords.

35 **WORK PROGRAMME**

Resolved:

That the proposed work programme for the remainder of the 2022/23 municipal year be noted.



HEALTH AND WELLBEING BOARD

2 NOVEMBER 2022

Report Title:	WIRRAL WORKLESSNESS SUPPORT SERVICE
Report of:	DIRECTOR OF REGENERATION AND PLACE

REPORT SUMMARY

In November 2021, the Director of Public Health and the Director of Regeneration and Place brought a report to the Health and Wellbeing Board regarding Health and Employment, outlining how good employment opportunities are fundamental as part of a collective effort to improve health outcomes. The report was supported by a presentation from Involve Northwest who were the incumbent suppliers of the Council commissioned Worklessness Support Service contract.

This report provides an update regarding the future delivery of the Wirral Worklessness Support Service.

The activities outlined in this report support the vision of the Wirral Plan 2021-2026, and the Health and Wellbeing 2022-27 strategy to 'create opportunities to get the best health outcomes from economy and regeneration programmes' and will contribute directly or indirectly to delivering the following themes of the Wirral Plan:

- Brighter Futures
- Inclusive Economy
- Safe and Pleasant Communities
- Active and Healthy Lives

This matter affects all wards within the Borough.

This report is not a key decision.

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to note the report and supporting information contained in Appendices 1 and 2 of this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 In November 2021 the Health and Wellbeing Board resolved that Council officers be requested to explore funding streams for the continuation of the work of the ReachOut Partnership.
- 1.2 The Council is only able to explore funding for the continuation of the Worklessness Support Service and not the individual incumbent supplier, namely Involve Northwest via the ReachOut Partnership.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 This is an update report and no other options were considered.

3.0 BACKGROUND INFORMATION

Wirral Ways to Work Programme

- 3.1 The Wirral Worklessness Support Service contract is the largest element of the Council's wider Wirral Ways to Work Programme managed by the Economic Growth Team. The programme is Wirral wide but has a specific focus within Wirral's most deprived communities. It is designed to engage eligible workless young people and adults and support their progression into education, employment, and training via a suite of flexible, tailored employment support services. The other 2 elements of the Wirral Ways to Work programme are:
 - Intermediate Labour Market Programme which is delivered by the Council's 14 to 19 team. This programme provides grants to local businesses to provide employment opportunities for young people who are not in employment, education or training.
 - Careers Information, Advice & Guidance which is delivered by Career Connect. This service delivers careers information advice and guidance to young people aged 16-29 with a dedicated advisor developing tailored action plans and mentoring support.
- 3.2 The current Wirral Ways to Work programme has been delivering since April 2016 and has achieved the following outcomes as of 30 June 2022:
 - Engaged 8,843 Wirral residents onto the programme,
 - Supported 4,718 Wirral residents back into employment or training; and
 - Positive outcome rate of 53%.
- 3.3 This level of performance is extremely successful for a programme supporting clients who are furthest away from the labour market. The Wirral Ways to Work programme is part of the wider Liverpool City Region (LCR) Combined Authority Ways to Work programme which has achieved a 41% positive outcome rate since April 2016. This demonstrates the Wirral service is outperforming the LCR average.

Wirral Worklessness Support Service

- 3.4 The Worklessness Support Service is a Wirral wide programme, however, delivery is focused within community work clubs located in areas with the highest levels of worklessness and deprivation. All participants have a dedicated Job Coach who deliver in depth on-going information, advice, and guidance and one to one mentoring. They conduct a personalised needs-led assessment, for each participant to identify barriers to employment which can be wide ranging including health barriers, caring

responsibilities, low confidence, transport/travel barriers and other employability related barriers including skills.

- 3.5 Job Coaches use a diagnostic tool to measure participant progression and personal development. Each participant has an individually tailored and personalised Action Plan to include goals and milestones reviewed collaboratively between the participant and Job Coach throughout their time on the programme. The Job Coaches provide a range of support services directly themselves to support the transition into employment as well as signposting and referring to organisations as appropriate. In work support is an important element of their work to ensure retention and progression, supporting participants to sustain their employment.
- 3.6 The programme has provided immense benefit to residents who have been supported into employment and training opportunities. This not only supports a more inclusive Wirral economy, but also improves the health and wellbeing and life chances of individuals and their families through increased household incomes, improved mental and physical health, personal confidence, social networks, and aspirations
- 3.7 The Worklessness Support Service is currently delivered by Involve Northwest, and Wirral Change who support Black, Asian & Minority Ethnic (BAME) communities in Wirral. Appendix 1 of this report provides case studies that give an insight into some of the personal journeys clients they are working with daily face. Appendix 2 of this report is a presentation by Involve Northwest to show progress in the previous 12 months since they last reported to Health and Wellbeing Board, the current employment landscape and some of the key barriers' clients are currently facing.

Contract Duration

- 3.8 At the last presentation to the Health and Wellbeing Board in November 2021 there was 12 months remaining on the Worklessness Support Service contract.
- 3.9 In June 2022 the Economic Growth Team commenced an open and competitive tender for the service from 1 November 2022 to 31 March 2024, with the option to extend for a further 31 months subject to funding. Two submissions were received, and the Director of Regeneration and Place awarded the contract to Involve Northwest on the basis that that their submission was the most economically advantageous tender to Wirral Council.

Planning for Health and Economic Recovery

- 3.10 The broader strategy for Wirral's economy and regeneration plans is integral to efforts to address existing social and health inequalities within the borough. This is particularly significant in the aftermath of COVID-19. Places such as Wirral, with existing economic and health inequalities, have been disproportionately affected by COVID-19. Additionally, the current cost-of-living crisis will impact on Wirral's community and economy increasing demand for local services and the financial resilience of the borough. This requires an enhanced focus on regeneration to mitigate these as well as identifying opportunities to respond to a new way of working and living.
- 3.11 The Council has embarked on a transformational regeneration programme including the Left Bank programme, which is underpinned by the Birkenhead 2040 Framework and the emerging Local Plan. This presents a unique opportunity to use the Council's significant regeneration programme to support local people to gain employment. Wirral's Economic Strategy 2021-2016 provides a fresh articulation of Wirral's economic and social objectives, and its Inclusive Economy theme recognises the current levels of inequality with many residents, specifically those for deprived

communities, experience a range of physical and mental health issues that prevent them from securing employment. Joint working across Public Health and Regeneration, with programmes to address health related worklessness are therefore essential to provide more upstream and person-centred approach to support those furthest from the labour market to be equipped to take full advantage of the opportunities available.

4.0 FINANCIAL IMPLICATIONS

- 4.1 The Worklessness Support Programme includes funds from the European Social Fund (ESF) as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England with match funding provided by Public Health. The total secured resources provide funding for the initial 17-month contract period.
- 4.2 The UK Shared Prosperity Fund (UKSPF) is the Government's successor programme for European Funding. As part of the LCR UKSPF Investment Plan submitted to Government, funding for this type of activity is identified from 1 April 2024. The Worklessness Support Service contract specified extension provisions within the contract, with the appropriate break clauses, to ensure that the Council has an effective delivery model in place in readiness to deliver.
- 4.3 The Economic Growth Team will continue to source all available external funding routes wherever possible to minimise the level of Council investment throughout the lifetime of the contract.
- 4.4 The Economic Growth Team will also continue to review the level of investment needed in terms of the scale and scope of this service using intelligence on local worklessness data and by reviewing the availability of Government led replacement interventions, delivered in the main by the Department of Work & Pensions.

5.0 LEGAL IMPLICATIONS

- 5.1 There are no legal implications arising from this update report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 There are long term risks in relation to recurrent funding and therefore the sustainability of the services referenced within this report.

7.0 RELEVANT RISKS

- 7.1 The services described within this report are currently commissioned for a specified period using grant and or other short-term funding, therefore they are not secure in the long term. Whilst UKSPF may replace the loss of EU grant funding post 2023, the current UKSPF programme only identifies funding available until the end of March 2025 and the level of investment available is not comparable to previous EU programmes.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 This project supports the Inclusive Economy theme of Wirral's Economic Strategy which was developed in full consultation with partner organisations and residents.

9.0 EQUALITY IMPLICATIONS

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.
- 9.2 The potential impact of the Worklessness Support Service Contract has been reviewed with regard to equality and links to the existing EIA conducted for Wirral's Economic Strategy, which can be found here: <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>. No material changes to the EIA are required because of this report.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 Delivery of the Worklessness Support Service will be based in a range of accessible community locations across the borough, therefore reducing the requirement for residents to travel to a central Wirral location to access the service. The procurement criteria for this contract included a social value assessment, with the recommended supplier providing some measures in relating to carbon savings from energy efficiency measures within their tender response. Involve Northwest has a full organisational sustainability plan for all employees to adhere to. No direct climate implications.

11.0 COMMUNITY WEALTH IMPLICATIONS

- 11.1 Community Wealth Building is a people-centred approach to economic growth which reorganises local economies to be fairer and stops wealth flowing out of communities, towns, and cities, and instead places control of this wealth into the hands of local people, communities, businesses and organisations. A key theme in the Council's Community Wealth Building Strategy is Fair Employment and Just Labour Markets and the Worklessness Support Service contract supports residents of Wirral back into the labour market via a community-based delivery model.

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APPENDICES

Appendix 1: Case Studies provided by Worklessness Support Service
Appendix 2: Presentation from Involve Northwest

BACKGROUND PAPERS

Wirral Economic Strategy 2021-26:

<http://democracy.wirral.gov.uk/mgConvert2PDF.aspx?ID=50083184>

Wirral Health and Wellbeing Strategy 2022-27:

https://www.wirralintelligenceservice.org/media/3681/209_healthandwellbeingstrategy_v8.pdf

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Health and Wellbeing Board	3 November 2021
Health and Employment: Report of the Director of Public Health and the Director of Regeneration and Place Officer Decision Notice: Director of Regeneration and Place, Worklessness Support Service	27 September 2022

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(n.b. names have been changed to protect identities)

Case Study 1

I received a referral concerning a lady who had been unemployed for over 3 years, despite her extensive work experience in varied roles. The client is a lone parent and a main carer for her children and was experiencing financial hardship due to a relationship breakdown, which was having an adverse effect on her confidence. She also faced further barriers to seeking employment due to long term health conditions.

The client communicated an interest in creating her own handmade jewellery and personalised gifts and expressed a desire to set up a business that would showcase her creative skills and enable her to make improvements to both her health and wellbeing, and her long-term financial stability.

During our initial discussions we identified the need for several interventions that would be key to overcoming the specific barriers that may otherwise prevent her from making a success of her business.

My client felt the main barrier facing her was lack of funds; alongside Reach Out Funding, I was able to access a further funding opportunity via the DWP Flexible Support Fund, which enabled my client to purchase the essential equipment and materials required for her business and ensure that she was registered accordingly with HMRC.

She also disclosed that, due to ongoing personal issues, she struggled significantly with the self-confidence and motivation required to set up, and successfully maintain, a small business. To overcome this barrier to success, I encouraged her to engage with an external business mentor who was able to stay in constant contact offering support and encouragement during COVID19.

I am pleased to confirm that she was able to launch her business in March 2022. I have maintained contact with her since then and she has positively reported a period of self-employment for 26 weeks.

Case Study 2

I received a self-referral from a 52-year-old male who had been recommended our services by a friend who had benefitted from support provided by Reach Out. This gentleman had experienced significant mental health problems throughout his life and had never been able to gain employment. At the time I met him, he was experiencing severe anxiety caused by financial issues arising from changes to his benefits and was distrustful of the process. He was unable to buy basic household essentials and was experiencing feelings of isolation due to being confined to his home.

When I first met with my client, I was able to gain his trust by listening to his worries about his circumstances. I assisted with practical support, such as

emergency food hampers from our Community Hub, and advice around obtaining fuel vouchers, and access to social supermarkets and food banks.

Once my client was feeling more secure around his immediate situation, we were able to open a discussion regarding his journey into work. I was able to uncover my clients many strengths, including his interest in driving and his clean driving licence, so we decided that it would be a good idea to seek employment in this area. After assisting my client to put together his CV, I was able to find several job opportunities that were of interest to him, and after a couple of unsuccessful interviews he was able to secure full time employment. In preparation for my client starting work, I was able to process the funding he required to purchase the items he needed to start his new role.

I remained in contact with my client as he began his work journey, and he has since disclosed that his circumstances and wellbeing have improved significantly.

Case Study 3

Whilst running my job club at Eastham Library, I met a lady who, due to personal circumstances, had recently moved from Liverpool to the Wirral, with her two children. During our initial conversation she made me aware that she was experiencing some difficulty in finding her place within her new community and was experiencing feelings of anxiety and isolation. Due to being the sole parent of two young children, who had recently started new schools, she was struggling to find an employment opportunity that would fit in with her family life and caring responsibilities, particularly in the hair and beauty industry, which is where she felt her skills and experience where the strongest.

We felt the first task we should take on was to improve her CV and ensure that it encapsulated her breadth of experience and skill in her desired industry. As our discussions progressed, my client discovered further strengths that she felt she could apply to a different role, which broadened her horizons and opened further opportunities in alternative industries such as education. I felt that due to my client's personable nature and positive attitude, she should perhaps explore a role as a teaching assistant as this would work well around her parenting responsibilities.

My client was very keen to explore the possibility of a role within education and quickly applied for an opportunity at her children's school. Prior to the interview I supported her with improving her interview skills and identifying the transferrable skills she had gained in previous roles, which left her feeling more confident to tackle the interview and take on the role, if successful.

Happily, my client was successful in obtaining her desired role and has since returned to my job club to thank me for the support she received from the Reach Out project.

Case Study 4

Sarah, a 51-year-old single parent, was referred to Reach Out via our Lighthouse Domestic Abuse Team. Sarah had recently relocated to Wirral, after escaping an abusive relationship and was experiencing significant challenges with self-confidence, despite being a highly educated lady with extensive work experience in education and law. Sarah is parent to a high school aged child with Special Educational Needs and has been experiencing difficulties finding a job that would accommodate the flexibility needed, to enable her to provide the level of support her daughter requires. Reach Out were able to provide Sarah with support to improve her confidence and wellbeing, and with practical support, such as CV writing, to get her ready to apply for suitable positions.

Sarah expressed that, due to her significant responsibilities as a carer to her daughter, the best option for her was to seek a remote working position, or to set up self-employment. I met with Sarah several times and was able to provide her with Advice and Guidance around creating a business plan and maximising her skills around online marketing and advertising. To assist with the practical side of self-employment, I was also able to provide advice regarding a Unique Tax Reference and online accounting.

I was able to provide ongoing support to Sarah by setting up a Teams meeting with Wirral Borough Council, which was invaluable in providing her with the support to proceed with her plans to become self-employed. Sarah disclosed that she was feeling more motivated and was confident that she would be able to move forward with her journey back into the workplace.

Unfortunately, Sarah experienced significant obstacles with being able to attend specific courses, due to her family situation. However, as her Job Coach, I was able to find an employment opportunity that would work well with her caring responsibilities and other commitments. I assisted Sarah to apply for this position and liaised with the employer around interview availability. I worked closely with Sarah on her interview preparation, and I was very pleased to hear that she was the successful candidate. Reach Out were able to assist in overcoming further barriers by providing financial assistance to enable Sarah to prepare for this role, and to attend the workplace.

Sarah has settled into this role well and is currently providing maternity cover. Being back in the workplace has boosted her confidence significantly and Sarah still plans to take advantage of the support and guidance she has received with a long-term plan to start her own business.

Case Study 5

During registration, my client disclosed that she had not been in work for over 7 years due to ongoing issues with her physical and mental health. She had recently been diagnosed with a serious heart condition and had a pacemaker fitted to save

her life. As a result, she had developed mental health issues including depression, anxiety, and low confidence. She did not feel like she was a suitable candidate for work as she could not see what she had to offer, this left her with feelings of hopelessness and isolation. Despite her persistent low mood, my client was eager to obtain meaningful employment, as she felt that this would significantly improve her mental wellbeing, and she was keen to set a positive example to her children.

Our first step was to work on improving her confidence and explore her transferrable skills and experience. It became clear during our sessions that my client was uncovering a strength and confidence she had not realised she possessed and began to grasp the fact that she did have a lot to offer prospective employers. My client felt that her greatest strengths were in caring for people and following the experience of raising her children with Special Educational Needs, and providing end of life care to her grandmother, she was passionate about pursuing employment opportunities in the care sector.

Together with our Employment Engagement Officer, the client was introduced to a local employer who was the owner of a care company. She was offered a position of Care Assistant and successfully completed all the required training.

Prior to commencing employment, it was identified that the client was facing further barriers to work due to her financial situation. The Reach Out project was able to assist in overcoming these barriers by providing the funding for her DBS Certificate and the purchase of smart clothing and hygiene products, which boosted her confidence as she started her new role.

My client has remained in touch with Reach Out and has advised that she remains in employment and feels confident and proud of herself. Her quality of life has significantly enhanced with the improvements to her financial health and mental wellbeing.

Case Study 6

The participant was referred to Reach Out initially for support in improving her CV, upon initial discussions we discovered further barriers that were preventing her from securing employment. The participant disclosed that she was struggling with mental health issues, including anxiety, and was struggling to envisage how she would move forward with her life.

Over several meetings I was able to support the participant in putting together an action plan, with a focus on what she can do and not what she couldn't do. The participant advised that a focus on constructive actions left her feeling much more positive and confident to begin her job search.

The first step we were able to tackle together was to get the participant's CV ready to send to prospective employers. She also felt that a voluntary role would help to build her confidence in looking for paid employment and ease her concerns about nervousness around being in the work environment and around a lot of people.

I was able to support the participant with applying for a voluntary role, with which she was successful. She has since confided that her confidence has improved greatly and is feeling more positive about returning to paid employment.

Case Study 7

Whilst running an awareness stand for Reach Out in the Pyramids Shopping Centre, I met a young lady who was struggling to secure employment. She expressed a strong desire to work in retail but felt that her confidence and general emotional wellbeing were presenting a significant barrier to employment and, due to being the sole carer of her young son, her work experience in this sector was limited. Recognising her barriers was the first step to overcoming the hurdles that were preventing her from achieving employment.

I referred her to Reach Out Job Coach, Brian Kee, who agreed that looking for a voluntary position would be helpful in gaining work experience and increasing her confidence in the workplace. Having established an excellent relationship with Sports Trader, a business operating from the Pyramids Shopping Centre, I was already aware that they were looking to fill some voluntary positions. The lady agreed to accompany me to speak to the manager of Sports Trader and she was thrilled when they offered her voluntary hours.

Having performed well in her volunteer role, this young lady was rewarded with the offer of a permanent position, which meant Reach Out were able to offer further support with funding to break down her remaining barriers.

I have maintained contact with this client, and since securing a permanent paid position she has grown in confidence and has made improvements to all aspects of her life.

Case Study 8

John is a 26-year-old male who was referred to Reach Out via Job Centre Plus, for support with looking for work. When first engaging with my client we discussed what practical support I could offer to assist him in returning to the workplace, such as CV writing, access to job clubs and support in searching for suitable roles. As our discussions continued John felt he was able to disclose details of the barriers he was experiencing in his personal life. John disclosed that he was struggling with access to his 1-year-old son, due to a strained relationship with his controlling former partner and I felt that John would benefit from some additional support with these issues, before tackling the task of finding employment. I gave John some information regarding our partner, Talking Together Wirral, and he felt that it would be beneficial for him to make a self-referral for further mental health support. I was also able to provide him with details of agencies to provide further support with his family situation, which was proving a significant barrier to both his mental wellbeing and his ability and motivation to find work.

I maintained regular contact with John and ensured that he was strong enough to return to his job search. The first step was to support him with updating his CV and I provided advice and guidance on how to upload this to job search websites. John was very keen to progress with his job search as he felt employment would greatly improve his mental health, and his ability to maintain contact with his son. I was able to support John with completing applications for the roles he was interested in and provided advice and guidance around interview skills, including interview skill sheets.

John was relieved when he was offered a full-time position and told me that he felt a weight had been lifted. I was also able to access funding for John to relieve the financial barriers that he continued to face prior to starting employment and prepare him for commencing his new role. Although he disclosed that he was still dealing with his ongoing mental health problems and relationship difficulties, John was able to see light at the end of the tunnel and is feeling much more confident about his future.

Case Study 9

Upon registering with the Reach Out service, my client disclosed that he was made redundant from a long-term lorry driving role and, due to financial issues, he had been unable to renew his CPC License, which was preventing him from seeking employment within this sector.

My client further disclosed that he was caring for his terminally ill daughter which was placing huge financial pressure on the family and severely affecting his mental health. Due to his lack of employment, my client was having trouble in financing the required adaptations to his home to ensure the safety and quality of living for his daughter, and he was very concerned that he was at risk of losing the family home. My client had unsuccessfully applied for several roles outside of his expertise and was becoming more and more disillusioned with his job search, which was contributing to his already poor mental health.

My client was keen to seek a driving role, as he has significant experience in this industry, and we both felt that this would present the best opportunity for him. I was able to provide Reach Out funding to support the client in financing the renewal of his CPC License, and within just 3 weeks he was able to secure a new permanent position as a lorry driver.

Since commencing his new employment, my client has informed me that his mental health has vastly improved, and he has been able to take better care of his daughter. I am pleased to report that my client was able to maintain his employment throughout the pandemic and is now in a much better position in terms of his wellbeing and financial stability.

Case Study 10

Following a sustained period of unemployment, due to after a family tragedy and relationship breakdown, my client came to Wirral Change to access the Reach Out Project after obtaining the details from the Job Centre. After struggling for a long time with feelings of depression and isolation, he felt that it was the right time to start his job search, which he hoped would improve his quality of life and relationship with his young daughter.

My client was initially unsure of what industry would be best suited to him, so we looked together at the available opportunities, and he decided that finding employment as an HGV Driver would be ideal. I was able to locate a local provider who specialised in providing the required training and licensing. I was able to provide advice and guidance around preparing a CV and collating the relevant documents required to apply for the training course.

I remain in regular contact with my client, and he is pleased with the progress he has made. He has recently completed the training course and has passed the theory test. His next step is to start the practical driving tests required to achieve his dream career. My client has communicated, that due to the support offered to him, he feels more motivated than ever and has already secured an interview for a permanent employment opportunity, when he completes his training and driving tests.

Case Study 11

My client came to us after having recently left employment and was keen to pursue a new career path having been left feeling dejected and demotivated after many years of medical administration work. Prior to commencing her employment search, we spoke about how she was feeling and what work she felt would be most fulfilling. As my client had extensive experience within the NHS, we felt that a caring role would be a great fit for her.

Having developed a good relationship with a new care company, located close to my client's residence, I was able to secure a meeting for my client, which she felt very excited and positive about. I provided practical support with updating her CV, to accurately reflect her strengths and extensive relevant experience. The client was very quickly successful in securing a part-time role, which fitted perfectly with her needs.

My client continued to experience financial difficulties while she was waiting for her first payday and Reach Out were able to provide financial support to ease the strain.

Since gaining employment, my client has been in contact to thank us for the support provided. She has communicated that she feels much happier and more in control of her situation. She has continued to make positive changes in her life and drawing upon the knowledge and experience gained through engagement with Wirral Change and Reach Out, she has taken on an additional part-time administrative role in a

local school and no longer relies on benefits for support.

Case Study 12

My client, from the Bangladeshi Community, approached the Reach Out Project, having been unemployed for 4 months, following the sudden loss of his job in the restaurant industry. Having been living on his savings, my client was experiencing significant financial pressures resulting in low mood and feelings of guilt. He had heard about our work clubs through his community ties and felt encouraged to come along, to be supported by our Job Coaches, and to connect with others in the same position as himself.

The client was advised to apply for Universal Credit so he would be financially supported while applying for work, and we were able to aid with navigating this process. We also provided support with updating his CV to reflect his goal of a change of industry and engaged him in carrying out job searches. Steadily, my client gained in confidence with his digital skills and began to feel confident enough to undertake job searches independently.

My client felt particularly moved by the issues that presented daily challenges to others in his community and was passionate about seeking a role that would give him a sense of meaning, in assisting others to break down the barriers that he himself had encountered.

After submitting several applications, he was successful in being offered an interview with a local care company. He disclosed that he was excited about this role but felt that his lack of interview skills may present a barrier to successfully securing the position he wanted. To overcome his lack of confidence in this area, we worked together on his interview techniques and prepared some answers to potential questions. My client was able to confidently approach his interview and was the successful candidate.

As soon as his offer of employment was official, we were able to further assist the gentleman with shopping vouchers which allowed him to support himself until his first pay day. He has since been in touch with us to let us know he is fulfilled in his new role and to express his thanks for the support he has received. His experience with Reach Out was so positive that he has since referred friends and family to the project.

Case Study 13

Wirral Change has established strong ties within the Asian Community and have assisted many of its members with obtaining employment. This client is a frequent visitor to Reach Out job clubs, having first heard of them via community outreach. She is on Universal Credit and has been actively seeking employment, preferably as a cleaner or caretaker. She is ambitious in her job search and eager to achieve permanent employment to enable her and her family to secure their financial stability.

My client felt that the main barrier to employment was her English language skills, as this has prevented her from being able to effectively navigate job applications and interviews. However, she demonstrates resilience and has been determined to achieve employment. To overcome her language barrier, we referred her to ESOL classes via Wirral Metropolitan College. She was initially hesitant at the prospect of attending college, however when she was advised that Wirral Metropolitan College hold regular classes at Wirral Change, she felt much more confident to attend sessions in an environment that was comforting and familiar. Since attending the classes, her English language skills have improved considerably to the extent that she will be able to communicate effectively in interviews and eventually the workplace.

Now her confidence has grown, we have been able to work together on updating her CV and registering her on job sites. She feels much more independent and in control of her job search now we have set up job alerts to her phone, allowing her to apply for desired positions right away. She has also taken on a voluntary role at a local community centre, enabling her to strengthen her ties with her community and increase her sense of confidence and self-worth.

My client is confident that she will continue to access the support offered by the team until she is able to secure paid employment and is grateful for the skills and experience, she has gained.

Case Study 14

My client first presented to the service having been laid off by her employer due to sickness and has engaged for a total of eight months. My client was aware that her sickness was presenting a barrier to her maintaining employment, however she was determined to use the time she had to improve her employability with a view to securing a new position at a time her health allowed.

During initial engagement we identified several complex barriers that were preventing her from securing and maintaining employment. We worked together to devise a positive action plan to combat her barriers one at a time.

The main issue facing this lady was her health, and after conducting an assessment, we were able to refer her to the internal Health and Wellbeing Team at Wirral Change, who offered health checks and supported her to communicate with her caregivers, including her doctor. We recognised that although she was keen to proceed with a job search, she was not yet in a good state of health, so instead we recommended other activities that would prepare her to proceed with her employment search when she felt ready. As she continued to engage with our team, it became clear that her general stress was decreasing, which was beneficial to her overall health.

We assisted her in overcoming financial barriers by supporting her in applying for benefits and seeking emergency support such as access to food banks. We were also able to offer support in consolidating her debts which gave a sense of relief and

control.

Like many of the clients we support, this lady also presented with a language barrier as English is not her first language. I referred her to our successful ESOL classes at Wirral Change, provided by Wirral Metropolitan College, and encouraged her to practice her newfound language skills. Together we prepared spreadsheets with useful sentences and questions in both English, and her first language, so she would feel more confident in communicating with prospective employers. We also practiced redirecting conversations by asking questions to ensure she understood the conversation.

As a result of the support provided by the project, my clients confidence continued to increase. I encouraged her, through regular support meetings, to ask questions around the job-seeking process and ensured that she always felt safe and understood. When she felt ready, I was able to refer her to a support group where she could build relationships with other people in a similar position, as she continued to build her confidence and solidify new friendships.

Soon, my client felt that her health was in a position that she was able to proceed with her goal of obtaining paid employment. We were able to support her to find a job that worked around her childcare arrangements and provided financial support in the form of vouchers, to safeguard her health and wellbeing. Due to the ongoing support, we have been able to provide, this lady has secured permanent employment which has been invaluable in maintaining her newfound feelings of confidence. She is so grateful for the support she has received from services she had previously been unaware of, that she has since referred friends and family to benefit from the support of the project.

Case Study 15

This client had been previously supported with a job search; however, he had unfortunately been made redundant and found himself in need of our support again. The job coach identified that he needed support with his Right to Work (EU Settlement) status as this was presenting a significant barrier to his employability.

The gentleman had only limited English speaking skills and needed support with contacting employers and applying for suitable roles. Once the client had identified his ideal job opportunity, we were able to overcome this barrier by agreeing with the employer that the job coach would provide interpreting support, over the telephone, during the interview process.

My client was successful in securing this position; however, he faced further barriers due to lack of public transport provision. To enable the client to travel to his place of work, the job coach supported the client to rent a bike from Wirral Change, which enabled the client to accept the offer of permanent employment.



ReachOut Project Ways to Work Wirral

Justine Molyneux - CEO

Lia Robinson - DCEO

Project Objectives:

1. To provide a wrap around unemployment support service to Wirral residents, supporting them to achieve their goals.
2. To offer high level Health & Wellbeing pre-employment support, with the added value of the HelpOut programme.
3. To work in partnership with local employers to support their recruitment drives for residents to gain sustainable jobs.
4. To work with key partners in breaking down the complex barriers faced by unemployed people when accessing the labour market.
5. To tackle health inequalities by providing sustainable employment opportunities.

Employment Outcomes - ReachOut

(October 21 – Sept 22)

- 1,303 Wirral residents engaged - on program looking for work
- 836 - Supported into work
- 87% - Sustainability rate
- 70 average monthly job starts

Job starts have increased by 10% since the inception of the Wellbeing Initiative, HelpOut

Wellbeing Outcomes - HelpOut

(May 2022 – Sept 22)

- 128 Wirral residents referred into the HelpOut project
 - 59 of these residents are now in employment
 - 94% of these individuals reporting a 2.0 improvement*
- *Health & Wellbeing (SWEMWBS)

Community Engagement

(Post Pandemic)

- Utilised Community Campervan ACE on average 15 times a month.
Engaging with unemployed people at events such as:
 - ✓ The Knife Angel
 - ✓ Asda Superstores
 - ✓ Wirral Council Adult Social Care recruitment event, New Ferry
 - ✓ Marine View nursing home recruitment event, New Brighton
- Worked in partnership with local employers to promote current vacancies such as Tranmere Rover Football Club, McDonalds, Autism Together, B&M, Forum Housing and NHS.



Providing a 'mobile' meeting space to offer safe and confidential advice and guidance to support the local community.

- **ReachOut are currently delivering 27 weekly community "work clubs" across Wirral.....and expanding!**

Project Impacts

Client feedback

"I would like to thank you for all your help, I was in a really dark place during the pandemic worried sick about my new business to the point I hadn't been sleeping, but you were my rock, you helped me when I felt so confused and lost. You're always happy to help and listen and it means so much I can't even explain."

Balloon Party Shop Owner, Self Employed

"I couldn't say thank you enough to the team at ReachOut as they've been extremely supportive. My job coach was kind, considerate and extremely approachable going out of their way to help me to find my job. Even after starting work they are still willing to put time aside to listen to any fears or concerns I might have, helping me and stopping me from wanting to leave my job and go back to my old ways. They are a testament to society"

Production & Manufacturing Worker

Project Impacts

Client feedback

"Huge thank you for all the time and effort you have put into helping me get back into work, not to mention the confidence you have in me, it's wonderful to know someone is there at the end of the phone even at this time of uncertainty. ReachOut you are wonderful!"

Healthcare Assistant

"I've felt fully supported by my Job Coach from ReachOut throughout this process of launching my own business. Getting started was a little overwhelming for me after taking time off for my poor health condition, I felt like the whole process was made so easy and effortless, and took so much pressure off my shoulders and made me believe in myself again.

Receiving support with start-up costs for the equipment I needed helped massively, and I'm happy to say that my business not only survived the lockdown period, but is starting to truly thrive and so am I. I couldn't have done this without you!"

Beauty Therapist, Self Employed

Project Impacts - Client Case Study

Case Study – (Profile: Over 50's, Male, Unemployed 2 years)

David was referred to ReachOut by his local library in Moreton, having been unemployed for a number of years after tragically losing both his parents to COVID-19.

David shared that he had no support and felt extremely isolated at home.

Although he was still grieving, David came to see ReachOut for support and felt he wanted to get back into employment as he was struggling financially and mentally.

ReachOut were able to support David in many ways, specifically with his confidence building. They worked on goal setting, IT skills and interviewing techniques. David also accessed wellbeing support from our HelpOut officer who focused on triggers and coping strategies for his mental health.

After several months of support, David found employment in the hospitality sector, and was also supported financially by ReachOut with a travel pass, and vouchers to purchase new work clothes and shoes.

David still remains in touch with his job coach and expressed his thanks for all the support received during a significant time of need.

David shared that without the support of ReachOut, he would not be feeling as happy and positive as he does now, he is loving his job, and said things are constantly improving for him in so many ways. David went on to say that, while he came for employment support, he gained so much more - he gained back his life.

Thank you



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**HEALTH AND WELLBEING BOARD
2nd NOVEMBER 2022**

REPORT TITLE:	WIRRAL PLACE UPDATE REPORT
REPORT OF:	PLACE DIRECTOR (WIRRAL), NHS CHESHIRE AND MERSEYSIDE

REPORT SUMMARY

The purpose of this report is to update the Health and Wellbeing Board on the development of Wirral as a “place” within the Integrated Care System (ICS) and of the working arrangements of NHS Cheshire and Merseyside in the borough.

This report affects all wards and is for information.

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to:

1. note this report and receive similar updates at future meetings.
2. Endorse that the Place Director co-ordinates the submission of the Cheshire and Merseyside Health and Care Partnership Strategy in consultation with the Director of Public Health, and that the submission be based upon the information contained in the Wirral Health and Wellbeing Strategy 2022-2027 and Outcomes Framework.
3. consider the Cheshire and Merseyside Health and Care Partnership Strategy at a future meeting.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 It is important to ensure that the Health and Wellbeing Board is engaged in the development of the Integrated Care System (ICS), the impact on Wirral as a place and the work of NHS Cheshire and Merseyside (also referred to as the Integrated Care Board (ICB)) in the borough. Regular briefings will continue to be provided to keep members of the Board informed of progress.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 The arrangements to establish ICSs and ICBs are statutory under the provisions of the Health and Social Care Act 2022, there are no other options pertaining to how ICSs will be constituted and governed.
- 2.2 The Place Director reports to many forums in the borough. This report has historically been received by the Health and Wellbeing Board as this Board provides strategic oversight of all matters pertaining to the health and wellbeing of the borough, including activities in the health and care sector. The Place Based Partnership Board will receive more detailed reports pertaining to health and care strategy and delivery.
- 2.3 The creation of a new Integrated Care Partnership Strategy was considered but was discounted given the short delivery timescales, which would not have allowed for meaningful engagement or for the production of a comprehensive document. The option to utilise existing strategic documents was therefore the most efficacious.

3.0 BACKGROUND INFORMATION

3.1 NHS Cheshire and Merseyside

- 3.1.1 Under the Health and Care Act 2022, NHS Cheshire and Merseyside is responsible for implementing the overall NHS strategy in Cheshire and Merseyside, assigning resources, securing assurance, and ensuring partners that the right activities are focused on securing the best outcomes for our communities.
- 3.1.2 NHS Cheshire and Merseyside Board meetings are meetings in public and are held monthly, the meeting venues move around Cheshire and Merseyside. Wirral will be hosting this meeting on 26th January 2023, probably in the Floral Pavilion. Details of previous Board meetings can be found at [Meeting and event archive - NHS Cheshire and Merseyside](#) and notice of forthcoming meetings can be found at [Upcoming meetings and events - NHS Cheshire and Merseyside](#).

3.2 Wirral Place Based Partnership Board

- 3.2.1 NHS Cheshire and Merseyside is working with each of the nine places in the Cheshire and Merseyside Integrated Care System (ICS) to establish robust governance and assurance mechanisms through strong partnership arrangements. The Wirral Place Based Partnership Board (WPBPB) is the forum where NHS Cheshire and Merseyside will conduct business pertaining to the Borough

transparently in the public domain and in collaboration with system partners. These arrangements will also support further delegation of decision making and resources to each borough.

3.2.2 The WPBPB was due to meet for the first time on 14th September 2022. The meeting was cancelled due to death of Her Majesty Queen Elizabeth II, to reflect the mourning period that the nation was in at that time. The WPBPB is now scheduled to meet on 13th October 2022. The papers and agenda are available at [Agenda for Wirral Place Based Partnership Board on Thursday, 13th October 2022, 10.00 a.m. | Wirral Council.](#)

3.3 Integrated Care Partnership Strategy and Five-Year Joint Plan

3.3.1 Under the Health and Care Act 2022, Integrated Care Partnerships (ICPs) operate as statutory committees consisting of health and care partners from across an ICS, including voluntary, community, faith, and social enterprise (VCFSE) organisations. The ICP for our ICS is known as the Cheshire and Merseyside Health and Care Partnership (C&M HCP). It provides a forum for NHS leaders and local authorities to come together, as equal partners, alongside key stakeholders from across Cheshire and Merseyside. A key role of the partnership is to assess the health, public health and social care needs of Cheshire and Merseyside and to produce a strategy to address them – thereby helping to improve people’s health and care outcomes and experiences.

3.3.2 On 29th July 2022 the Department of Health and Social care issued statutory guidance that requires each ICP to produce and publish an ICP Strategy by December 2022. There will also be a requirement to publish a “five-year joint forward plan” by April 2023. This means that the Cheshire and Merseyside Health and Care Partnership would need to sign off the strategy in December 2022 and the five-year joint forward plan in February 2023.

3.3.3 The guidance recognises that ICPs and ICBs are still just developing and that both the strategy and five-year joint forward plan will evolve as further intelligence becomes available. It is therefore likely that there will be further updates to this guidance and a requirement to regularly refresh and update the strategy and five-year joint forward plan so that they are “live” documents.

3.3.4 The Strategy will be built from local Place plans but will focus on areas where work can take place across the whole of Cheshire and Merseyside or across more than one borough. The guidance outlines the need for the Strategy to consider the following areas:

- Personalised care
- Addressing disparities in health and social care
- Population health and prevention
- Health protection
- Babies, children, young people and their families, and healthy ageing
- Workforce
- Research and innovation
- Health-related services
- Data and information sharing

It is also anticipated that there will be sections on climate change and sustainability, anchor institutions and social value, quality improvement, and finance, capital, and estates.

- 3.3.5 The C&M HCP have agreed that the December strategy publication should be developed from existing documents and that each Place should contribute to it with their local plans. Each Place is therefore being asked to develop short (3-4 page) summaries of their local plan using the life course approach, standard metrics (for example Marmot beacon indicators) and free text sections to describe key actions and deliverables.
- 3.3.6 The Wirral submission will be based upon the information contained in the Health and Wellbeing Strategy 2022-2027 and Outcomes Framework. These were approved by the Wirral Health and Wellbeing Board on 29th September 2022. There is also additional information, including life course diagrams, that can be accessed on the Wirral Intelligence Service website - <https://www.wirralintelligenceservice.org/state-of-the-borough/>.

The Health and Wellbeing Board is asked to confirm that they support this course of action and for the Place Director to coordinate this submission with the Director of Public Health.

It is recommended that the Wirral Health and Wellbeing Board receives a copy of the Cheshire and Merseyside Health and Care Partnership Strategy at a future meeting.

3.4 Place Maturity Framework Self-Assessment

- 3.4.1 Each of the nine Places in Cheshire and Merseyside has been asked by NHS Cheshire and Merseyside to complete and return a Place Maturity self-assessment by 17th October 2022. These returns will be shared with NHS Cheshire and Merseyside's Chief Executive ahead of visits which are scheduled from week commencing 24th October 2022. The Wirral session is being held on 24th October 2022.
- 3.4.2 The Place Maturity Framework has been provided as an Excel sheet and contains tabs providing an overview of the refreshed process, the framework itself, a suggested list of evidence and a tab for Place self-assessment. Alongside this there is an online survey link which will enable Places to gather an evidenced understanding of key stakeholder perspectives. The members of the WPBPB have been asked to complete this survey.
- 3.4.3 There are four domains against which each Place has been asked to provide a self-assessment and supporting evidence, these are:
- Ambition and Vision – (i) clarity of purpose and vision, (ii) objectives and priorities and (iii) population health management to address health inequalities.
 - Leadership and Culture – (i) Place based leadership, (ii) partnership working, (iii) culture, organisational development, values and behaviours and (iv) responding to the voice of our communities and public and patient engagement.

- Design and delivery – (i) financial framework, (ii) planning and delivery of integrated services, (iii) Enabler; Digital and (iv) Enabler: Estates and assets.
- Governance – evidence of Place Based Partnership Board and supporting groups.

3.4.4 The self-assessment return is in a simple tabular form and includes:

- Level of maturity against each domain. There are four levels of maturity – emerging, evolving, established and thriving – each with criteria to measure against.
- A summary of the key evidence which supports the rating given.
- Areas for further development which have been identified by the Place.

As well as the self-assessment return, Places will be expected to share key evidence, including any local action plans which are being used to support their future development.

3.4.5 The Place visits will provide an opportunity to discuss development priorities and explore options to support ongoing development, based upon the self-assessment return. The Place visit is also likely to include scrutiny of the system's plans for winter.

4.0 FINANCIAL IMPLICATIONS

4.1 There are no direct financial implications arising from this report.

4.2 NHS Cheshire and Merseyside is accountable for NHS expenditure and performance within the ICS and in each place. In 2022/23 the Place Director will be a budget holder, with the intention to move more delegated authority to them and place partners from 2023/24.

5.0 LEGAL IMPLICATIONS

5.1 There are no direct legal implications arising from this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 NHS Cheshire and Merseyside will continue to work with each place to develop local teams and ensure the appropriate deployment of resources to support borough-based delivery.

7.0 RELEVANT RISKS

7.1 Arrangements to assess and share risks and gains across providers will be fully established and supported by transparency around resource availability and allocation within the place.

7.2 The Council and NHS Cheshire and Merseyside will mitigate risks through working closely with partners to gain insight into all areas of risks to enable mitigating actions to be put in place.

7.3 NHS Cheshire and Merseyside is developing a risk management and assurance framework, which will include place. This will enable the WPBPB to manage risks identified in their work directly or through supporting governance arrangements.

8.0 ENGAGEMENT/CONSULTATION

8.1 NHS Cheshire and Merseyside will work with system partners to continue to develop and update their communication plan to ensure that all key stakeholders are engaged as place arrangements develop.

8.2 Neighbourhood areas are the fundamental platform for engagement working with residents and providers of each neighbourhood. Design, delivery, and improvement are shaped through co-production with communities.

8.3 The resident's voice will be embedded within neighbourhood and place arrangements driving priorities and ensuring public voice involvement in design and decision making. The Council and place partners will utilise existing networks for effective reach into communities.

8.4 The Wirral Place Based Partnership Board has voluntary, community, faith, and social enterprise (VCFSE) sector representation, which will be embedded in all elements of population planning, decision making and delivery. VCFSE sector intelligence and insight will be collated, including wider community feedback, to ensure the Wirral Place Based Partnership Board can hear from critical voices within different communities, escalate priority issues, and act on these issues.

9.0 EQUALITY IMPLICATIONS

9.1 Wirral Council and NHS Cheshire and Merseyside have a legal requirement to make sure their policies, and the way they carry out their work, do not discriminate against anyone. The Council and NHS Cheshire and Merseyside will work in partnership with local and regional partners to develop Place-based Partnership arrangements necessary to deliver improved outcomes in population health by tackling health inequality. No Equality Impact Assessment is required for this report although one was produced for the Health and Wellbeing Strategy 2022-2027:

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-january-202-6>

9.2 Impact assessments were undertaken as part of the legislative process for the Health and Care Act 2022, which led to the establishment of ICSs. These can be found at [Health and Care Act 2022: combined impact assessments - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/health-and-care-act-2022-combined-impact-assessments).

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 There are no direct environmental or climate implications as a result of this report.

10.2 Wirral Council and NHS Cheshire and Merseyside are committed to carrying out their work in an environmentally responsible manner, and these principles will guide the development of the Place-based Partnership in Wirral.

11.0 COMMUNITY WEALTH IMPLICATIONS

11.1 Community Wealth Building in Wirral focusses on partnerships and collaboration. These partnerships are led by Wirral Council with external partners and stakeholders, including residents. NHS Cheshire and Merseyside will support the Council in community wealth building by ensuring health and care organisations in the borough have a focus on reducing health inequalities and contribute to the development of a resilient and inclusive economy for Wirral.

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APPENDICES

There are no appendices to this report.

BACKGROUND PAPERS

- Health and Care Act, 2022 - <https://www.legislation.gov.uk/ukpga/2012/7/contents/enacted>
- NHS England website, integrated care section - <https://www.cheshireandmerseyside.nhs.uk/>
- NHS Cheshire and Merseyside website - [Home - NHS Cheshire and Merseyside](#)
- [Guidance on the preparation of integrated care strategies - GOV.UK \(www.gov.uk\)](#)

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Previous reports presented to Health and Wellbeing Board:	
Integrated Care System Project Update	16 th June 2021
Integrated Care System and Integrated Care Partnership Developments	20 th July 2021
Integrated Care System Developments	29 th September 2021
Integrated Care System Project Update	3 rd November 2021
Integrated Care System Update	15 th December 2021
Integrated Care System Update	9 th February 2022
Integrated Care System Update	23 rd March 2022
Integrated Care System Update	28 th July 2022

<p>Integrated Care System</p> <p>Previous reports presented to Adult Social Care and Public Health Committee:</p> <p>Strategic Developments in the NHS Proposals for Integrated Care Partnership Integrated Care System and Integrated Care Partnership Developments Integrated Care Partnerships Update Integrated Care System Integrated Care System</p> <p>Previous reports presented to Partnerships Committee</p> <p>Strategic Developments in the NHS Strategic Developments in the NHS Strategic Developments in the NHS Integrated Care System Integrated Care System Update Integrated Care System</p>	<p>29th September 2022</p> <p>2nd March 2021 7th June 2021</p> <p>29th July 2021 13th October 2021 3rd March 2022 25th July 2022</p> <p>9th November 2020 13th January 2021 29th June 2021 28th September 2021 2nd February 2022 1st March 2022</p>
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HEALTH AND WELLBEING BOARD

2nd November 2022

Report Title:	A TOWN DEAL FOR BIRKENHEAD – PROGRAMME UPDATE
Report of:	DIRECTOR OF REGENERATION AND PLACE

REPORT SUMMARY

In January 2021 Wirral Council submitted a Town Investment Plan for Birkenhead as part of a bid submission to the Department for Levelling Up, Housing and Communities' (DLUHC) Town Deal Programme. In July 2021 the plan and projects within it was approved by the Department for Levelling Up, Housing and Communities, ('DLUHC'), subject to a number of conditions being met, and the Council was invited to enter into a Town Deal for Birkenhead, up to a value of £25 million.

The grant of £25 million is being utilised to deliver the Town Investment Plan, which will support the delivery of growth and regeneration of Birkenhead. Whilst the objective of Town Deal is to contribute towards the ambitions for a thriving and inclusive economy, creating jobs and opportunities for all, there are also significant health and wellbeing outcomes as a result of the projects being delivered.

The Wirral Plan 2021 - 2026 covers the following five themes:

- Safe & Pleasant Communities;
- Brighter Futures;
- Active and Healthy Lives;
- Sustainable Environment; and
- Inclusive Economy

The Town Deal projects, and the wider regeneration programme, delivers against all of the above themes. Town centre regeneration is a long-standing priority for the Council.

The subject matter has implications for the Birkenhead and Tranmere, and Seacombe wards.

This is not a key decision.

RECOMMENDATION

The Health and Wellbeing Board is recommended to note the report.

SUPPORTING INFORMATION

1.0 REASON FOR RECOMMENDATION

- 1.1 This report has been prepared at the request of the Chair of the Health & Wellbeing Board and provides an update on the Town Deal programme, and also the Joy project, for members of the Health & Wellbeing Board.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 No other options were considered.

3.0 BACKGROUND INFORMATION

- 3.1 In November 2019, DLUHC launched its Towns Fund programme with the ambition of creating jobs and building stronger and more resilient local economies and communities. Birkenhead was nominated as one of 101 towns in the country to potentially benefit from grant funding and to develop a Town Deal.
- 3.2 In January 2020, the Birkenhead Town Deal Board was established. The Board is locally led and made up of Members of Parliament and locally elected members, Merseyside Police, the Director of Public Health, and representatives from business, education, community and voluntary sectors. The Board oversees the Town Deal programme for Birkenhead, is accountable for delivery and is advisory to the Council which is the lead authority on the Town Deal Programme. Chaired by Leigh-Anne Stradeski, Chief Executive of Eureka!, the Board developed and agreed a vision for Birkenhead, interventions required that would help the regeneration of Birkenhead, and the projects for inclusion in the Town Investment Plan (TIP). Extensive consultation was undertaken, and the Board was supported by Task and Finish focus groups in developing projects and evaluating benefit.
- 3.3 The TIP for Birkenhead set out a clear programme of evidence-based intervention, informed by existing local strategies and aligned with the objectives of the Towns Fund. It was approved by the Council's Economy, Regeneration & Development Committee on 26th January 2021 and then submitted to government. In June 2021 the government announced a Town Deal award of £25m for Birkenhead, subject to the signing of Heads of Terms and certain conditions being met, that being, the approval of Treasury Compliant businesses cases for the projects. Business cases have been completed and 9 of the 14 projects have now been approved by DLUHC. The outcome of the remaining 4 projects is expected imminently.
- 3.4 **The Projects**
At its meeting on 10th September 2021 the Town Deal Board agreed the allocation of Town Deal funding to deliver the following projects:

Project	Project Lead
Transport Visitor Attraction A new heritage attraction in Birkenhead, exhibiting National Museums Liverpool's nationally significant transport collection. A new purpose-built energy efficient and sustainable	National Museums Liverpool/Wirral Council

<p>facility within Dock Branch Park, this collection store will be open to the public who can enjoy artefacts from the region's important transport history.</p>	
<p>The Waterfront Animation & Connectivity</p> <p>A suite of transformational projects that will improve three anchor waterfront heritage assets and their surrounding landscape and the public realm, connectivity and wayfinding between the town centre and the waterfront.</p> <p>It includes:</p> <ul style="list-style-type: none"> • Public realm at Hamilton Square and Hamilton Square Station, including public art and lighting; • Landscaping at Eureka! as part of the Seacombe corridor; • Woodside Ferry Village visitor experience; and • The Priory visitor experience 	<p>Wirral Council</p> <p>Eureka! Science & Discovery</p> <p>Woodside Area CIC</p>
<p>Education Engagement Network</p> <p>A new hub and spoke network of service delivery bringing together education, advice, guidance, and specialist services across different partner venues include:</p> <ul style="list-style-type: none"> • Tomorrow's Women Wirral; • Wirral Change; • Forum Housing; • Merseyside Probation Service; • Spider Project; and • Wirral Council 	<p>Wirral Met College</p>
<p>Egerton House</p> <p>Re-purposing part of Egerton House to make it suitable for the incubation and growth of small and medium businesses in the Business, Financial and Professional Services sector, and the growing Digital sector in Birkenhead</p>	<p>Wirral Chamber of Commerce</p>
<p>Joy (Wellbeing and Opportunity Centre)</p> <p>Located at the Treasury Annexe Building Joy will provide a vibrant and accessible environment</p>	<p>Open Door Charity/Wirral Community Health & Care NHS Foundation Trust</p>

where a fully integrated network of organisations have spaces for the community to access services which will improve their health, wellbeing and life chances.	
<p>Startyard</p> <p>An affordable co-working space that provides a dynamic environment suitable for businesses in the creative and digital sector. It is collaborative hub for creatives, start-ups, craft-based workshops, artists and budding entrepreneurs. The funding will deliver phase 2.</p>	Microzine Creative
<p>Future Yard Music Skills Venue</p> <p>Delivery of second and third phase of the project creating an additional space for music sector specific projects and skills development infrastructure.</p>	Future Yard CIC
<p>Argyle Street Creative Hub</p> <p>A new 'maker space' on Argyle Street using a currently vacant building. Providing a creative and cultural hub for businesses and entrepreneurs in the cultural and creative sectors, the Hub will further help to establish the creative sector in this area of Birkenhead.</p>	Make CIC
<p>Sustainability Central</p> <p>Refurbishment and retrofit of the derelict North West Ship Repairers building to provide a physical hub for a number of leading organisations in the low-carbon sector within Birkenhead.</p> <p>It will cluster partners, community groups, industry, R&D, events, and education in a scalable prominent hub that embeds 'best practice' as part of a wider joined-up network.</p>	Peel L&P

3.5 Delivery timescale

Town Deal funds must be spent, and the projects delivered by March 2026. Where projects have been approved by DLUHC and Grant Funding Agreements have been entered into, delivery has now commenced on site. The Council will continue to enter into Grant Funding Agreements with the project lead organisations and it is anticipated that these will be completed by December 2022.

3.6 Health & Wellbeing outcomes

The Town Deal projects are varied in scope and provide a range of outputs. Whilst the objective of Town Deal is to contribute towards the ambitions for a thriving and inclusive economy, creating jobs and opportunities for all, there are significant health

and wellbeing outcomes as a result of the projects being delivered. Examples of such benefits are set out below.

3.7 New and enhanced public realm, green spaces and active travel routes

- Provide opportunity for outdoor activities and active lifestyles, increasing social interaction and exchange. For example, enhancements to the public realm at Woodside will provide an improved leisure offer for residents and maximise Wirral's unique waterfront asset. Future phases of the Waterfront programme that form part of the Birkenhead 2040 Framework include housing and commercial development which will also provide more opportunity locally.
- Provides access to improved biodiversity and provide healthy conditions for good physical and mental well-being. For example, the garden at Treasury Annexe building, currently delivered by Make CIC but which will form part of the future Joy project, will provide opportunity for small space community gardening, vegetable growing and bee keeping.
- Provides accessible environments and green spaces enabling equality for access to health and wellbeing benefits.

3.8 Skills infrastructure

- Low aspirations amongst Birkenhead's most disadvantaged communities leads to low expectation of the education, training and job opportunities available locally. The Town Deal skills projects address the issue of poor mental health, particularly in young people, where many feel the traditional education routes to employment are too academically focussed. The skills outputs will focus on wider wellbeing development, such as resilience and self-confidence, that are crucial to achieving positive life outcomes.
- Being in employment contributes to positive health and wellbeing. However, spending longer in low-quality work is associated with worse health outcomes. Skills development and the varied workspace offer provide a wider range of opportunities.
- Bespoke training in specific growth areas such as music and the arts can provide tailored career pathway to local residents. For example, Future Yard's Soundcheck and Propeller programmes provide live music industry training, and the Education Engagement Network provide support and digital upskilling outside of the more traditional educational routes.
- The benefits of lifelong learning in terms of maintaining wellness have found to be, boosting self-esteem and creating a sense of purpose.

3.9 Flexible workspaces across a range of sectors

- Co-working, collaboration and incubation spaces provide support to small businesses. For example Make CIC's new maker space will provide support for creative entrepreneurs who are perhaps currently working independently at home and wish to take the next step of business development in a supportive and collaborative 'workshop' environment.
- Flexible terms give businesses the option to trial new things. Startyard offer flexible term of tenure and easy in/out options to rent space that help small business start-ups by reducing risk.

- A varied work and training offer, particularly in areas of growth such as creative sector and low carbon sector, provides a wide range of opportunities and increase career choices.

3.10 New and improved creative and cultural facilities

Support for the cultural and creative sector is a key theme of the Town Investment Plan.

- A visit to a museum or cultural facility is considered to be an opportunity to take stock, reflect and practice mindfulness, and such facilities have been found to have significant beneficial impact on mental wellbeing. The Transport Shed will provide an opportunity for visitors to engage with the past, providing social interaction and sharing of stories, in an environment that will bring about positive emotion. Learning opportunities will also provide the chance to develop new skills.
- Creative interventions can provide positive distractions from clinical environments. The Joy project will embed culture and creativity in mental health provision. Joy will not feel like a traditional health centre, but will bring together health, arts and culture sectors.

3.11 Joy Project Update (Health & Wellbeing Hub)

Within the Town Deal programme one project in particular has a defined focus on health and wellbeing with associated outputs. This update is provided by project lead Open Door Charity. Since the last update to Health & Wellbeing Board on 23rd March 2022 a costed, innovative, accessible and community-focused design has been developed for the Joy Project through extensive engagement with hundreds of people and teams across Wirral. Town Deal funding has been secured for the project. The attached Appendix A to this report describes how the engagement was undertaken and has directly influenced the design.

3.12 As the building is currently occupied the timeline for the build has been adjusted:

- The planning application will be submitted imminently.
- Occupation of the building is anticipated to be Summer 2024. During 2023 the focus will be a year of 'It's a Joy Thing...' where piloting, testing, learning, service design, engagement and building further momentum for the project will take place.
- The Design Team will be recommissioned in late 2023 to move through the later design and build stages for the project.
- Tenders for construction will take place in late 2023 so contractors are able to start early 2024.
- Involvement with NHS partners is ongoing as the project develops. Service Level Agreements and working arrangements will be put in place and once the final offer of Joy project is agreed. Wirral Community Health & Care NHS Foundation Trust is supporting project development and is keen to maintain momentum and health teams' input through engagement in the Joy offer, service model and design.

3.13 As match funding is required to deliver the project fund-raising is taking place. Grant applications are currently lodged with:

- Wolfson (£65k) – in stage 2 of application process
- Garfield Weston (£100k) - in stage 2 of application process
- Sumerian (£200k)

3.14 Funding from the Liverpool City Region growth company has been secured for consultancy support to create a bespoke adult education college within Joy. Liift! are

commissioned to run this, as they currently do with Tranmere Rovers and a number of other rugby / sports clubs.

3.15 Further updates will be brought to the Health & Wellbeing Board as the project progresses.

4.0 FINANCIAL IMPLICATIONS

4.1 Where projects have been approved by DLUHC the first tranche of funding has already been received.

4.2 There are no financial decisions required as a result of this update report.

5.0 LEGAL IMPLICATIONS

5.1 There are no legal implications as a result of this update report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 There are no resource implications as a result of this update report.

7.0 RELEVANT RISKS

7.1 There are no relevant risks that require highlighting as a result of this update report.

8.0 ENGAGEMENT/CONSULTATION

8.1 There has been significant interest from stakeholders and the community in the Town Deal programme. To ensure that stakeholders and the local community are fully engaged in the process a robust stakeholder engagement plan has been implemented and has included activity such as:

- An online survey on the Council's 'Have Your Say' website
- Digital engagement across social media platforms
- Engagement through the Town Deal Board and thematic task and finish groups
- Press Releases and radio

8.2 Further engagement on particular aspects of the TIP has been included in the subsequent consultations for the Birkenhead 2040 Framework and also on Dock Branch Park.

8.3 Though this engagement activity the Council has established strong relationships with a number of community groups in Birkenhead. The Council is continuing to engage with stakeholders and the local community groups as projects develop, as well as identifying creative methods to ensure engagement with those that may be digitally excluded or hard to reach.

8.4 The Council continues to work closely with the Town Deal Board to ensure its involvement in steering the programme forward and decision making where appropriate.

8.5 As their projects develop, project leads continue to undertake their own consultation and engagement with key stakeholders and future users.

9.0 EQUALITY IMPLICATIONS

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.
- 9.2 The potential impact of a Town Deal for Birkenhead has been reviewed with regard to equality and links to the existing EIA conducted for Wirral's Growth Plan and no amendments have been made. Therefore, the original EIA is still valid. A separate EIA for each of the project has also been undertaken.

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2014-0>

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 DLUHC in its guidance on Towns Fund sets out that proposals must be guided by sustainability – economic, environmental, and social. The Government has committed to a legally binding target to achieve net zero greenhouse gas emissions by 2050; clean growth represents a huge opportunity for the UK economy and is a core principle of the Towns Fund. The current situation creates an opportunity to speed up the process of restructuring our industry, commerce and communities towards a greener future.
- 10.2 As the projects will further support the Government's ambitions for clean growth. Proposals will include, as appropriate, energy efficient buildings within new developments; infrastructure improvements to reduce car dominance and create a safer environment for road users and pedestrians, and environmental and climate considerations within the Council's Social Value strategy to be used within the procurement of future contractors. Proposals are expected to reduce emissions of Greenhouse Gases.
- 10.3 The Council's existing commitment ensures that redevelopment opportunities in and around Wirral Waters and Birkenhead take account of the climate crisis and is identified as part of work on the Cool (2014-19) strategy. This is reflected in the Cool 2 strategy endorsed by Council which seeks to make the area 'Sustainability Central' - an exemplar of the transition to a 'zero carbon' 'climate ready' place. Securing Town Deal funding provides the opportunity to make progress against this ambition.

11.0 COMMUNITY WEALTH IMPLICATIONS

- 11.1 Community Wealth Building reorganises local economies to be fairer and stops wealth flowing out of communities. Striving for a prosperous and inclusive economy where local people can get good jobs and achieve their aspirations, the Council's aims to create an economy that benefits all of our residents and one which keeps money within Wirral. The Council's Community Wealth Building Strategy is a key part of how this is achieved and makes a major contribution to improving the economic, social and health outcomes of the borough.
- 11.2 The projects within the Town Deal programme for Birkenhead will revitalise the town ensuring that more wealth is invested and stays within our Borough. Several of the projects are being developed by local community interest companies which will help build a more resilient local community and support community organisations. Future

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Joy.

wherejoylives.co.uk

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July 2022

Shaping Change with Joy
a project led by Open Door Charity and supported
by Wirral NHS organisations, Wirral Council and
Town Deal

What is Joy?

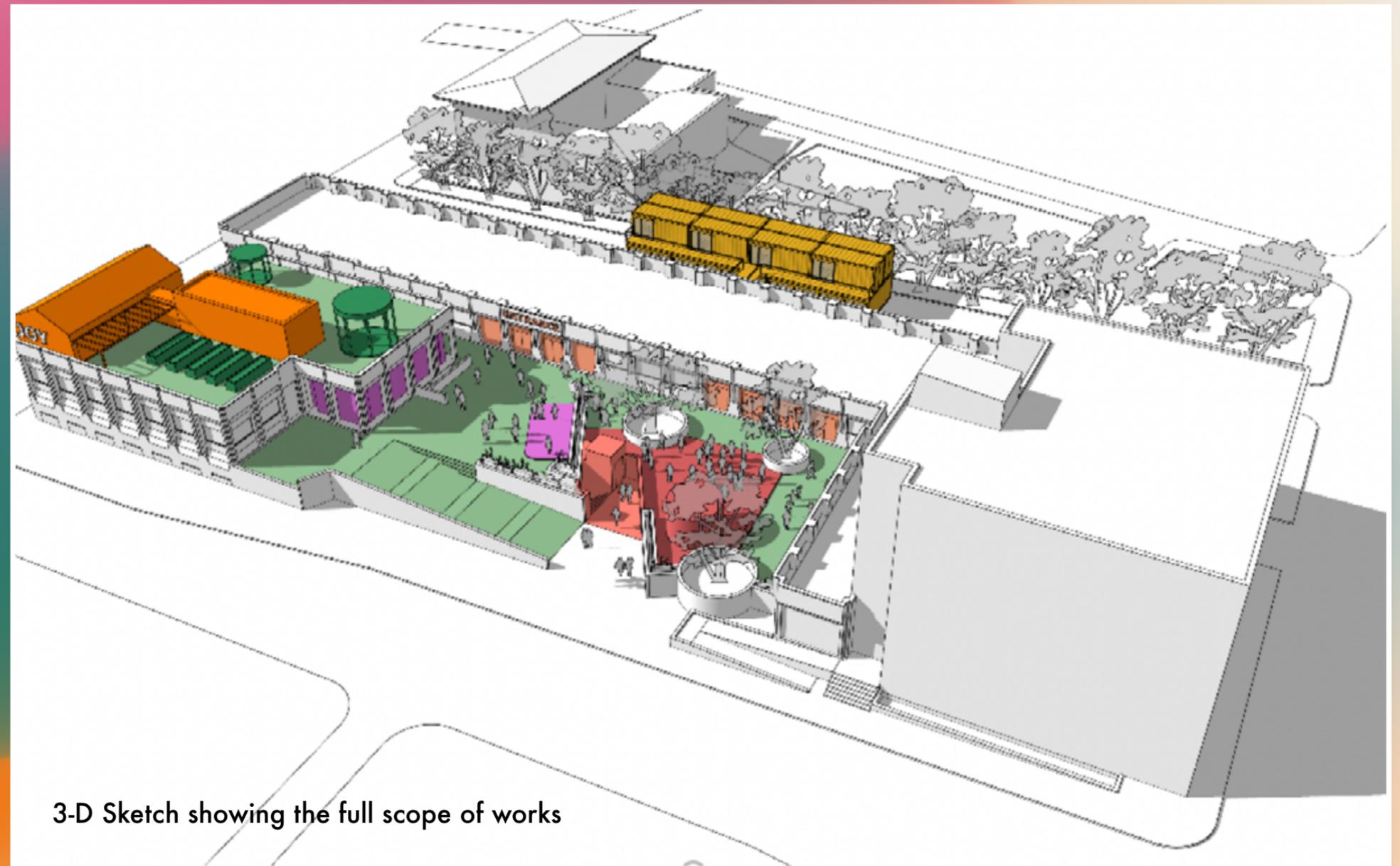
Joy is a place that will bring together health, arts and culture to the people of Wirral, in a vibrant shared space where everyone is welcome.

Joy will transform the Treasury Annexe building in Birkenhead into a thriving hub for arts, culture, health and wellbeing, empowering Wirral residents to shape change, raise aspirations and improving life and health outcomes.

Joy will place mental health and clinical support services into a completely different environment; Joy won't look, feel or act like a traditional health centre. Instead, it will be a dynamic, creative community space that is inclusive, playful and lively.

People will have many different reasons for going to Joy, but everyone will experience the same health & wellbeing benefits; connectedness, community, togetherness, pride and hopefully, a little bit of Joy.

“A place where Joy lives and Joy is achieved”



3-D Sketch showing the full scope of works

- The entrance to Joy will be visually appealing- a welcoming green space with a view into Joy's art gallery, outdoor play activities for children, an outdoor performance space.
- Joy's ground floor will be a place for people to meet, socialise, play and connect with services and support.
- Joy's basement will be a place for people to learn, move, celebrate, connect with each other and feel well.



Artists impression of what Joy will look like when it has opened (2025)

“If you’re not there yet, we can work on finding what joy means to you, together”

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Joy is being delivered by a brand-new partnership between Wirral’s Open Door Charity, Wirral NHS partners and Wirral Council. Our partnership builds upon a number of years of collaboration and a shared ambition to develop this further. We are excited to develop something truly great for people who live and work in Wirral.

Our organisations care deeply about improving life chances for people and share a vision for a new, community-based way of delivering health and mental health support to the public. A collection of local partners will bring the dream to life, with local authority teams, local NHS organisations and third sector organisations coming together to deliver a range of experiences and opportunities that support families and individuals in Wirral to thrive.



Treasury Annex now (2022)

What will Joy achieve?

Our aims for Joy have been co-created by Wirral children, families and huge range of partners who are helping bring the vision to life. Joy will:

- **Shape change, raise aspirations, improve life and health outcomes**, both through direct service delivery and by influencing the approach of others
- **Place clinical and wider support services in a safe, attractive, inclusive setting** that can reach people who have disengaged from services
- **Support more vulnerable members of the community** who are too often left behind
- **Attract new visitors to the area to engage with art & culture** in a way they couldn't previously
- **Increase partnership working and knowledge/skills sharing** across a diverse network of public and third sector partners
- **Inject life, positivity and colour into the area** whilst employing large numbers of long-term staff and volunteers, helping to address underlying legacies of poverty, whilst driving economic achievement
- **Create a place where joy is experienced, and joy is achieved**, and if you're not there yet, we'll help you to get there

Why do we need Joy, and why do we need it now?

Birkenhead is a large town in Wirral, Merseyside in North West England. Wirral is a peninsula and the town of Birkenhead sits directly opposite the city of Liverpool, separated by the River Mersey.

A historic port and shipyard town, Birkenhead was once a prosperous hub for trade and commerce, critical to global markets and industry. This prosperity funded the growth of the town, including the development of our major civic buildings, theatres and music halls; we celebrated having the world's first public park and Europe's first tramway.

Today, Birkenhead is home to 100,000 people, a third of Wirral's population, and it is still closely tied to the Liverpool economy on the other side of the Mersey. However, since the 1980's, Birkenhead's traditional industries have shrunk and, like many former industrial economies across in the UK, it lives with the legacy of this transition; income, employment, education and health deprivation indices being some of the highest in the country.

- **17%** of Wirral's population aged 16 and over are estimated to have a mental health condition, a figure likely to be under-estimated due to underreporting by vulnerable groups.¹ This is more than double the national rate of 9.8%²
- **39%** of Birkenhead participants mentioned some form of emotional support need that was currently going unmet. Of those who discussed mental health concerns, waiting times for counselling and psychotherapy services were commonly mentioned³
- **19.2%** of children and young people in Wirral live in poverty (December 2018)⁴
- **4.4%** of Wirral pupils have social, emotional and mental health needs compared to the national average of **2.7%**⁵
- The impact of COVID-19 has replicated existing health inequalities, in some cases, has made these differences worse; the heaviest impacts have fallen on the lives of people already experiencing health, economic and social inequalities⁶



Nationally, Local Authorities and NHS organisations recognise that the healthiest communities are those that work together and collaborate to meet the needs of their populations. Placing assets at the heart of communities is an approach being trialled elsewhere in the UK. Evidence is growing that through this approach, communities who have traditionally disengaged with services are being reached and individual health outcomes significantly improve.

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Joy is one of these projects: a future focused, ambitious programme that will address the legacy of deprivation and rewrite the story for people in Wirral, making Birkenhead an exciting and healthy place to live, work and spend free time.

The building identified for Joy is in a great location. It sits at the centre of Birkenhead town next to Wirral Met, a Further and Higher Education College, with the historic, green Hamilton Square Gardens just metres away at the top of the street. These gardens sit in the centre of a Georgian square, which has the most Grade 1 listed buildings outside London (after Trafalgar Square).

It has got good car, bus and rail transport links to the whole of Merseyside.

Hamilton Square Station is only 5 minutes walk away, putting it in a good position to benefit from visitors from Liverpool too, with the short train journey from the city only taking 9 minutes and with connections running every 5 minutes.

Who will come to Joy and what impact will it have?

By placing mental health support and clinical support services into a completely different environment than people have experienced before, we will reach people who have traditionally disengaged from services and reduce the stigma and shame associated with getting health and wellbeing support.

There is promising evidence that arts activities can support child social development, including improving pro-social skills, social competence and socio-emotional development. There is also strong evidence that arts engagement can enhance aspects of social togetherness, including reducing individual loneliness and isolation, promoting social acceptance, reducing aggression and discrimination, and improving social consciousness.⁷

Open Door Charity are well placed to drive this forwards, with over 10 years' experience of delivering mental health support, with no waiting lists, within a playful community setting. People who engage with Open Door for support with their mental health also become a member. Members get early-bird access to a diverse range of cultural offerings such as arts exhibitions, drawing clubs, comedy, gigs and more. The goal is that when they leave, people feel like the experience has been the best part of their week and rather than being on the receiving end of a one-dimensional transaction, they have contributed and participated in a shared experience.

"I've found my experience at Open Door to be more beneficial to me than any other therapy I've ever tried. It's such a warm and welcoming place to come and is definitely not as cold and clinical as I have found traditional therapy to be. When I first came here I never thought I'd be feeling as happy as I am now, I am confident that I can manage all of the setbacks I'll face in the future and feel really well equipped to move forward.

It's such a welcoming and fun environment, all of the staff and mentors have been so welcoming and kind. It's genuinely been a pleasure to come here every week".

- Member

By leaning on Open Door's experience of creating a playful environment and blending health and wellbeing support with arts and culture, Joy will be a place for everyone to visit and where everyone feels welcome.

Who will come to Joy and why?

People will have many different “first” experiences of Joy. Some will come with their families, some on their own and others with friends. Everyone will be welcomed and greeted by a volunteer who will show them to where they need to go. If they have an appointment with an organisation, or are arriving for a medical appointment, they will be shown where it will be and given a buzzer. Without having waiting areas, people can blend into their environment, without any stigma of why they are here.

Due to the diversity of the reasons people will come to Joy, the best way to describe who will come and why is through a few case studies, described below.

Who	What will they come to Joy for?	What will they do here?	What they get from the experience?	What impact this will have on their life and wellbeing?	What is needed to make this happen from a service perspective?	What is needed to make this happen from an experience perspective?	How is each stage funded?
<p>Jessica, Age 26 Has three children aged 2, 4, 7: 4 year old has developmental delay and needs extra support.</p> <p>Jessica hasn't worked since before she had the babies, often feels stressed & anxious, cut off from her friends and low income as living off the one salary in the house (her is partner a car valet). Spends free time in the park or the beach with the kids.</p>	To socialise, meet like-minded people, change of scenery, break the day up, it's affordable- doesn't have to pay entrance fees or expensive café bills	Kids have fun in free spaces, finds out about the Bazaar programme with Open Door Charity which helps with stress and anxiety, meets other parents in same circumstances through socials with Positivitiere, family art, Wirral Unplugged events, Pramnesia gig, adult stuff away from 100% with kids	Fun, joy, new friends, calm, reduced anxiety and loneliness, great communication. Meets other parents and has shared experiences with them. Fun, shared experiences with kids	Better home life, increased understanding of one another, memories created, aspiration to work	Great tenants who communicate with one another, flexibility in timings of the offer, financial support for charged events. Open Door Charity service- free and no waiting list.	Friendly, approachable staff and volunteers. Organisations whose values fit, not passing Jessica on- guiding her through the different local partners who might have something to help her and her children	Independently by Open Door Charity, Convenience Gallery, Wirral Unplugged, Joy core funding for wrap around opportunities and food etc
<p>Chloe, 19 year old care leaver. Lives alone in small flat in the North End of Birkenhead. Studying at Wirral Met College but got low attendance as struggles with sleep & low mood. Wants to train to be Social Worker. Artistic but lost confidence when in final years of school. Spends free time at home, money is tight.</p>	To make friends, be in amazing spaces, , be supported in unique, progressive ways, do art, be around art, meet arty people, forge a career and move their life forwards	Starts as a peer mentor for Open Door Charity, moves onto a 2 year qualification in social care / Mental Health related study, continues volunteering with Open Door Charity to bolster experience, takes part in Bazaar programme to reduce low mood and anxiety, Convenience Gallery group art, gigs, socials and events within venues. Gets a part time job in café.	Career progression, new friends, positive memories and experiences, a full life with no tags or limitations, reduced symptom worsening and suicidal ideation (prevalence high within care leavers). Small income.	The start of their best life, transformational life crossroads, best time of her week, friends for life, university study in other city, dream job, feel good factor of supporting others like her	Long term funding as long-term opportunities, ability to reach out and find marginalised people, ability to give time and people to Chloe to build trust. Open Door Charity service- free and no waiting list. High footfall and a thriving café that creates job opportunities.	An amazing space full of amazing people, well organised and clear opportunities and progression routes identified, people around her helping her navigate the experience who 'get' care. Entry level jobs.	College Income, Open Door Charity, Convenience Gallery, event income.
<p>Mark, lives in Prenton. He's 20. Got a place at Liverpool Uni but deferred for 2 years and then didn't take the place - worried about whether it's for him. Working in call centre Mon - Fri and hates it but earns decent money. He's diabetic and had few scary incidents recently when drank too much so has stopped drinking but now feels very isolated from his peers. Spends free time in his parents' house.</p>	Initially came to an informal Diabetes Smart meeting run by the Community Diabetes Team. Found out there are things here to excite and enjoy worthwhile experiences, low lever mental health support, direction, career inspiration, meet new like-minded people	Learn about living well with diabetes, met people going through the same, Colours programme with Open Door Charity which helps to build resilience. Convenience Gallery activities, Ted x events, dry club nights, sunrise yoga, gigs, Love shy speed dating, mentor with Open Door Charity	Knowledge and tips on living well with diabetes, life and career is given new purpose, experiences bolstered, new connections, out of the rut he felt he was in, stimulated new skills development, direct links into relevant employers	Makes healthier choices, manages diabetes better, , improved lifestyle- live well for longer, sees call centre as a means to an end but now is clear that a career in mental health is for him, regular experiences which are not driven by drinking, new links to others in the same situation	NHS teams delivering groups from the space. A clear vision that encompasses the varying needs of people such as dry events, and Open Door Charity service offer that speaks to its many parts and works as a holistic whole, affordable experiences, nurturing of friendships and like-minded connections	Needs to be encouraged to re-attend, feel valued when he is here, feel like any opportunity is everybody's opportunity. Approachable and knowledgeable volunteers to meet and greet and link into other offers available here. Programming and aesthetic that feel like it hits his world, best time of the week	Wirral NHS & local authority funded service, Open Door Charity fundraising, venue income
<p>Lucy, new mum to be, aged 20. Lives in Tranmere. Super anxious about whether everything will be ok with the baby- regularly going to midwife for extra appointments although everything is fine (had a miscarriage last time). Her family live down south, so it's just her and her partner here. Spends free time in Liverpool and crafting at home.</p>	Midwife appointments, pre-natal classes, craft fair	Attend pre-natal classes with partner and meets other local families, finds out about a craft fair happening here. Finds out about Open Door's mental health offer and does the Bazaar programme which helps with stress and anxiety during her pregnancy. Plans on coming to infant feeding groups when baby is born.	Knowledge and confidence they are prepared well for when baby arrives, meet other young parents who become life-long friends through shared experiences. Feels connected to their own community.	Reduced stress and anxiety gives unborn baby a better start in life, reduced risk of negative pregnancy outcomes (eg pre-term labour, low baby weight). Strengthened relationship between Lucy and her partner, best start to baby's life, best start to parenthood, family connected to their community so have support around them, reduced risk of isolation and loneliness after baby's birth for Lucy as a new mum.	Midwives able to deliver low level community-based support outside of a fully clinical setting. Open Door Charity service, free, no waiting lists.	Calming, relaxing environment. Approachable and knowledgeable volunteers to meet and greet and link into other offers available here. Friendly Open Door people, community based nursing teams	Wirral NHS & local authority funded services (0-19 & midwifery), Open Door Charity funded service

Here's a diagram showing the primary reasons people will engage with Joy and the multiple, shared benefits they will gain. Though they will each have a different "first" experience of Joy, underpinning their experiences will be the same health & wellbeing benefits; connectedness, community, togetherness, pride and hopefully, a little bit of Joy.

Primary reasons for engaging with Joy with an NHS services theme

- Attend a Midwife Appointment
- Attend an Autism/ADHD clinical Assessment
- Attend an Infant Feeding Group
- Attend a Learning Disability Health Check
- Attend an Immunisation Clinic
- Attend a Social Prescribing Appointment or Activity

Primary reasons for engaging with Joy with a work & learning theme

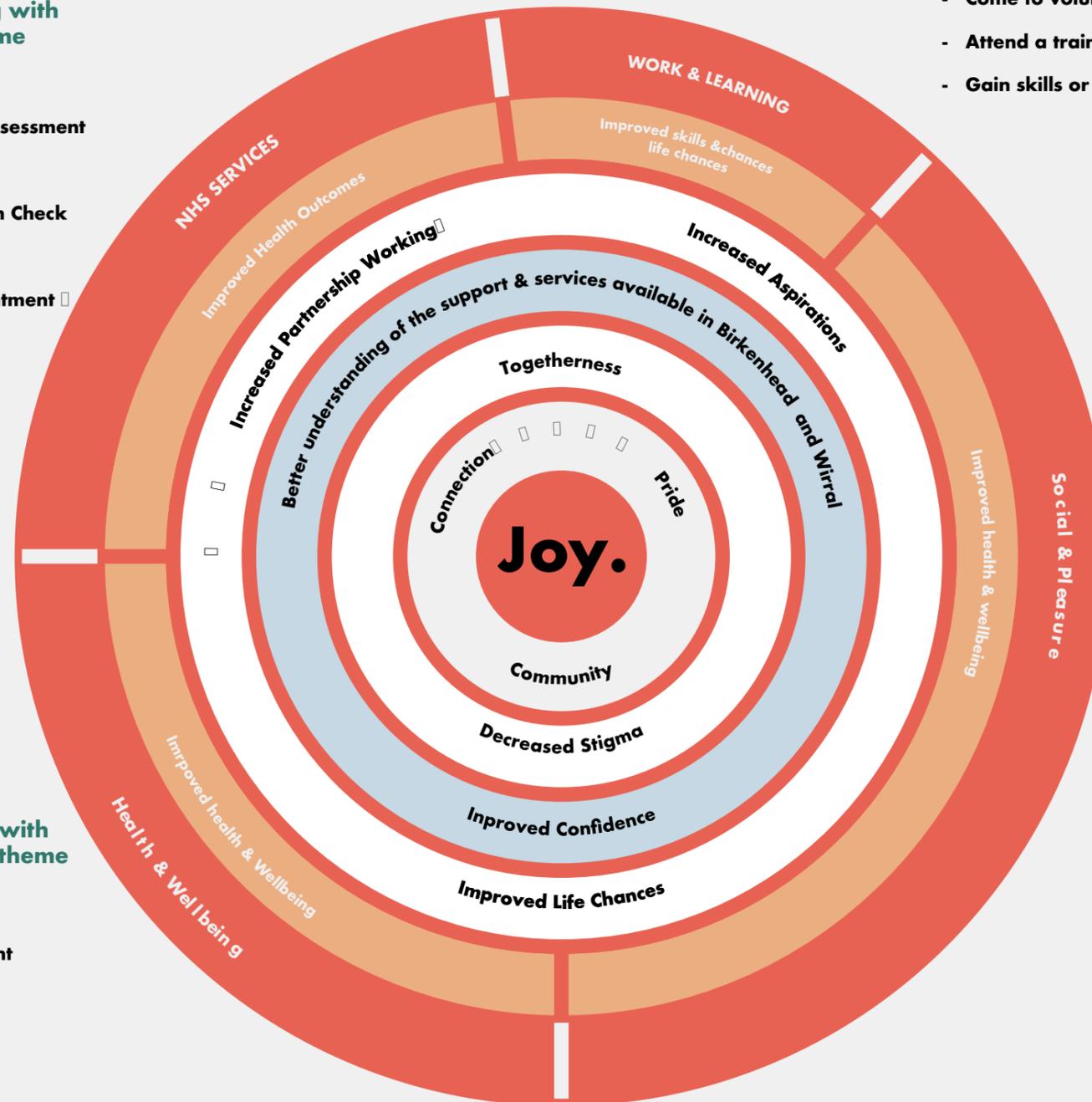
- Come to work here
- Come to volunteer here
- Attend a training course
- Gain skills or skill share

Primary reasons for engaging with Joy with a social & pleasure theme

- Attend A Gig
- Have a coffee
- Visit The Barber Shop
- Visit the Repair Shop
- For After-Work Drinks
- Pop in for a drink after college
- Meet friends for lunch

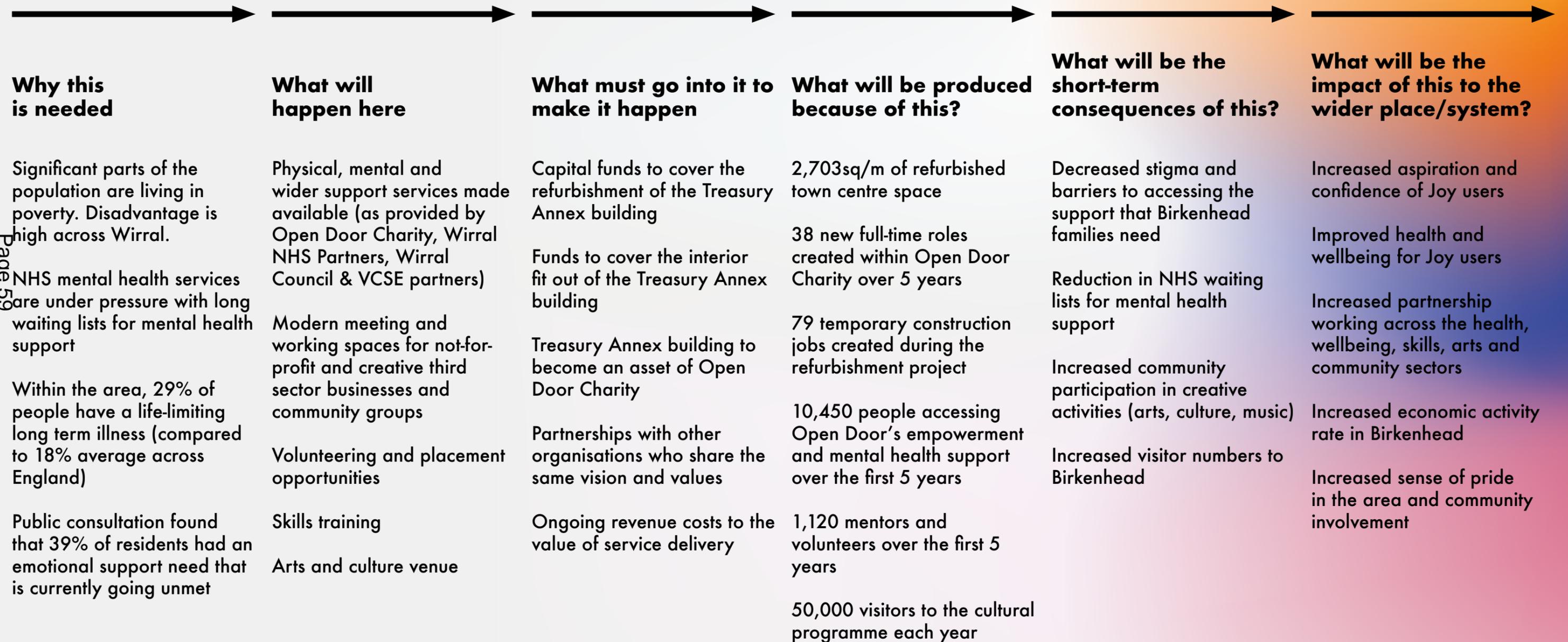
Primary reasons for engaging with Joy with a health & wellbeing theme

- Attend A Counselling appointment
- Attend a Mental Health Appointment
- Come to get Benefits Advice
- Attend a Yoga Class
- Take part in Community Art



Theory of Change

A theory of change describes the ingredients that are needed to create the right conditions that form a pathway, leading to the desired change. Here are the ingredients that will ensure Joy has the impact we desire



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How do we know people will come?

To ensure Joy is a place that people understand, trust and want to visit, its model and concept has been designed based on reflections, needs and aspirations from the community. We spent three months listening to people who live and work in Wirral, collecting their perspectives, needs and wishes, through an iterative process that ultimately shaped what the Joy building will look and feel like, what will happen inside it and who it is for.

We combined this with the findings of two significant, local pieces of research that have been carried out in Birkenhead and Wirral; the Cradle to Career report (2020) that explores the main barriers to local children, young people and families in achieving positive life outcomes in Birkenhead and the Why Community Matters report (2021). A key finding is that residents want a non-medical, community-based, universally accessible wellbeing support that includes localised support groups, advice and help to identify and manage their own mental health and that of their children, peer-mentoring and drop-in consultancy with professionals⁸. There is little cohesion in the current services in the local area, meaning that many families and even professionals are unaware of what is available or how to access support⁹. Joy has been designed to directly respond to these conditions.



⁸ Capacity, Why Community Matters, 2021
⁹ North Birkenhead Cradle to Career (2020)

The development of Joy was split into three phases:

Joy Discover

Listening to service providers, families, community groups and strategic partners to identify local health & wellbeing needs and co-designing what Joy should be and how it should operate. Comparing and contrasting this with local and national research to understand what will make the biggest impact. We spoke to over 350 people who live and work in Wirral.

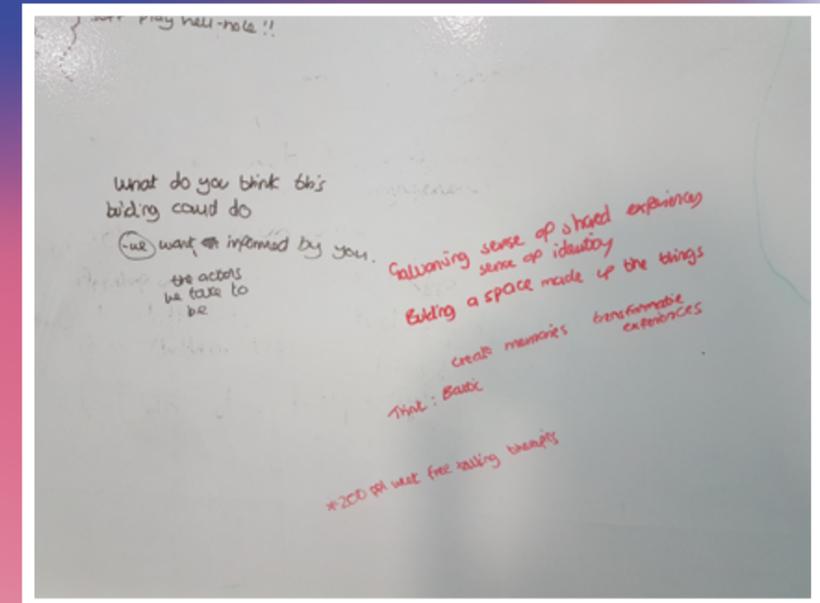
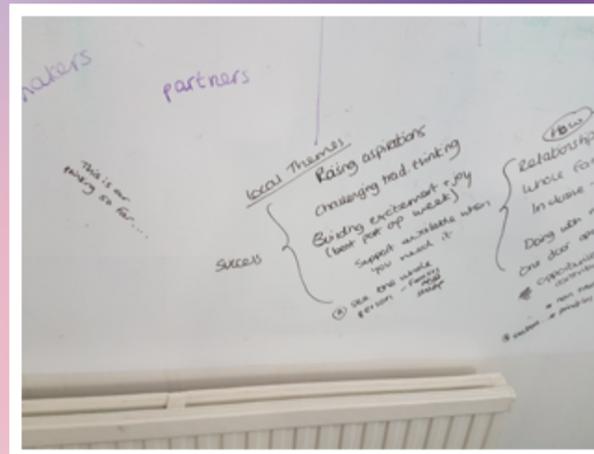
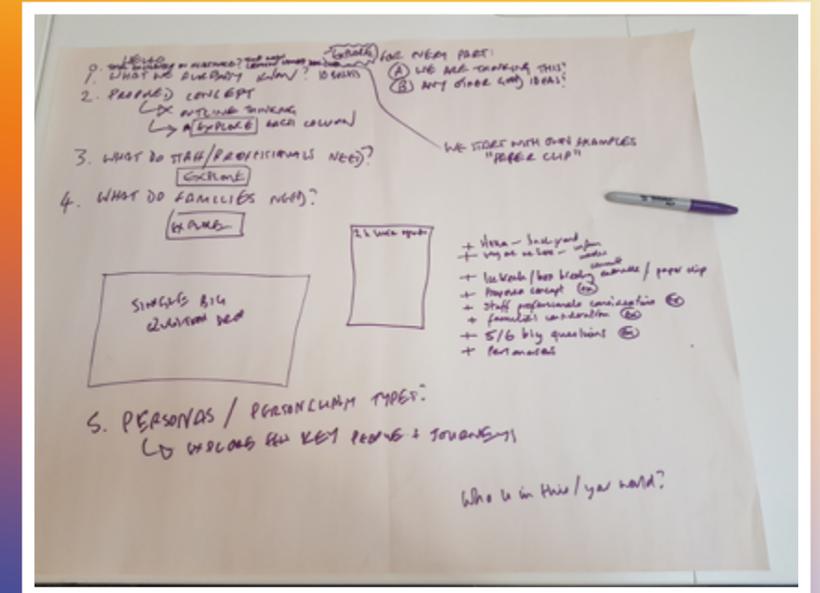
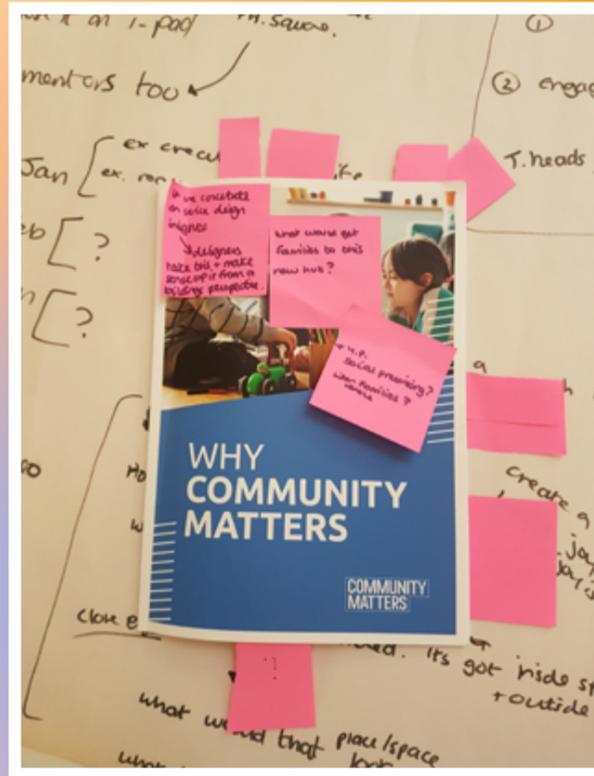
Joy Design

Using the outcomes from Joy Discover and turning them into a viable operational model. Designing partnership arrangements and principles that bring organisations with the same shared vision to Joy, that recognise our diverse offers whilst facilitating a "one-team" experience. Working with a team of architects to design a space that can house all of the facilities that are needed, in an environment that makes people feel welcome and that looks, feels, smells entirely different to a health-centre.

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Joy Build

This is the capital works required to bring the project to life- the refurbishment of the Treasury Annex building in Birkenhead, Wirral, to become a vibrant, creative community asset and a place that people want to visit





“What a refreshing conversation to have”

– Suzanne Edwards, Director of Operations at Cheshire & Wirral Partnership NHS Foundation Trust

Joy's Personality!

How the building should look, feel etc/ The atmosphere of the building

We asked people to describe what they thought Joy's personality should be. This is what we heard

A place where good things happen (because of the people & environment that has been created and sustained)

The architecture should support your wellbeing from the moment you step in

A place where Joy happens and Joy is achieved

The building should generate smiles for everyone who enters! Light-hearted

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Arts and culture focussed everything (services/ the offer- to wrap around this central theme)

Living, breathing, interactive art you can get involved with, not just stuff on walls and in glass boxes

One village- a community- it takes a village to raise a child

Homely, comfortable (non-clinical unless it has to be)

If you design for disabilities, everyone benefits

Inclusion and accessibility at the forefront of design

Actively avoid "us and them" - break the barriers between providers and people using services

Joined up Wirral

One door opens many

Walk-in and structured visits with an appointment must both work equally well

Designed to limit queues from happening

Welcoming (not overwhelming)

The outside of the building should hint at what's inside it- good visibility before going in

How to reduce anxieties about getting there/ about going in there?

Sensory considerations (sound/ smell/ temperature control)

Reinforced ceilings for swinging seats (good for sensory needs)

Useable (and inclusive) sculpture to play on

Consider how young people move around the space

Things at children's eye level

Babies see black and white

Things to keep children occupied whilst parents can't give them their full attention (eg during an appointment/ difficult conversation)

Sensory equipment built in, not just in a room, out of sight e.g. bubblewalls

Must feel "safe" (and the journey there too)

Clean

Well lit

Parking close by

Safe, easy route from busses and train

Nice staff

Met by "people like me"

Coloured lines on pavement marking the route to/from train station

Joy's Organs!

What goes on inside Joy to keep it alive / How it all works together

We asked people to imagine that Joy was a person with a body, with organs inside it that kept it alive. We asked people to describe what would those organs would be. This is what we heard

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Connections and signposting

Promote what happens in the rest of the building (e.g. did you know that whilst you are here you can see our smoking cessation nurse. Just pop into room X or text X and someone will come and find you)

Things for the police to signpost to

Partners working together, informed of what other organisations and groups in the building do

A shared timetable (clever programming) with all the things available- what/ who is providing them and when/where

Brilliant team of volunteers

Great volunteers, informed, who go on a rolling journey with a person as they come in. Need a volunteer lounge

Recruit volunteers with lived experience

Training and regular reviews- not just left to get on with it

Ownership of their roles

People with good observation skills- discreet trauma informed ethos

Meeting and greeting feels natural- don't feel jumped on when you arrive

Immediate help and support

Promote the space to Primary Care Networks for social prescribers and health and wellbeing coaches to meet people (they need space, GP practices are limited)

Open Door mental health services

Midwives

Space to get sexual health advice

Debt management/housing support

Consider weekend and evening openings

Multi-sector working

A place you can trust, where you know you can get help for the things that bother you eg housing worries, help for your mental health and wellbeing, early-help, money worries, health worries, a safe place to hang-out with your friends and family

Free activities that everyone can get involved in (especially given rising fuel costs)

Holiday club facility with heated space and hot meals

Homework club? Wirral college to use the space? Warm, get a snack (with rising fuel costs) Community cooking spaces?

Reading age in Wirral is low- how to address this

Pay it forwards/ pay in kindness/ own currency like the Bristol Pound/ Dock Belfast café-honesty box café

Everyone welcome

Stay and play, cookery

members find accessible? Whole family dynamic in perinatal timeframe

Things that get dads to the centre (as well as mums)

Old and young people mixing- benefits

Flexibility of availability e.g. fathers and partners/ working hours- what will other family

Design for disabilities-everyone benefits

Joy's Bones!

The facilities it must have to make it work as it should

We asked people to imagine that if Joy had a body, with bones inside it that gave it it's structure and kept it strong, what would these be. This is what we heard

Everyone working together	Multi-purpose space Flexible space	of equal hierarchy. No one to feel like they are entering or exiting from a back door designed for one provider
A place you know you'll get connected to the thing you/ your family need	Future proofed- not just different entrances to meet people's differing needs, but all should be	
Here forever- sustainable		
Behind the scenes	Internal phones to reach different parts of the building	Desk space for laptops- comfortable working (right height)
Joined up approach	Space to make private phone calls- soundproofed	Bookable and drop-in workspaces
A place to improve staff wellbeing too	Places to charge laptops- tech ready Wi-Fi/tech embedded	Built in storage spaces for equipment Staff/volunteer places to eat/ cook/sit to eat
	Place to print (public and staff- separate?)	A booking system for rooms that can be accessed from anywhere 24/7
	Coat hanging/ lockers for bags and personal storage when meeting the public	Communal fridges for back-office staff- plenty of them!
Clinical facilities	Must meet CQC and IPC standards E.g. wipe clean/ sink/ no carpets	Lockable storage for clinical equipment and non-clinical (if being used by multiple providers- must have own lockable storage)

Everyone feels welcome	Smaller rooms for the public to use where you can control your own vibe (temperature/ colour/ sound)	Baby changing- men can access too No hand dryers (sensory nightmare!)
All protected characteristics	Quiet space/prayer room Openly visual references to the diversity of our communities in the design	Nice toiletries, well stocked loos Noise cancelling headphones available at the entrance
	Changing Places toilet facilities (shower/hoists)	Pram/ wheelchair access. Pram parks at points through the building
	Individual toilets (fit prams/ wheelchairs) Non-gender specific toilets With individual sinks in the toilet cubicle	Consideration to the signage- clear, symbols, colours, plain English (eg meet you at the purple zone)
A food / drink offer	A place to meet & mix A place to pay for food/drink AND a place you can go on a budget (e.g., hot tap/ microwave)	Wheelchair friendly seating (where you don't have to move seats around/away, you can just wheel in)
	A space you can feel comfortable on your own and with a group	Facilities/ space to feed babies Space to express- not in a toilet
Play	Tech enabled space/activities for children/young people/ teens and parents for fun Play areas: some which require parental supervision and some which are supervised (creche type) To enable single parents And parents of large families eg multiple under 5's, to access healthcare appointments knowing there's somewhere for	their children to be safe. Gap in Wirral-creches cant always meet the needs of children with additional needs Outside space- places to see food growing Places to get hands dirty (health- good microbes)

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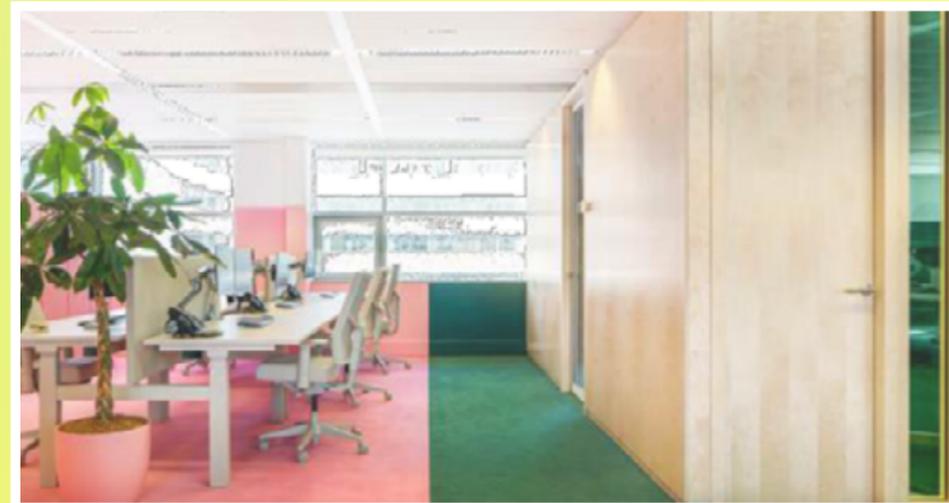
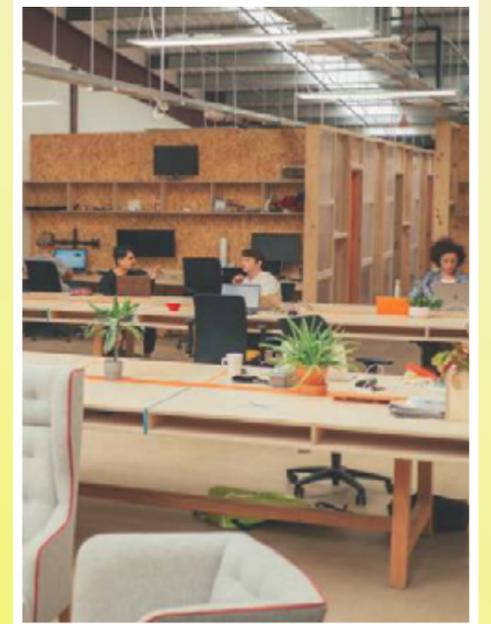
What will Joy look and feel like?

“If Joy looks, feels or smells like a typical Health Centre, then we have failed”

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**– Lee Pennington,
Founder of Open Door Charity**

Based on what we heard from the people we listened to during Joy-Discover, a team of architects developed mood boards to inspire the design of Joy. These were reflected back to the public during workshops to get their feedback on the colour, design and feelings that these pictures invoked. These images give a feel for the place that we'll create.



Shaping Change with Joy

Joy.

The Ground Floor

The entrance to Joy will be visually appealing- a welcoming green space with a view into Joy's art gallery, outdoor play activities for children, an outdoor performance space.

Joy's ground floor will be a place for families to meet, socialise, play and connect with services and support.

The building lends itself to having many entrances which will allow people's different needs to be met. Some will want a bright, buzzy welcome, others will want a quieter entry, with time to take in their surroundings. No one will feel like they are using the back-door; each entry and exit will be of equal status.

Ground Floor Facilities

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Café



Communal seating area



Office and meeting rooms



A hairdressers/ barbers



Gallery-exhibition space



Outdoor performance space and seating area



Clinical rooms for NHS services (eg midwife appointments)



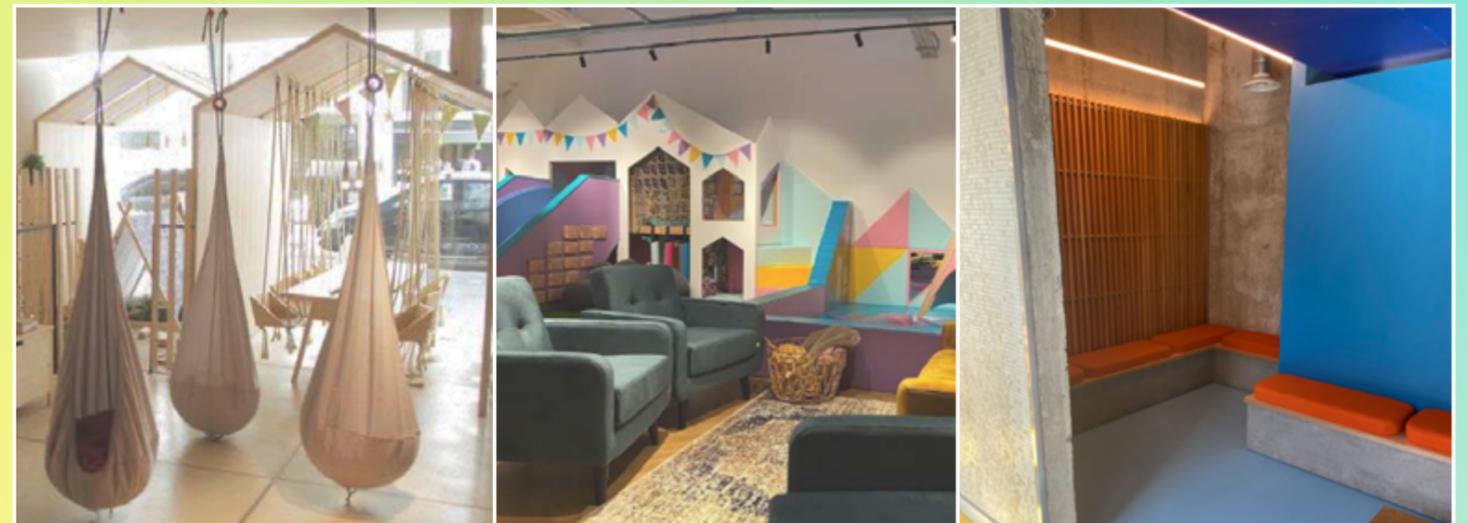
Toilets and a Changing Places (accessible toilet facilities with hoist and shower facility)



Activities to engage children in art, culture and play- bouldering, soft play, swings, interactive art

The Inspiration

Inspiration for the ground floor design and interior has been taken from other cultural spaces, from vibrant buildings that have similar proportions to the Treasury Annex, such as these from the Park Hill Estate, Sheffield.



Feedback from families whose children have sensory needs is that nooks and comfortable corners will help their young people to feel at home within the public space. We have taken inspiration from other venues and will incorporate this into the design.

The Ground Floor

The Vision



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Artists impression of what the communal areas on the ground floor will look like when Joy is opened



By creating a multi-purpose, flexible space within Joy, it will ensure the space can be used in many different ways to meet seasonal needs, like the creation of this pop-up studio at The Barbican, London

Shaping Change with Joy



Joy.

The Ground Floor

wherejoylives.co.uk

The Plans



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Shaping Change with Joy

Joy.

The Basement

Joy's basement will be a place for people to learn, move, celebrate and feel well.

It will maintain its industrial feel, like the Barbican in London, or the Basement Bar at the Everyman Playhouse in Liverpool. This space will be designed with Open Door mentors and mentees in mind (eg young people and individuals between the ages of 11 and 30).

Basement Facilities



Open Door 1:1 peer to peer sessions will be held here



Changing Places toilet facilities with hoists and shower facilities



Gigs, conferences and events for up to 500 people

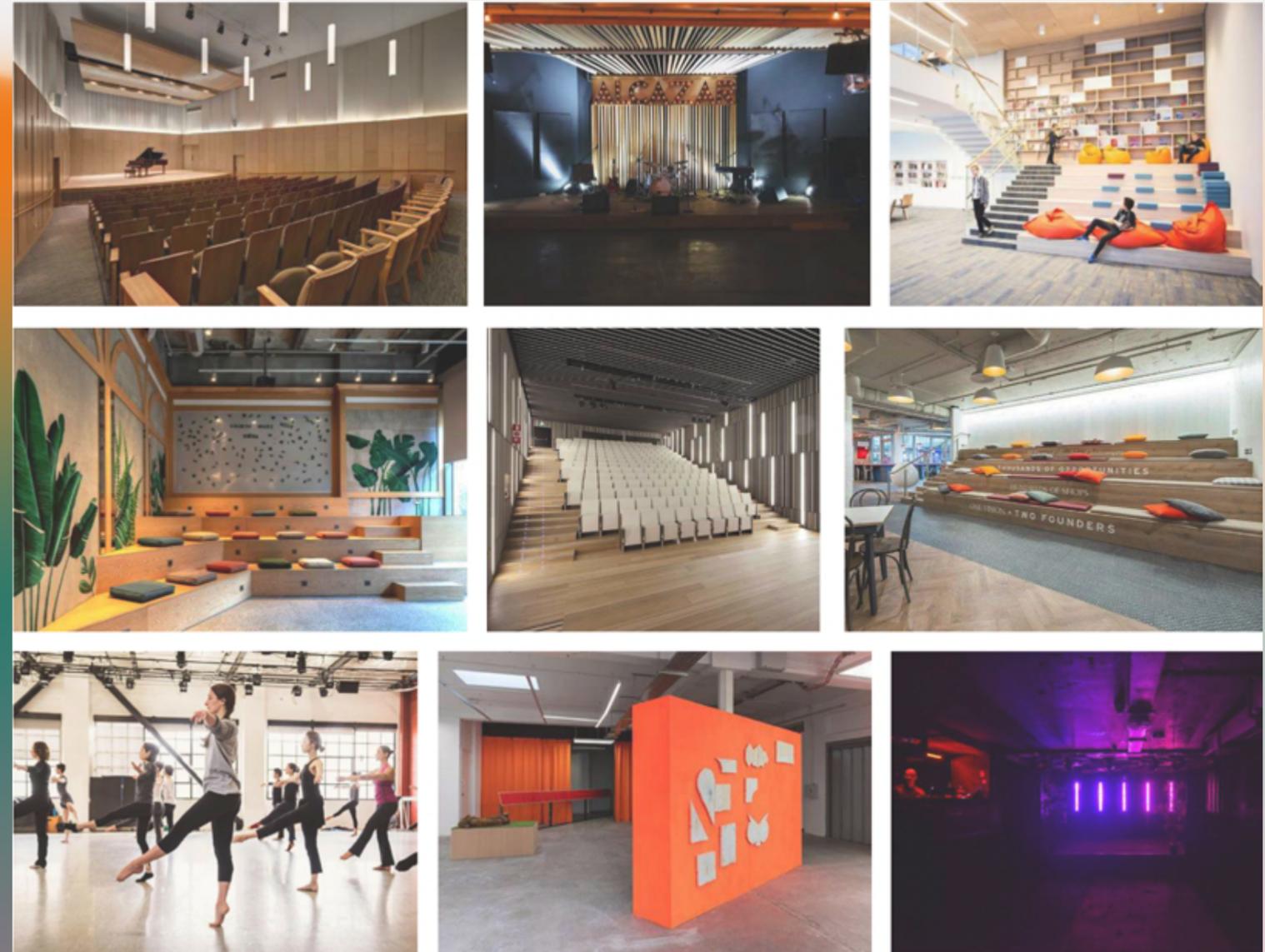


Space for community, participatory art



A licenced bar

The Inspiration



The Basement

The Vision



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Artists impression of what the venue space in the Basement will look like when Joy is opened

Where we are starting from



Now- In this area the grey ridged internal roof will be removed to create a double height space that connects the basement space to the upper family-focussed ground floor space. The double height space will connect the two floors of the building, adding intrigue and encouraging people to move through the building.

This basement area will host a gallery space where people can join in with community, participatory drop-in art, projects as inspired by award winning arts venue, Walk The Plank in Salford, Manchester.

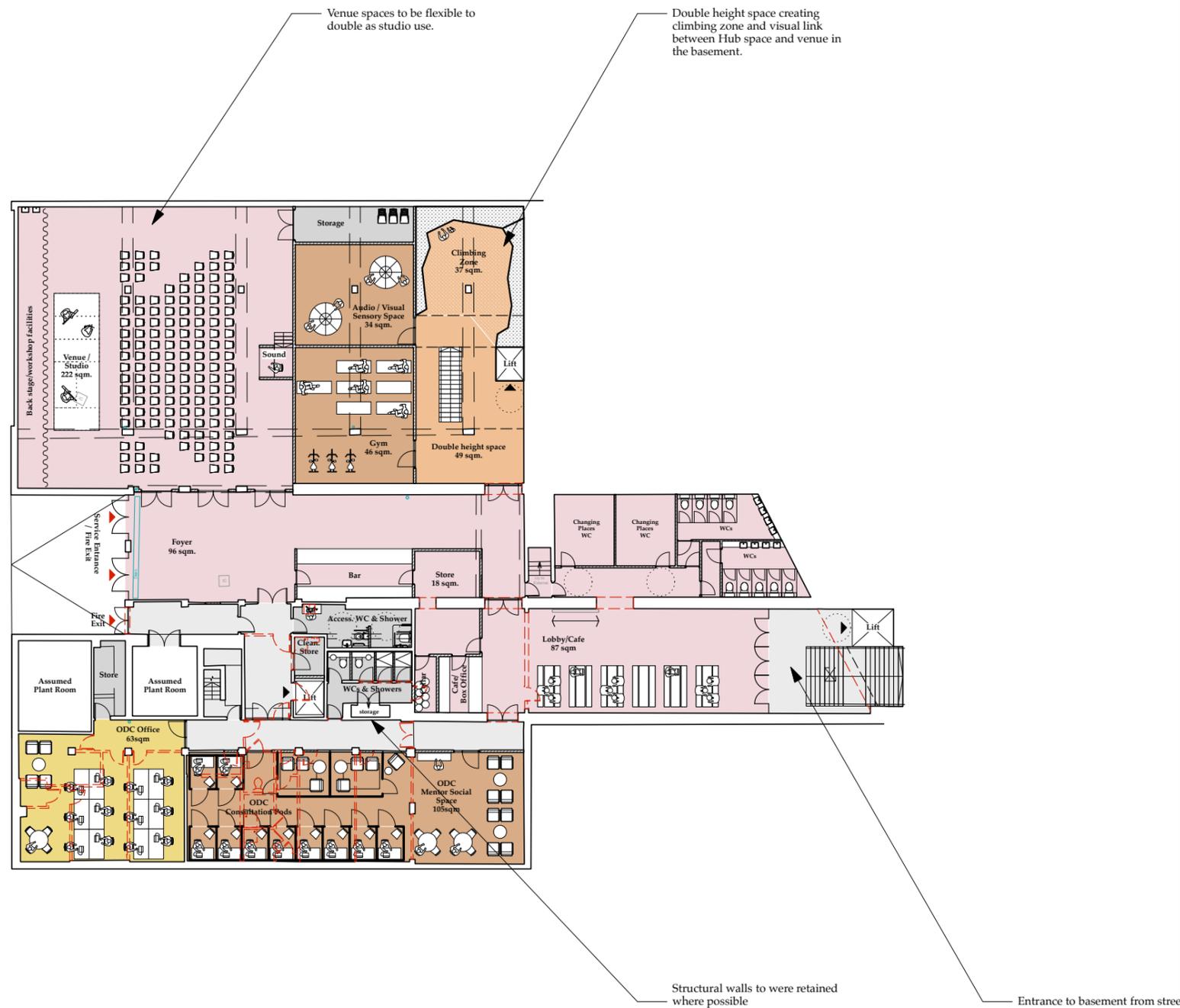
Shaping Change with Joy

Joy.

The Basement

The Plans

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0 1 2 5 10

Key:

Existing walls	[Solid line]
New walls	[Hatched line]
Removed walls	[Dashed line]

AREAS KEY:

External Garden Spaces: with structures & meeting areas	[Green circle]
Planters	[Light green circle]
Hub Space: featuring Reception / Food Offer / Eating Area / Leisure / Casual Workspace	[Orange circle]
Communal & Bookable Spaces	[Light orange circle]
Joy College	[Red circle]
Communal Canteen / Kitchen Volunteer Lounge	[Dark red circle]
Cultural Event / Performance / Conference Spaces	[Pink circle]
Artist Workshop / Gallery Areas	[Purple circle]
Open Plan / Comunal Office Space Leasable desks / Hot Desk Space mix	[Blue circle]
Privately Demised / Secured office space	[Yellow circle]
Circulation	[Grey circle]
Ancillary Areas	[Light grey circle]

Rev*: First Issue

FOR: STAGE 3
 CHECKED BY: AJ | DRAWN BY: AK
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 PAPER SIZE: A3
 JOB: ODC / NHS 460

3.100_Rev*
 FIRST ISSUE: 09.05.22
 PROPOSED - HALF BASEMENT PLAN



The Rooftop

The cherry on the top of all this is the new rooftop space that will include:



A rooftop garden



A quiet room
(Prayer Room)



A bookable bar



A shared canteen for the staff and volunteers who work from Joy. This will encourage partnership working and a “one team approach,” with the shared space facilitating informal conversations between providers and putting volunteers on an equal footing to paid staff.

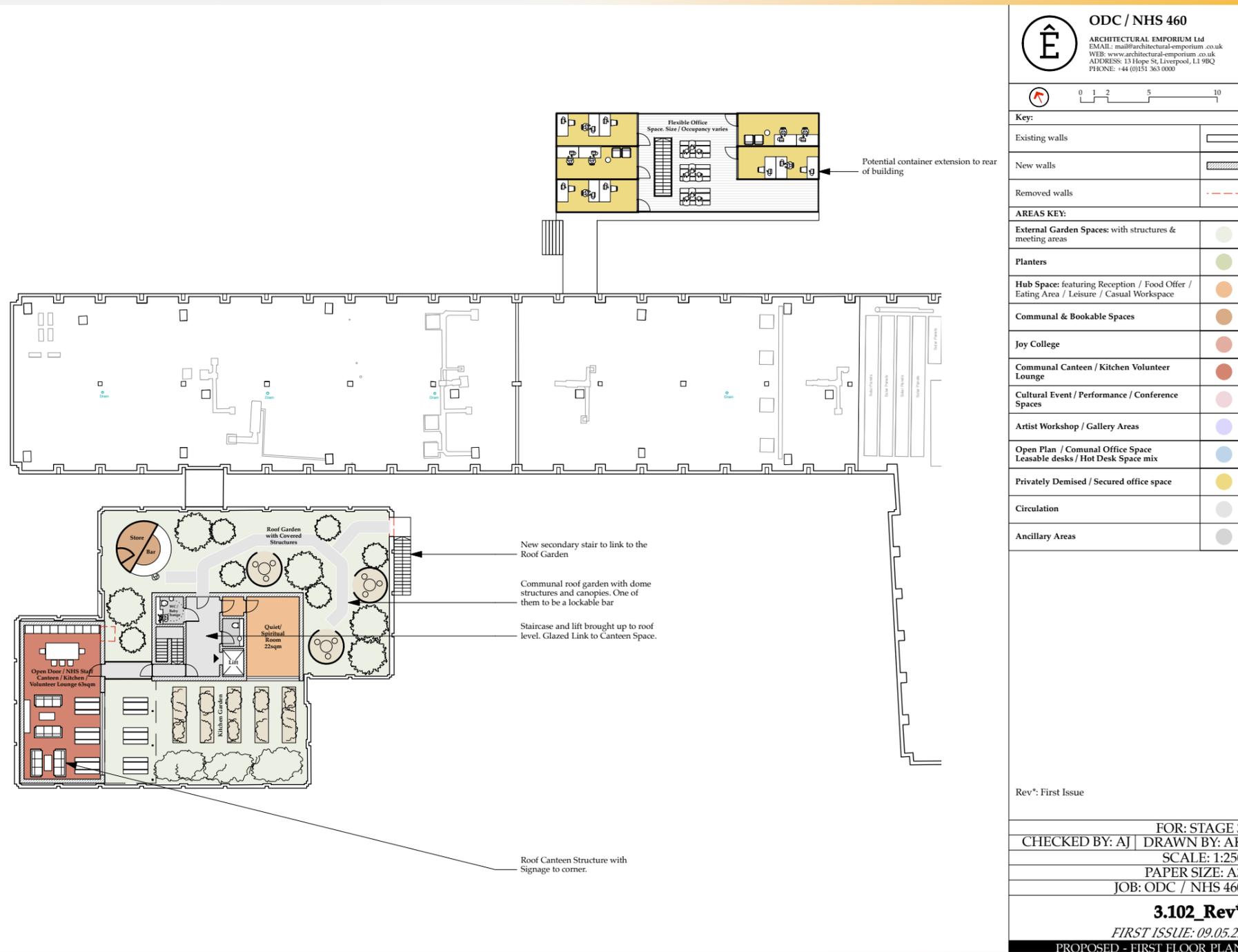
The Inspiration

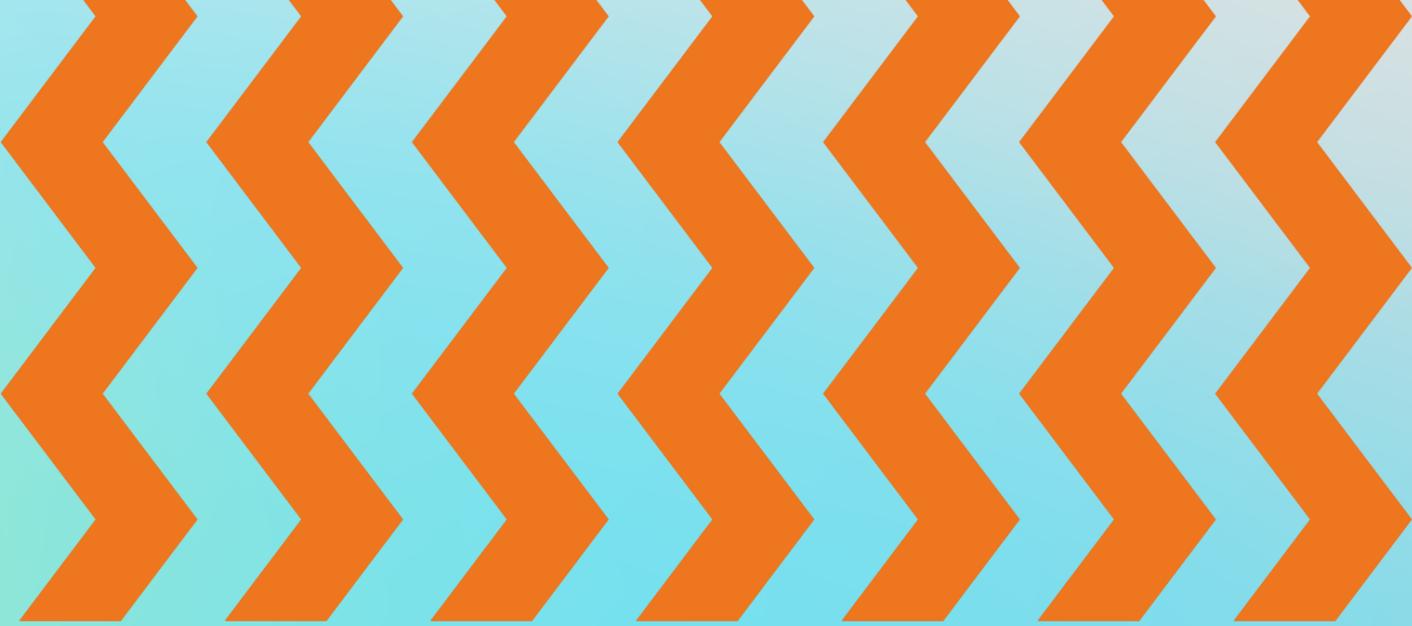


The Rooftop

The Plans

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Making the dream a reality

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There is much to be done to make the vision for Joy a reality. It will require a clear strategy, determined leadership, a coordinated response, and oversight of a capital building project. In this section we will describe the “who”, the “how,” the “what” and the “when” of bringing Joy to life.

Our Partners at Joy

Wirral has a skilled and thriving voluntary and community sector which has developed brilliant offers that respond to the needs of local families. These initiatives often plug the gaps between our wonderful but often busy and congested public sector services. In speaking with over 20 voluntary and community sector organisations during Joy-Discover we've only begun to scratch the surface with what's out there for Wirral families, but we learned that there is a huge, shared ambition from providers to work together and deliver in partnership.

Joy will increase partnership working between providers in Wirral by providing a flexible and modern home to a fully integrated network of public and third sector organisations underpinned with a "one team" approach. Providers will use the facilities to deliver sessions, events, activities that improve the health and wellbeing of Wirral people.

Page 76 **"We need a common aspiration because we are all going to be housemates!"**

- Sallie Taylor, Cheshire Wirral Partnership, Head of Clinical Services, Wirral CAMHS & CYP&F, Trust-wide Urgent and Emergency Care.

Joy will offer tenancies to partners based on their individual requirements. Rooms within Joy will be offered out on a rental basis. Each unit will have a baseline rental charge; however, the amount providers pay will be eligible for a reduction based on the social value they deliver. If providers wish to work across the full space, such as NHS providers and the local authority, a service agreement will be offered at below market rates.

"We need to use the space in a smart way so that it's seamless for the people using it. We need to box-clever so that we can all use the same facilities so that the utilisation is 100%"

-Natalie Park, Wirral University Teaching Hospital NHS Foundation Trust, Divisional Director Women & Children

During Joy-Discover, the three Wirral NHS providers (WUTH, WCHC and CWP) all pledged to deliver family support services from the centre alongside multiple VCSE organisations. When you blend this together with the wide range of innovative therapeutic offers delivered by Open Door which will also have a home in the building, all packaged up with a big dollop of arts, that's a compelling offer!

Here is an overview of the key partners who will provide support & services at Joy

Open Door Chairty

A leading charity that provides free, immediate therapeutic support to 15–30-year-olds, alongside a diverse arts and cultural programme.

- Bazaar- an 8 week creative, therapeutic support for young adults who are experiencing depression, anxiety, stress or panic attacks
- Colours- a holistic, early help family support intervention delivered peer to peer
- Electric Islands- Videogame style therapeutic programme for young people 11-15
- Oomoo- reimagining of the emotional health and wellbeing of young people looked after in Wirral, includes classes, socials, lobbying groups making a fundamental shift in the way services and organisations interact with and support care-experienced young people

Wirral Community Health and Care NHS Foundation Trust

The Trust delivers health and social services across Wirral.

The 0-19 Health & Wellbeing Service is excited to have a presence at Joy. They offer health and wellbeing services for children, young people and their families including Health Visiting, Infant Feeding, Immunisations, School Nursing and Family Nurse Partnership.

Cheshire and Wirral Partnership NHS Foundation Trust (CWP)

The Trust provides health and care services, including mental health, learning disability, community physical health and all-age disability care.

Children and Adolescent Mental Health (CAMHs) service and ADHD Team have committed to having a presence at Joy.

Wirral University Teaching Hospital NHS Foundation Trust (WUTH)

The Trust provides a full range of district general hospital services.

The Midwifery Service has committed to having a presence at Joy.

Wirral Council- Lifelong Learning Service

The council's Lifelong Learning Service has expressed an interest in delivery, skills and training provision as part of the Joy offer.

The Positivitree

A social enterprise that is on a mission to empower parent-carers with self-care tools and experiences which improve wellbeing.

Happy Times

A social enterprise providing movement, sensory and relaxation-based activities. Happy Times are on a mission to improve happiness for vulnerable adults through a wide range of feel-good activities that produce happy times.

Paul Lavelle Foundation

A Wirral Charity created to raise awareness of male domestic abuse, support male victims and survivors and provide healthy relationship education as a preventative measure. Offer community sports and activity groups for physical and mental health and wellbeing, Healthy Relationship Education workshops and a dedicated frontline support service for male domestic abuse.

Lion's barber shop

A barber's shop which is staffed by barbers, trained in having mental health conversations, with the aim of reducing suicide for men

The Mind Map Press

A publishing house with a printing press that enables people to tell their stories and share them with the world using printing and written word. Will facilitate community participation events.

Convenience Gallery

A not for profit, creative arts platform based in Birkenhead who take art out into public spaces across Merseyside. Convenience Gallery are on a mission to create accessible ways for communities to engage and be enriched through the arts.

Will facilitate community encounters and participation with arts and cultural experiences.

Local social prescribers

Will have access to a free, community space to meet with people and have conversations that address their individual non-medical needs, such as linking people to local opportunities and support that can improve health and live life to the full.

Tranmere Rovers Football

TBC

Wirral Council's Children's Services

TBC

Enterprises at Joy

We want Joy to be around for many years to come so the commercial model for Joy is based on several complimentary income streams:

- Tenancy revenues from service provider-partners (third sector organisations, NHS, local authority)
- Revenue from room hire of communal and private consultation meeting rooms and hot desk space (hired by third sector organisations, not for profit, creative and community groups)
- A skills and training offer
- A café and bar open to the public
- Grant income for delivery of core therapeutic services
- Donations and sponsorships
- An events venue and performance space where a diverse creative and cultural programme will be curated to collect box office and food and beverage revenues. Income will come from events bar takings, tickets for Joy events, tickets for events by tenants and partners and weddings.

Anticipated revenues and expenditure have been modeled to demonstrate the commercial viability and long-term sustainability of Joy. A detailed cashflow model is available from Open Door on request. The cashflow model demonstrates that commercial revenues can sustain the model and cover costs.

Joy will need continued grant funding to support ongoing revenue costs to deliver Open Doors core therapeutic offers as well as continued commissioning income from the local authority and NHS partners. The cashflow model sees a slight increase in commissioned contracts for Joy's first year of operations however considering the broader remit and scale of Joy as compared to Open Door's current site, this modelling is realistic and appropriate, and Open Door will be able to take on additional contacts comfortably.

Open Door has strong existing relationships with grant funders (such as the Steve Morgan Foundation, Arts Council England, National Lottery Heritage Fund, Magenta Living and the Community Foundation). Based on its previous track record of securing funding, the assumptions made in Joy's cashflow model for ongoing revenue to sustain its core mission are conservative and achievable.

In the ten years since opening, Open Door Charity have demonstrated the appeal and demand for its offer. For example, between April and July 2021, a period where England was still under some Covid-19 related restrictions, 2062 wellbeing interventions were delivered and over 3000 members of the public engaged with Open Door-run cultural events¹⁰ People engaging with Open Door for its therapeutic and cultural offer drive footfall for the café and bar. At Joy, its proximity to Wirral Metropolitan Collage's Hamilton Campus (which does not offer the same catering facilities) will drive increased footfall into the same.

Open Door has significant track record of running a café, bar and events facility at its current site, with the income generated going towards delivery of its core mission. Similarly, profits made by Joy will be reinvested to enhance and expand the offer to local residents.

Weddings might seem an unusual enterprise for a centre with a health and wellbeing focus, but with its track record of creating amazing venues, Open Door host 5 weddings a year at its current facility. With the Town Hall located 0.2 miles away from Joy's location, it will be an attractive, accessible and affordable option for those wishing to celebrate in a creative environment. The social enterprise elements of Joy will be run by a newly set up organisation, which will be a wholly owned subsidiary of Open Door Charity. Open Door Charity will let a lease down to this new organisation for the operation of the café, bar and events facilities as part of this arrangement. This will allow profits and surplus generated from the enterprise elements to be passed back to Open Door Charity to support the delivery of its core activities.

People at Joy

wherejoylives.co.uk

When we were designing Joy, we asked people to tell us about examples of when they have received excellent care so that we could understand what we will need to do at Joy to ensure people have a wonderful experience here. One of the loudest things we heard is the importance of getting the right people in the building. We heard that it's going to be the "welcome" and the experiences of the interactions with other people within the place that will get people over the doorstep and that will keep them coming back.

"It's the people in the building who will make it or break it"

- Participant at Joy-Discover workshop

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To create the seamless, welcoming approach that is needed, all Joy staff and volunteers will be recruited based on values and all partners and their staff who deliver from Joy will be expected to agree to a set of shared principles and behaviours. This will create cohesion and shape our shared culture.

Open Door Charity train over 200 volunteer peer mentors each year- 20% of these first engaged with Open Door as a recipient of one of their therapeutic services. This experience of recruiting and sustaining volunteers will be used to identify people who come to Joy for support or for pleasure and nudging them into a range of volunteer opportunities at Joy (with training) through to entry level roles. This pipeline of service users, to volunteers, to employment will inject life, positivity and colour into the area, helping to address underlying legacies of poverty in Wirral whilst driving economic achievement through raising aspirations.

Shaping Change with Joy

"The magic happens when we have chance to connect with each other"

- Participant at Joy Discover session, Feb 2020

The creation of Joy and the expansion of Open Door's therapeutic offer will create 38 jobs over 5 years. Roles will include senior management, project workers, café, facilities, and events staff. It is estimated that the renovation project will create 79 temporary construction jobs too



Joy.

The Capital Project

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Here is a high level timetable for the capital project broken down into the various milestones



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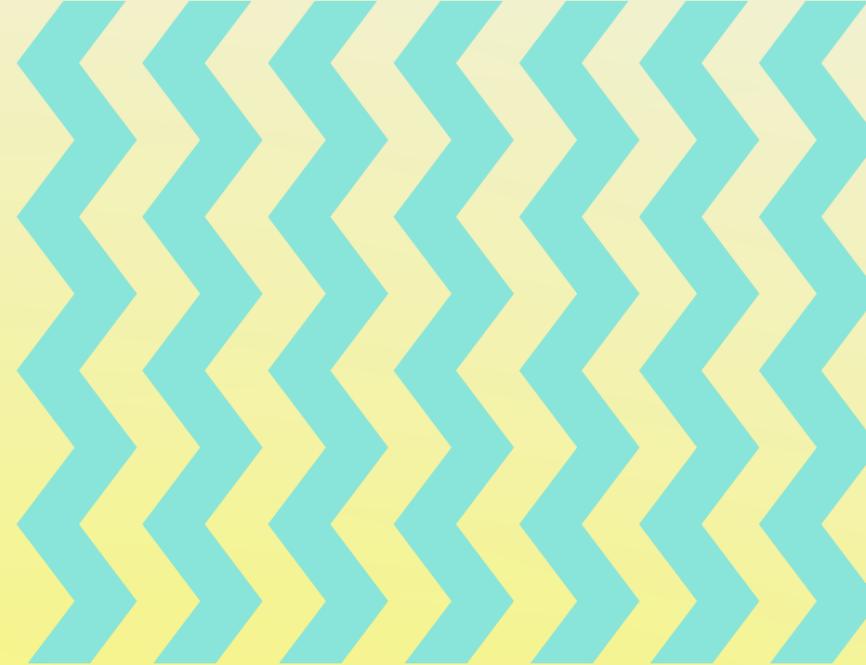
Finance

The total capital cost of bringing Joy to life is **£3,981,809m¹¹**

An additional circa £500k must be secured for the final interior fit out of internal areas such as the venue, therapeutic spaces, cafe and bar along with additional budget circa £350k for external recreation, urban garden and green spaces.

→ £3,807,272 capital funding has been secured, along with £174,547 pre-development funding from The Towns Fund which will be used to cover early elements of project development and delivery including the procurement of a full Design Team through Architectural Emporium.

wherejoylives.co.uk



Wirral Council propose to offer the Treasury Annex for sale to the project on a leasehold arrangement of 97 years. This will involve a purchase price of £270k at the outset, equivalent to the capital value of the property as of April 2022. This is all incorporated in the capital costs, above.

Using an economic saving per person per year of £4,634, the cost saving to the NHS from beneficiaries accessing Open Door's therapeutic mental health offer is calculated at £11,947,490 over 10 years¹²

11, 12 Wellbeing and Opportunity Centre (Joy) Full Business Case (working draft) June 2022



What's Next

Plan for the next 12 months

The next 12 months will be another busy one for the partners. There will be an asset transfer process to progress with Wirral Council, to allow the building earmarked for Joy, to pass from council ownership to Open Door Charity. Open Door will develop a refreshed Business Strategy for the Charity that integrates Joy into the organisational, staffing and financial plans for the years ahead. Wirral NHS partners will plan how to maximise their input into Joy, collaborating to create the best offer for people using the facility. Tenancy and service level arrangements are to be agreed with partners, the subsidiary will be set up and new staff will be recruited ready for doors opening. And of course, ongoing management of the capital build project.

The Joy concept is built with our community at its core. We will continue developing this offer with our stakeholders at the forefront, communicating and consulting at key milestones in the project. We'll keep re-visiting what we've heard and learnt from the people we're designing Joy. This will make sure a place is created where people want to come to and where Joy really can be achieved.

Opportunities for funders and future partners

Raising funds and building a sustainable model allows us to provide support and services for free to those who need them. To bring Joy to life we rely on strong partnerships with individuals and organisations who share our values.

If you would like to find out more about partnering with us to bring Joy to the Wirral, we would love to hear from you.

Lee Pennington, Founder & Director of Open Door Charity
lee@opendoorcharity.com

Join up to our mailing list at www.wherejoylives.co.uk

open door centre



A bit more about us

We are one of Merseyside's most dynamic and progressive independent charities. A multi-award-winning Wirral-based resource by young people, for young people.

We do this by shaping change within the lives of individuals, shaping change within communities both regionally and nationally and by applying innovation and creativity within everything we do.

Across the charity campus – Bloom Building, Blossom Haus and Luft-we deliver a holistic range of services on a membership format within empowerment, culture and opportunity, creating a place and space which is completely unique. All opportunities are free of charge with no waiting lists.

Over 10 years we have grown to become one of the largest independent providers of talking therapies in Merseyside and one of the most progressive organisations of our kind in the UK (recently awarded Queens Award for Voluntary Service in 2019 Honours List).



Open Door have partnered with Convenience Gallery since 2019, who curate the arts, events and cultural calendar at the current facility, Bloom Building. Joy's relationship with the world of arts and culture is key to its success. Open Door will partner with a Gallery or will work with Artists in Residence to curate a thriving and diverse arts, events and cultural calendar for Joy.

Shaping Change with Joy

wherejoylives.co.uk

This project is led by Open Door Charity and is supported by a growing range of partners who believe in this initiative for the people of Wirral

July 2022



HM Government



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Wirral Community Health and Care
NHS Foundation Trust



Wirral University Teaching Hospital
NHS Foundation Trust



Cheshire and Wirral Partnership
NHS Foundation Trust



**Health and Wellbeing Board
2nd November 2022**

REPORT TITLE:	WIRRAL QUALITATIVE INSIGHT PROGRAMME
REPORT OF:	DIRECTOR OF PUBLIC HEALTH

REPORT SUMMARY

This report updates the Health and Wellbeing Board on the development of the Wirral qualitative insight team and outlines a proposed workplan for the team to support the delivery of the Wirral Health and Wellbeing Strategy.

Building on the positive engagement and learning during the COVID-19 pandemic, the qualitative insight team has been developed. The team consists of expertise to enable the generation of qualitative insights and applying scientific analysis to inform policy, improve public services, and deliver positive results for people and communities in Wirral.

The qualitative insight programme supports the delivery of the Wirral Plan. The Wirral Plan focuses on reducing inequalities across Wirral as we all work to recover from the pandemic, physically, emotionally, and financially. The programme is aligned to Wirral’s Health and Wellbeing Strategy and is a core component of delivering the strategy priorities, specifically, ‘creating a culture of health and wellbeing, listening to residents and working together’.

This matter affects all wards within the Borough; it is not a key decision.

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to:

- 1) Note the development of the Wirral qualitative insight team
- 2) Approve the proposed work programme aligned to the Wirral Health and Wellbeing Strategy Priorities.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Wirral Qualitative Insight Team will undertake a programme of work to support the delivery of the Health and Wellbeing Strategy and Wirral Plan. It is proposed that progress against the work programme is aligned with the Joint Strategic Need Assessment work programme and are reported back to the Board on a regular basis.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 This report sets out the qualitative insight programme, linked to Wirral's Health and Wellbeing Strategy 2022-2027. Not aligning the programme to the new strategy would be a missed opportunity. The programme will ensure qualitative insight is utilised to drive activity and progress with the Health and Wellbeing Strategy priorities.

3.0 BACKGROUND INFORMATION

- 3.1 The Wirral Health and Wellbeing Strategy focuses on reducing inequalities across Wirral. To achieve this aim, we need to continue to strengthen our relationship with our communities. A key piece of learning from the COVID-19 pandemic is re-enforced importance of working collaboratively with our local communities to better understand and respond to their needs. This can only be done in an impactful way by gathering insight from local communities, giving them a voice, and having this voice shape our local actions and response. It has been well documented that there are benefits to communities who feel they have been engaged with and have had their voices heard. This was illustrated in our local work, where local residents reported feeling more empowered by being a part of the Wirral COVID-19 response.
- 3.2 Responding during the pandemic at pace, Wirral Council developed and delivered an engagement strategy. We recognised the value of this approach and that it could be utilised further to ensure communities are central to the development and then implementation and monitoring of the Wirral Health and Wellbeing strategy.
- 3.3 In the past Wirral Council has commissioned external agencies to carry out bespoke pieces of research to explore relevant topic areas with our local residents. For example, qualitative research carried out with local communities in 2015 helped shape the Community Connector programme established in 2016. Community Connectors engage with local people through door knocking, working to build trust they work closely with individuals to allow them to be the best that they can be. Recognising this is not an efficient approach, we have developed a Wirral qualitative insight team to provide an in-house function.
- 3.4 Wirral Council has an Intelligence Service who are at the forefront of their field in their ability to work with data, quantitative intelligence and interpret statistics in a way that enacts real change across a wide range of the Council services and functions. However, the skills involved to collect and explore qualitative data are different to those we already have in place. Having this addition to the Council has bolstered and enriched the data processed by our Intelligence Service by providing the "why" to the "how much".

- 3.5 The aim of the Wirral Qualitative Insight Team is to establish a system and infrastructure for generating qualitative insights and applying scientific analysis to inform policy, improve public services, and deliver positive results for people and communities in Wirral. The team are based within the Wirral Public Health Department and will work collaboratively across all directorates and with wider system partners. The key outcomes of the work programme are:
- Having health inequalities at the forefront of our service delivery pathways due to the inclusion of community voices
 - An impactful focus on recovery and renewal
 - A proportionate focus placed on our most vulnerable communities
 - Strategy, decision making and commissioning intentions informing and responding to strategic and resident priorities
 - Faster response to changes in societal issues
 - More evidence of impact on service delivery
 - Ownership of evidence-based change
- 3.6 The team consists of individuals with a specialised skillset who can collect, synthesise and disseminate qualitative insights on a wide variety of societal issues. The range of topics this includes cuts across all of the priorities of the Health and Wellbeing Strategy, and the themes within the Wirral Plan.
- 3.7 Wirral's Health and Wellbeing Strategy highlights the importance of working with local people; the fifth priority of the strategy is to 'create a culture of health and wellbeing, listening to residents and working together'. The Strategy makes a commitment to continue listening to residents and community groups, to deliver the priorities, measure impact and influence ongoing action.

Proposed Work Programme

- 3.8 The Qualitative Insight Team workplan has been designed to support the delivery of Wirral's Health and Wellbeing Strategy. The workplan focusses around four main priorities:
- Design and deliver insight and research to inform the ongoing further development and delivery of the Health and Wellbeing Strategy.
 - Design and deliver insight and research to support the Cost-of-Living Crisis to better inform policy and commissioning intentions.
 - Work with relevant colleagues to support the programme of Regeneration in the borough.
 - Provide resource to respond to any emerging issues within society which may need further exploration and understanding of community needs.

Along with the Public Health Intelligence Team, the Qualitative Insight Team have undertaken several pieces of work relating to the increases in cost-of-living, including a full literature and good practice review, and case studies with local people. This work is helping to shape policy and commissioning decisions relating to the programme and

are available to view here: <https://www.wirralintelligenceservice.org/state-of-the-borough/cost-of-living-crisis-2022-23/>

The proposed team workplan is available for review in Appendix A.

- 3.9 The Qualitative Insight Team will work closely with the Wirral Joint Strategic Needs Assessment (JSNA) Steering Group, to ensure qualitative insight is fed into the refreshed Wirral JSNA. Qualitative insight will be brought to the Health and Wellbeing board on a quarterly basis reporting on relevant insights and qualitative analysis to aid the monitoring and development of the actions contained within the Health and Wellbeing Strategy.

4.0 FINANCIAL IMPLICATIONS

- 4.1 The Qualitative Insight Team is funded to March 2024, utilising the Contain Outbreak Management Fund during 2022-23, and the Public Health Grant during 2023-24. The service will be evaluated throughout this period, to inform future planning.

5.0 LEGAL IMPLICATIONS

- 5.1 There are no legal implications arising from this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 This report and work referenced within it has been developed by Public Health. There are long term risks in relation to recurrent funding and therefore the sustainability of the work referenced within this report.

7.0 RELEVANT RISKS

- 7.1 The programme described within this report is funded for a specified period using grant and other short-term funding. They are not therefore secure longer term. The service will be evaluated throughout the delivery period, to inform future planning.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 No public engagement or consultation has been undertaken in relation to this report. However, the schemes of work referenced within the report engage with residents to inform delivery and development.

9.0 EQUALITY IMPLICATIONS

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity. The EIA for the Qualitative Insight Programme can be found here <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 There are no environment and climate implications arising from this report. However, the local environment is a key influence on health and wellbeing, and insight and engagement on this topic will be undertaken as part of the programme.

11.0 COMMUNITY WEALTH IMPLICATIONS

11.1 Community Wealth Building in Wirral focuses on partnerships and collaboration, both within the Council and with external partners and stakeholders, including residents. The Qualitative Insight Team will ensure the voice of local people is captured and ensure we meet the needs of the population, with a focus on reducing health inequalities.

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APPENDICES

Appendix A: Wirral Qualitative Insight Team workplan

BACKGROUND PAPERS

<https://www.wirralintelligenceservice.org/state-of-the-borough/cost-of-living-crisis-2022-23/>

<https://www.local.gov.uk/our-support/financial-resilience-and-economic-recovery/behavioural-insights>

Developing a Health and Wellbeing Strategy

<http://democracy.wirral.gov.uk/documents/s50090774/Enc.%201%20for%20Developing%20a%20Health%20and%20Wellbeing%20Strategy.pdf>

SUBJECT HISTORY (last 3 years)

Council Meeting	Date

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Appendix A: Summary of Qualitative Insight Programme

The following is a summary overview of the current planned work programme for the Qualitative Insight Team to March 2024. All projects are aligned to and will contribute towards the implementation and monitoring of Wirral's Health and Wellbeing Strategy 2022-27, and the thematic priorities set out in the Wirral Plan.

Wirral's Health and Wellbeing Strategy: August 2022 - Ongoing

The team have undertaken several pieces of work to support the development of the Health and Wellbeing Strategy including gathering existing insight across the Wirral system to facilitate the syntheses and analysis of existing evidence. This work has been used to develop the Strategy to ensure the priorities reflect those of local people. The team has worked alongside the Community, Voluntary and Faith sector to establish relationships and gather insights being collated through these trusted sources. This programme will support the delivery of the Health and Wellbeing Strategy priority, 'To create a culture of health and wellbeing, listening to residents and working together'.

The following work will be undertaken by the team over the next six months:

1. Gap analysis of existing insight to establish further research questions and insight gathering across the priorities within the Health and Wellbeing Strategy.
2. Work with Together All Are Able, to ensure the voice of our most vulnerable residents are heard.
3. Development of qualitative key performance indicators to allow ongoing monitoring of the Health and Wellbeing Strategy priorities
4. Development of a qualitative toolkit to provide best practice training to both internal colleagues and partners, to enable a consistent approach to insight collection across the Wirral system.

Increasing Cost of Living: August 2022 to March 2023

The team have undertaken a number of pieces of insight to support the strategic response to the increase in cost-of-living. These include a comprehensive literature review and best practice analysis, insight relating to the impact on the Community, Voluntary and Faith sector, and the residents they support, along with a collation of case studies with a number of residents across Wirral to demonstrate how the rising cost of living is affecting different cohorts.

The following work will be undertaken over the next six months:

1. Deep dive with local residents relating to warm hubs
2. Further work with local businesses to understand increasing cost of living impact
3. Further work with the CVF sector to understand demand and capacity

Wirral Regeneration Programme: October 2022 to March 2024

The Qualitative Insight Team will work with officers from Economic Growth and Regeneration to support the planned regeneration work for Argyle Street and the Dock Branch Masterplan. This project will gather residents' opinions, thoughts, and aspirations for the future, helping to ensure the voices of local people in existing communities are factored into the development of regeneration plans.

Improving services for local people: November 2022 to March 2024

The team will support the following planned commissioning of services over the next six months:

1. Wirral Sexual and Reproductive Health Service design and delivery, to ensure that this is informed by an understanding of what people require from local services.
2. Incorporating qualitative views of residents and service users to inform the ADDER Programme (Addiction, Diversion, Disruption, Enforcement and Recovery) and services.
3. Linked to the Health and Wellbeing Priority, to ensure the best start in life for all children and young people, the team will undertake several engagement exercises with young people to understand their experiences and understanding of 'risk taking behaviours' and how this understanding can help shape commissioned services in response.



HEALTH AND WELLBEING BOARD

WEDNESDAY 2 NOVEMBER 2022

REPORT TITLE:	HEALTH AND WELLBEING WORK PROGRAMME
REPORT OF:	DIRECTOR OF LAW AND GOVERNANCE

REPORT SUMMARY

The Health and Wellbeing Board, in co-operation with the other Policy and Service Committees, is responsible for proposing and delivering an annual Committee work programme. This work programme should align with the corporate priorities of the Council, in particular the delivery of the key decisions which are within the remit of the Committee. It is envisaged that the work programme will be formed from a combination of key decisions, standing items and requested officer reports. This report provides the Committee with an opportunity to plan and regularly review its work across the municipal year. The work programme for the Health and Wellbeing Committee is attached as Appendix 1 to this report.

Following the adoption of a revised Constitution by Council on 25 May 2022, the Terms of Reference for Committees were updated so that the agenda of any Committee or Sub-Committee shall only include those items of business that require a decision, relate to budget or performance monitoring or which are necessary to discharge their overview and scrutiny function. The Committee is therefore asked to consider whether any items for future consideration on its work programme need to be reviewed to comply with the revised Constitution. It is proposed that issues on the existing work programme that are for information purposes only can be considered via other means, such as briefing notes or workshops.

RECOMMENDATION

The Health and Wellbeing Board is recommended to note and comment on the proposed Health and Wellbeing Board work programme for the remainder of the 2022/23 municipal year.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 To ensure Members of the Adult Social Care and Health Committee have the opportunity to contribute to the delivery of the annual work programme.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 A number of workplan formats were explored, with the current framework open to amendment to match the requirements of the Committee.

3.0 BACKGROUND INFORMATION

- 3.1 3.1 The work programme should align with the priorities of the Council and its partners. The programme will be informed by:

- The Council Plan
- The Council's transformation programme
- The Council's Forward Plan
- Service performance information
- Risk management information
- Public or service user feedback
- Referrals from Council

Terms of Reference

- 3.2 The principal role of the Health and Wellbeing Board is to discharge functions pursuant to sections 195 and 196 of the Health and Social Care Act 2012. The Health and Wellbeing Board will not be responsible for directly commissioning services, but will provide oversight, strategic direction and coordination of the following activities:

- a) To develop a shared understanding of the needs of the local community through the development of an agreed Joint Strategic Needs Assessment
- b) To seek to meet those needs through leading on the ongoing development of a Health & Wellbeing Strategy
- c) To provide a local governance structure for local planning and accountability of health and wellbeing related outcomes
- d) To work with HealthWatch in Wirral to ensure appropriate engagement and involvement within existing patient and service user involvement groups takes place
- e) To drive a collaborative approach to commissioning of improved health and care services which improve the health and wellbeing of local people
- f) To consider and take advantage of opportunities to more closely integrate health and social care services in commissioning and provision
- g) To review the financial and organisational implications of joint and integrated working across health and social care services, ensuring that performance and

quality standards of health and social care services are met, and represent value for money across the whole system

- h) To establish a key forum for local democratic accountability relating to commissioning against agreed health outcomes
- i) To develop and update the Pharmaceutical Needs Assessment (PNA)
- j) To ensure the Better Care Fund plan is monitored regarding its progress and performance and ensure the health and social care partners effectively plan regarding the implications of this work.

4.0 FINANCIAL IMPLICATIONS

- 4.1 This report is for information and planning purposes only, therefore there are no direct financial implication arising. However, there may be financial implications arising as a result of work programme items.

5.0 LEGAL IMPLICATIONS

- 5.1 There are no direct legal implications arising from this report. However, there may be legal implications arising as a result of work programme items.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 There are no direct implications to Staffing, ICT or Assets.

7.0 RELEVANT RISKS

- 7.1 The Committee's ability to undertake its responsibility to provide strategic direction to the operation of the Council, make decisions on policies, co-ordinate spend, and maintain a strategic overview of outcomes, performance, risk management and budgets may be compromised if it does not have the opportunity to plan and regularly review its work across the municipal year.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Not applicable.

9.0 EQUALITY IMPLICATIONS

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.
- 9.2 This report is for information to Members and there are no direct equality implications.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 This report is for information to Members and there are no direct environment and climate implications.

11.0 COMMUNITY WEALTH IMPLICATIONS

11.1 This report is for information to Members and there are no direct community wealth implications.

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APPENDICES

Appendix 1: Health and Wellbeing Board Work Programme

BACKGROUND PAPERS

Wirral Council Constitution
Forward Plan
The Council's transformation programme

SUBJECT HISTORY (last 3 years)

Council Meeting	Date

HEALTH AND WELLBEING BOARD

AGENDA PLANNING 2022-23

Meeting Dates	Report Title	Lead(s)	
DEC 2022 13 th Dec	Built Environment & Health Impacts	Keith Keeley, Head of Regeneration Strategy, Wirral Council & Public Health	
	Breaking the Cycle Programme	Children's Services & Public Health - TBC	
	Role of Anchor Institutions	Public Health – TBC	
	Wirral Place update	Simon Banks, Place Director, Wirral ICS	
	Active Travel Update (Title TBC)	Julie Barnes, Strategic Transport Infrastructure Lead, Wirral Council	
Page 97	HWB strategy update	Dave Bradburn	
	Fire, Health and Deprivation	Mark Thomas	
	Partnership Approach to School Readiness	Children's Services & Public Health - TBC	
	CVF RG update (mentioned after HWB September)	Kev Sutton	
	Tobacco Control	Public Health	
	FEB 2023 8 th Feb	Integrating Family Hubs, Emotional/Mental Wellbeing Work, Young People's Risk Model (Title TBC)	Children's Services & Public Health - TBC
	Health Protection Strategy	Elsbeth Anwar, Public Health Consultant, Wirral Council and Jennifer Smedley	

Meeting Dates	Report Title	Lead(s)
	Education White Paper to reduce impact of educational inequalities (linking curriculum/skills development to emerging employment landscape) (Title TBC)	Children's Services & Public Health – TBC
	Qualitative Insight Programme	Nikki Jones, Senior Public Health Manager, Wirral Council
	Environment & Climate Emergency Update	Mike Cockburn, Assistant Director, Parks and Environment
	ICS Development	Simon Banks, Place Director, Wirral ICS
Page 98	Community Safety Initiatives	Mark Camborne/ Dave Bradburn with input from Matthew Moscrop
	Healthy Housing (Title TBC)	Lisa Newman, Head of Housing, Wirral Council (Nikki Jones working on report too)
	Role of Anchor Institutions	Public Health – TBC
	Partnership Approach to School Readiness	Children's Services & Public Health - TBC

Health and Wellbeing Board, Terms of Reference:

The principal role of the Health and Wellbeing Board is to discharge functions pursuant to sections 195 and 196 of the Health and Social Care Act 2012.

The Health and Wellbeing Board will not be responsible for directly commissioning services, but will provide oversight, strategic direction and coordination of the following activities:

- (a) To develop a shared understanding of the needs of the local community through the development of an agreed Joint Strategic Needs Assessment
- (b) To seek to meet those needs through leading on the ongoing development of a Health & Wellbeing Strategy
- (c) To provide a local governance structure for local planning and accountability of health and wellbeing related outcomes
- (d) To work with HealthWatch in Wirral to ensure appropriate engagement and involvement within existing patient and service user involvement groups takes place
- (e) To drive a collaborative approach to commissioning of improved health and care services which improve the health and wellbeing of local people
- (f) To consider and take advantage of opportunities to more closely integrate health and social care services in commissioning and provision
- (g) To review the financial and organisational implications of joint and integrated working across health and social care services, ensuring that performance and quality standards of health and social care services are met, and represent value for money across the whole system
- (h) To establish a key forum for local democratic accountability relating to commissioning against agreed health outcomes
- (i) To develop and update the Pharmaceutical Needs Assessment (PNA)
- (j) To ensure the Better Care Fund plan is monitored regarding its progress and performance and ensure the health and social care partners effectively plan regarding the implications of this work.

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