

**Wirral's Area Forums**



## **West Wirral Area Forum**

**Papers for the forum meeting**

**Wednesday 24th February 2010**

**Westbourne Hall  
Westbourne Road, West Kirby  
Wirral, CH48 4DQ**

**7.00pm - 8.00pm**

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**Community Engagement Team, Corporate Services, Town Hall, Brighton Street,**

# **West Wirral Area Forum**

**Wednesday 24<sup>th</sup> February 2010**

**7.00pm - 8.00pm**

## **AGENDA**

1. **Have Your Say on West Wirral (drop in from 2.00pm)**
2. Welcome, introductions and apologies
3. Area co-ordinators Report
  - Minutes of last meeting and matters arising
4. Update on future of Community Centres
5. Update on Regeneration projects.
6. Public Question time
7. Partner information
  - NHS Wirral -
  - Wirral University Teaching Hospital NHS Foundation Trust
  - Merseyside Police/Community Safety
  - Fire Service
  - Older Peoples parliament
9. Dates of Future meetings - **Wednesday 2<sup>nd</sup> June 2010**

## **Code of Conduct for Area Forums**

- Indicate to the Chairperson when you would like to speak
  
- Let invited speakers finish what they have to say
  
- Respect others right to be heard
  
- Do not use abusive or offensive language
  
- Do not make any discriminatory remarks
  
- Do not have private conversations while meeting is in progress

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# Section One

## Minutes

### AREA FORUM (WEST WIRRAL)

Wednesday, 14 October 2009

Present:

Councillor	G Ellis (Chair)
Councillors	D Elderton, JE Green, J Hale, G Watt
Community Representatives	Cynthia Radford
Business Representatives	No representation
Lead Officer	Jim Wilkie (Deputy Chief Executive / Director of Corporate Policy)
Area Service Co-ordinator	Tracey Smith
Wirral University Teaching Hospital NHS Foundation Trust	Gary Doherty
NHS Wirral	Kathy Doran, Chief Executive
Merseyside Police	Sergeant Andy Carter
Merseyside Fire & Rescue Service	Tony Mooney
Older Peoples Parliament	Sandra Wall
Council Officers	Ian Brand (Head of Asset Management), Caroline Laing (Manager, Anti-Social Behaviour Team), Howard Mortimer (head of Special Initiatives Team), Mark Smith (Head of Service, Streetscene and Waste), Mark Traynor (Area Streetscene Manager)
<u>Apologies</u>	None

1 **WELCOME, INTRODUCTIONS AND APOLOGIES**

The Chair, Councillor Gerry Ellis, opened the meeting and welcomed approximately 62 members of the public to the meeting in Hoylake. He invited members of the forum to introduce themselves.

2 **AREA CO-ORDINATOR'S REPORT**

The Area Co-ordinator presented her report containing the minutes of the meeting on 17 June 2009, and local updates on Equality and Diversity, Merseyside Fire & Rescue Service, Streetscene, Wirral University Teaching Hospital NHS Foundation Trust, Wirral Youth Service, NHS Wirral and Community Safety.

John Hutchinson pointed out that the minutes did not include a reference to his complaint that a named Council Officer had failed to reply to an email he had sent to the officer. He had raised the issue again in an email to the Chair on the following day and the Chair had responded.

The Chair recalled the conversation and said the omission will be corrected.

John Hutchinson continued that he had not received a reply to an email to the Streetscene Manager on disabled issues.

The Area Co-ordinator apologised to Kathy Doran for misspelling her surname in the minutes.

**Resolved: That –**

- i. the minutes of the June meeting of the Area Forum be confirmed, subject to the amendments discussed above.**
- ii. the Area Co-ordinator be thanked for her report.**

3 **AREA PLANS**

The Chair explained that the Area Plan gives local residents the opportunity to raise issues they wish to bring to the attention of the Council and its partners. Local Councillors have met with Council Officers on a number of occasions to update the Area Plan for West Wirral.

The Chair floated the idea of using an Area Forum meeting for the community to come along and say what is good and bad, and what can be improved about the area.

Councillor Green replied that he thought it was an excellent idea. Such a meeting would present a real opportunity to take stock and audit what has been done so far, what is needed and what can be improved in the area, and make sure everyone in the community has the chance to be involved.

The Chair enquired whether an ad hoc meeting was needed, or something that could be put on the agenda for a future meeting.

Councillor Green replied that whatever is decided, there is a need to make sure that it has a mechanism to report back to the community - have an appropriate agenda and a properly structured meeting as opposed to offering ideas around the room. The process could start in the afternoon with a drop-in session with all the partners there, followed by a meeting in the evening. He suggested that the event could be publicised through posters inviting people to come along and express their views, and by proactively involving schools in the area.

**Resolved: To ask the Area Co-ordinator to develop an event, starting with a drop in session on the lines suggested and drawing on the experience from a recent successful similar event in Eastham, at a suitable venue in West Kirby.**

## **STRATEGIC ASSETS REVIEW (SAR)**

The Chair commented that members of the public were already aware that the proposal to close libraries in Wirral has been abandoned. In expressing pleasure that Hoylake Library will remain open, he thanked people in the room this evening and local community groups who organised campaigns to achieve that objective.

Councillor Green added his personal thanks to everyone who had made the arguments etc. Sue Charteris was clearly impressed by the residents of Hoylake and across Wirral who had made the case for the libraries to remain open. Her report was presumably so devastating that the programme has stopped, but the victory is due to the efforts and response by members of the public.

A question was asked who paid for the report produced by Sue Charteris? I wonder if the leading members of the Council are not guilty of misusing funds because this report was totally unnecessary and that is a waste of public funds.

Cllr Green responded that the Government paid for the report, which has not been made public. Wirral Council hired a barrister to present its case. The cost of the barrister has not been revealed, but it has been suggested that the cost of the barrister was about the same as the total cost of the abortive report, which was not necessary in the first place.

The Chair continued that the other part of the SAR is concerned with the handing over of a number of community halls. Ian Brand, the Council's Head of Asset Management has been invited to give a progress report on the asset transfer process.

Ian Brand recalled that there had been an initial progress report on where the asset management transfer process was up to in terms of community centres at the June meeting. There are 19 community centres identified to transfer, each of which has a joint management committee in place. Two of these centres are in the West Wirral area forum. In addition, there is a total of 31 premises identified for transfer through the Asset Management review process, of which about 13 have a joint management committee. The Council has put a policy in place to deal with all community asset proposals on a consistent basis across the Borough. The immediate focus is to transfer the 19 community centres with joint management committees and Council Officers have met the joint management committees of all 19 centres. One of the issues is about timetabling. There is no hard and fast timescale, except that the transfers should be completed by January 2011. The Council is committed to ensuring that each property is in a fit and proper condition to transfer and where it is clear that the transfer is going forward, the Council will commission an external firm to undertake a full survey. Condition surveys have been undertaken for the three premises in this area.

The Chair invited the Chairs of three management committees to outline their experience in the process so far.

The Chair of the Hoylake Community Centre described talks with the West Kirby and Greasby Community Centres, the efforts made devise a business plan and to attract new users to boost income generation. David Ball had visited the centre when the opportunity had been taken to draw his attention to the slow progress made in the transfer process.

Mr Williams concluded his report by describing the arrangements for the survey of the building as 'total incompetence', adding that there has been no support whatsoever.

John Smith, Greasby Community Centre, and Ray Davies of Westbourne Community Centre, stated that their experiences were similar to those of Hoylake. The general feeling was that the transfer of these centres cannot go ahead until the management

committees are assured that the Council has done what it has said it will do, and the management committees know exactly what they are taking on.

A member of the public said it was a matter of regret that Wirral Council's Chief Executive is not here this evening to hear people's concerns.

Councillor Green replied that Jim Wilkie who is present is a senior Officer of the Council, he is Deputy Chief Executive, and as such, he is accountable for the programme of Asset Transfer. It appears from the discussion this evening that there has been a degree of incompetence. He asked the questions, '*Who is accountable for this work?*' and '*What have they done in the past six months?*'

Jim Wilkie explained that he was present this evening as Lead Officer for the West Wirral Area Forum. It is clear that people have raised a series of 'concerns' this evening. He apologised for any delays, and for people being given undertakings about things that clearly have not happened.

Jim Wilkie gave a personal undertaking that the Chairs of the three Community Centres would be contacted on the following day, and that within a week, they would be invited to a meeting where they would be told where things stand at present, what Council officers undertake to do and what has been done so far to honour the commitments given.

Councillor Green asked for an appropriate project plan to be produced which shows who is responsible for resolving the particular issues, with target dates and a proper timescale.

Councillors commented:

*At a recent meeting David Ball had given assurances that things would happen quickly, and everyone would be kept fully informed. Things have not happened quickly.*

*The survey report on Hoylake Community Centre was highly unsatisfactory – although some items had been listed and accepted other, more important items, such as the condition of the roof and roof space, were ignored.*

*The high cost of the survey cannot be justified in terms of the results.*

*The first step is to carry out a detailed and competent survey of the buildings, with costs, and how it can be undertaken. Until this is done no-one has any understanding of what is required to make the buildings fit for purpose and what problems they are likely to encounter in the future.*

*Why have these organisations been give the names of people who clearly have failed to do the job?*

*A competent professional company should be appointed to do that straight away.*

*The first step is to find competent professional surveyors to carry out the survey on what needs doing, because of the time lost, that needs doing as a matter of extreme urgency. Start the process immediately.*

Ian Brand stated that it clear from the feedback received that people have many misgivings and there is an issue here. The community centres themselves are unhappy and one of the things he would be doing would be to speak personally to the various Chairs to clarify the process, so that things can move forward within the timescale. Clearly, there is a need to rebuild confidence and to do that by delivering better than officers have been perceived to be doing so far. The surveyors were procured through Council processes and they are all qualified and competent architects or surveyors. There are a number of things that will run in parallel. Condition surveys is one element. Other things could be getting statistics done and providing a business plan. He expressed confidence that all these things would



happen within the timescale given for affecting those transfers. Generally, there is clear dissatisfaction, and there is a need to address that.

Councillor Green commented that the people who are running those centres understand and know how they work. The progress made so far can only be described as 'laughable' but the Officers are now saying that everything will be fine. The person who is responsible seems to be spending a lot of time doing other things. It would be nice for Officers to engage with those people who are doing it for nothing. Officers are paid officials, and they should engage with the people that have a point and not flip away from the fact that people have real concerns. He hoped that there is a plan in place for the groups with leases to receive the same support as for other community centres.

In bringing the discussion to a conclusion, the Chair stated that the fact that Jim Wilkie has agreed to talk to personnel is a positive move forward.

Jim Wilkie added that it is clear that people are dissatisfied with what has happened. If he could have the telephone numbers for the three Chairs of Management Committees, he will endeavour to have a meeting set next week, not just with himself but with relevant officers.

He acknowledged the huge effort by the volunteers who make a large investment of time and he was not complacent about that.

## 5 REGENERATION UPDATE

Howard Mortimer explained that the technology for an on-screen presentation was not working. In a verbal update he explained the purpose of regeneration; summarised the progress to date; gave an update on the master plan for Hoylake and West Kirby; and commented on scarcity of public funding due to the downturn in the economy.

The regeneration had been fired by the return of the Open Championship in 2006. Its purpose was to bring investment into the area, to bring about high quality improvements similar to those in Hoylake that would have sustainable benefits to West Wirral and its community. The focus is to make significant progress on the eight projects in the master plan by the time the Open Championship returns to Hoylake, whenever that might be. He reported progress on the eight project areas: Wirral Country Park, The Sail Project, The Greater Concourse Project, Public Realm improvements in West Kirby, The Crescent, Hoylake and Meols Promenade, Hoylake Golf Resort.

Public comments after Howard Mortimer's presentation included -

*The Sail Project. The scheme that is going forward bears no resemblance whatsoever to the originally agreed scheme.*

*Throughout the discussions, assurances had been given that the developer would provide a new sailing school – but the developer would own it and it would be leased back to the Council at a peppercorn rent. If the Council wanted to do something else with the land, in the future would have to buy it back.*

*There is already a shortage of parking spaces in West Kirby, and whilst efforts are being made to retain as much parking space as possible, the overall plans bear no resemblance to what was expected and agreed to at the start.*

*No Chandlery is being provided. It is time to start again. Cries of HEAR, HEAR Compulsory purchase was mentioned for the first time at a Cabinet meeting. Who will compulsory purchase what? Reply: The ice cream shop.*

*The Crescent: The statement that pedestrianisation may improve the trade is utter nonsense.*

*The Sail: Every time there is a report, it is an Exempt Report, which is leaked to the Daily Post. Who is responsible for those leaks?*

*The Promenade. Residents cannot park outside their own homes.*

*Greater Concourse: Is there a possibility it might go ahead, but the Council are unable to do anything about the Railway station area, which has been a headache?*

Martin Harrison gave a short on the role of the West Kirby Working Group. In his presentation, he explained that the main aim of the working group is to suggest ways to the Council of improving public engagement.

In the summer, the group asked to see the Leader and Deputy Leader and Senior Officers of the Council to talk about suggestions to improve public engagement. Those present had said they were personally committed to making this work and things have moved on from there. The Cabinet had agreed in April on the need for public consultation on the Sail Project and for the consultation to be on a proper footing. It is a step in the right direction but it is important that the Council liaises with the public because they have an input, and the development will not 'crash on' without involving anyone other than Carpenters.

A Lake User Group has been formed and will now represent sailing school users. They will be able to talk to officers and tell them what is wrong with the current project and will help create a world class sailing club.

John Hutchinson expressed the view that to leak is to subvert the democratic process. The confidentiality clause has been broken. Every leak should be investigated and the person brought to account. He continued that the car park is a 'con'. Salisbury Avenue has been recently re-surfaced, and five minutes after the signs had been taken away, vehicles were double-parked. This is an indication of the need for parking in that area.

Jackie Hall commented that misleading information had been given about Hoylake Promenade and that there is a major refurbishment going on. A large amount of money is being spent on preventative work that this Council should have been doing over the last twenty years. The work being done is maintenance and not refurbishment. People should not be getting credit for a refurbishment programme, which it is not. The residents of Hoylake know what they want on the promenade. The residents of Hoylake want the promenade to be restored to its former glory. Local residents are effecting the improvements, and they should have the credit. It is not refurbishment.

The Chair advised that that there will be a detailed scrutiny of the Sail Project at a meeting on 27 October at 6 pm at Wallasey Town Hall. If anyone wishes to speak they should contact the Committee Officer.

## 6 **STREETSCENE UPDATE**

The chair commented on the recent survey of pedestrian's concerns, which had been carried out by Ian Campbell and colleagues.

Frank Amos said he would like to compliment the Police for taking action on parking on pavements in Meols, and pointed out that similar action is needed in Newton where he lives. Cars can be parked right across the pavement and this means that people have to walk on the grass verge or in the road.

Sgt Andy Carter responded that the Police have made a start in tackling the problem of parking on pavements, and have started in Meols where it can be a particular problem when pubs with big screens are showing popular football matches. The Police have enlisted support from the pubs who have put up notices to the effect,

'Please don't park on pavements when there is a football match'. Sgt Carter agreed to tackle the problem in Newton via enforcement using Fixed Penalty Notices.

Cllr. Elderton commented we talked about bringing out a local by-law about parking on grass verges. Has that progressed any further?

Mark Smith replied we are all aware of some of the difficulties in relation to vehicles parking on footways and verges, and the difficulties the Police have in enforcement. We have looked at a number of locations that might lend themselves to that. Something we have started to look at as a Council. We are now looking at the success of the early trials, using the traffic regulations rather than a by-law.

Replying to a question about Christmas trees, Mark Smith said the Council will do everything it can to support people who want to put up Christmas decorations and provide energy and space etc.

The Chair invited Margaret Campbell to give an update on allotments. She said there is a problem with allotment sites on Wirral and the waiting list has increased. There was a community meeting about a month ago, which was interesting. We asked the Council, as part of its statutory duty, to provide sufficient allotments.

We submitted a submission for the use of unused land in West Kirby. This is public Council land and it has not been used for anything at all for years and years. We offered to pursue funding and we will manage it at no cost to the Council. The reply was 'We will follow it up' but there is no urgency about the situation.

Jim Wilkie said he would follow through the issues and contact Mrs Campbell and tell her where we are up to with all the issues.

Mrs Campbell said she was pleased to see what Black Horse Hill Junior School has done in Grange Cemetery.

## 7 PARTNER INFORMATION

The Chair welcomed representatives from Partner Organisations and invited updates:

**NHS Wirral:** Kathy Doran explained that at present swine flu numbers are very low. There has been no great increase, and that is common across the North West. There are very good plans in place for the Hospital, the Council and other colleagues, and the hope is that they will not be needed.

A member of the public linked to the support section of Wirral Partnership Homes expressed appreciation to the medics/paramedics in dealing with a crisis at home recently who had given the most excellent support.

**Wirral University Teaching Hospital.** Gary Doherty: Quite a lot of work at the hospital will be going on over the next few years. I apologise for any disruption on the Wards whilst the work is ongoing, but when people see the improvements and advantages, they will agree it is all worthwhile.

I am going to Arrowe Park Hospital to be a volunteer tomorrow. Will I have to pay to park?

Gary Doherty. - The car park is not affected by the building work. It is the wards only.

Sandra Wall commented that she had attended a launch of an appeal for equipment for the eye department. She said she was really impressed. Virtual eye surgery. Anyone with an eye problem needs to find out what they are doing. It's really impressive.

Gary Doherty was asked about the progress of single sex wards. He said there are some areas of the hospital where it is not practical to have separate facilities

because of the small number of beds. All general wards are going to have separate wards; the majority of wards will be single sex. Where remaining mixed, areas will be separated. A programme that will take a while to do. There will be high technical areas, e.g. heart attacks, where there will be shared provision.

**Older Peoples Parliament** Sandra Wall said there were 800 plus associate members. We are always recruiting, the more names we have the more people we represent, the more power we have. I have some forms here if anyone wants to sign up.

We are working on issues like Housing, Housing Development coming up in Wirral. Parking at the hospital, and we have more disabled spaces than previously and action is being taken against people who park in disabled spaces. We have regular liaison with younger people and planning a short film talking about what we do and young people will hope us make it, use their expertise, and understand their problems, many of which are the same as older people's. I hope we can get as involved as possible with the youth.

## 8 **ANY OTHER BUSINESS**

The Chair drew attention to two documents, Coastal Area Forums, relating to a Review of the North West and North Wales Shoreline Management Plan. He invited members of the public to take away copies and comment on them.

Sue Duncan, Business Manager for Hoylake Holy Trinity School introduced herself, and ask for advice and help from the Area Forum on a proposal to develop the vacant site formally occupied by Heaps and Partners.

Hoylake Holy Trinity School has very limited sporting facilities at the Hoylake Rugby Club. An opportunity has arisen to address this, and help and advice is needed on achieving this.

Everyone is aware that the Heap & Partners has re-located, vacating a very large piece of land which backs on to the school playground. Sue has been in touch with some senior officers in the Local Authority, who are very supportive and really interested. This would be a one-off opportunity for the community of Hoylake to acquire the site for a sports pavilion and running pitch for use by the school and the community, but once the site is sold, the opportunity will be lost. There are a large number of groups in the area who have expressed a real interest. Sue has looked around the building with the estate agents and the officers of the LA, but there is not much that can be done with the building to interest people, and the land needs to be cleared. Sue asked for help and advice from anyone who can come forward and perhaps help to progress this further for the community.

Local Councillors have already indicated that they would be prepared to help in any way possible. Sporting groups are interested, but there is no point in going down this route until it is clear that it will be possible to acquire the land. The site is on the market for £1 million, but it has been suggested that it is over-priced.

The Chair wished Sue well with her discussions with the Local Authority. If there is anything the Councillors can do, please advise them, equally members of the public.

A question was asked, how does one acquire information as to the relevance of Councillors' conduct and Councillors expenses, and how much is paid to Council Officers. As Council Tax payers, we are entitled to know how much we are paying our Councillors and employees.

Cllr Green replied, as he understands it, all the information is on the Internet. What people could get and what they claim. You can alternatively go into the Town Hall and someone will provide that information.

9 **DATE OF FUTURE MEETINGS**

**24 February 2010. In West Kirby Ward (if practical)**

The Chair thanked everyone and closed the meeting at 9.20 pm.

# Section Two

## Local Updates

Area forums provide an opportunity for people who live or work in Wirral to have a greater say on local issues and be more active in decision making and shaping local services.

They involve local ward councillors, police, NHS Wirral, University Teaching Hospital Trust, fire safety representatives etc along with community representatives and officers from various departments of the council.

Forums also provide information about current services, how they can be accessed and ultimately raise awareness of local council initiatives.

# Community Safety

## **Equality and Diversity** - Reporting and recording of hate crime

The aim of Wirral's Hate Crime prevention development work is to prevent and tackle hate incidents including those which can relate to anti social behavior. Being targeted because of your race, religion, sexuality or disability is a profoundly isolating experience and one in which people from all communities have a legitimate right to expect protection from the prejudice and discrimination that are at the root of hate crime. The focus of the Crime and Disorder Reduction Partnership is on serious acquisitive crime and hate crime.

Wirral's Community Safety Team Hate Crime Lead Officer is working with partners in the development of a Prevention of Hate Crime - Multi Agency Risk Assessment Committee, but there is still more to do, such as ensuring victims have the confidence in reporting incidents and systems are in place to address the reported crime.

Joined up working benefits all, it can improve efficiency and bring real benefits to the community. Collaboration is essential to the sensitive and effective delivery of services to victims of hate crime. Wirral's Multi Agency Risk Assessment Committee for the prevention of Hate Crime will bring together partner agencies that can co-ordinate a package of support depending on risk and or need.

In this way, individuals experiencing a hate crime will be provided with an effective and consistent range of support.

The Equality Bill is being used to strengthen protection, advance equality and simplify the law. It will bring together existing duties and extend to them to gender reassignment, age, sexual orientation and religion or belief.

- 6 equality strands: disability, gender, age, race, sexual orientation, religion and belief
- 7 strand to be agreed (narrowing the gap, anti-poverty)

It is the aim of Wirral's Multi Agency Risk Assessment Committee prevention of hate crime for agencies to share information with a view to identifying those at high risk of suffering hate crime and there after jointly constructing a management plan in the provision of professional support to all at risk.

Cathy Newman  
Lead Officer for the Prevention of Hate Crime

Wirral Joint Community Safety Team

## **Serious Acquisitive Crime and Hate Crime Team**

**Neighbourhood Watch Event** This event was held on Friday 6 November at Hulme Hall during 'Not in my Neighbourhood Week' 2 – 8 November 2009.

All Neighbourhood Watch Leaders and Shop / Club / Pub Watch Leaders had been invited and Neighbourhood Inspectors. It gave an opportunity to discuss matters of importance for their respective neighbourhoods and areas of concern. Presentations

included one provided by the leader of the Regional NH Watch. Our NW Co-ordinator spoke on N'hood Watch and there was a presentation by Trading Standards on 'No Cold Calling' Zones to prevent bogus callers and 'cold-calling' traders. The presentation included legislation about customer's rights.

### **Neighbourhood Watch Co-ordinator's report –**

The Co-ordinator has had a busy year with the following commitments –

Serious Acquisitive Crime meetings  
Neighbourhood Watch Schemes -  
Established 12 new Neighbourhood Watch groups in Wirral  
8 Neighbourhood Watch setup meetings,  
5 Allotment setup meetings,  
3 No Cold calling Zones  
Neighbourhood Watch Consultation Conference,  
Regional NHW meetings  
4 Force Neighbourhood Watch meetings.

#### Training -

PCSO and Police Volunteer training meeting  
3 Volunteer meetings, William Art Gallery  
Vintage Radio - crime reduction talk.  
Ringmaster Admin technology conference, Thames Valley, Port Sunlight police training Role Play.

#### Community Consultation / Information sharing -

2 Police station open days  
Police Awards and Voluntary Awards  
15 Community Crime Reduction Talks.  
15 Community Crime Reduction Stands  
3 Residents Sheltered Accommodation Talks and Crime Reduction Stands  
6 Community engagement meetings

**Christmas operation** - Over the Christmas period, the Community Safety Team in conjunction with Merseyside Police, Chamber of Commerce and Council Departments were involved with the overall operation to maintain public safety and security, particularly around the 'Night-time Economy' areas. As a result of the joint operation, the Christmas period was quiet with no major issues arising.

**Hate Crime and Diversity** - The Council held an Equality / Diversity Day at Wallasey Town Hall on Wednesday 4 November to which the public were invited. Community Safety had a stand together with the police SIGMA team, who deal with Hate Crime. Both Community Safety and the SIGMA Team gave a presentation on the work of the units. The event was highly successful finishing about 9pm.

The consultation stages have all been completed with the consensus to proceed with a Hate Crime Multi-Agency Risk Assessment Conference (MARAC) to address all six strands of diversity i.e.,

- Age
- Disability
- Race



- Religion or Belief
- Gender
- Sexual Orientation

As a result of which, the necessary changes have been made to the computer database and documentation to capture all the relevant information. The most appropriate persons representing the strands have been invited to attend the MARAC meetings. We intend to increase reporting and reduce re-victimisation. Presently we are extending the amount of third-party reporting centres and enabling easy access to services for victims of Hate Crime.

### **National Recognition For Arrowe Park Hospital**

The North West Public Health Observatory (NWPHO) based at JMU arranged a regional conference “North West Accident and Emergency Department (AED) Data Sharing Summit” and the invitation to attend the conference included the following statement “*The North West region is being recognised nationally for its commitment to, and progress in, AED data sharing for the purpose of violence prevention.*” The NWPHO presentation was entitled “The Wirral Model” and was based upon the partnership work taking place between JMU the A&E Department at Arrowe Park Hospital and the Joint Community Safety Team. Feedback from JMU after the event was sent to the Community Safety Team stating that “*partners were expressing the need to have the ‘Wirral model’ implemented across the whole of Lancashire and Greater Manchester*”.

### **Awards For Wirral Joint Community Safety Team**

Two members of the Joint Community Safety Team were winners at the Total Policing Awards held in November 2009. Simon Fitzpatrick won the Police Authority award for Improvement in efficiency/the effectiveness of Merseyside Police for his work on violence prevention and his work with schools, and Sophia Bridge won the award for ‘*Total Care for Victims*’ for the work she carries out with victims of domestic violence as part of the Family Safety Unit.

### **Crime Rates Lowered**

Of the 43 CDRPs within the North West Region Wirral has retained the 7<sup>th</sup> lowest recorded rate of crime of all 43 CDRP’s within the North West at the end of quarter three and is lower than any of the boroughs on Merseyside. We have reduced all crime during the period April – December 2009 by 7.6% compared to the same period in 2008.

### **Class A Drug Reoffending:**

Latest figures demonstrate a 28.5% reduction in the offending rate.

### **Tackling Anti-Social Behaviour (prepared by Wirral Anti-Social Behaviour Team) October 2009 – January 2010**

Legal action against the perpetrators of anti-social behaviour has included:

Reported October 2009:

- 41-year old male from Osbourne Grove, **New Brighton** was issued with an eviction order due to convictions for offences including Possession of Class C drugs, Possession of Cannabis with intent to supply and Possession of Class

A, B and C drugs. The order was postponed for one year on condition he complies with the terms of his tenancy agreement\*;

- Female evicted from **Birkenhead** issued with an eviction order following offences committed by her sons; two of which had been subject to an Acceptable Behaviour Contract (ABC) and a 3-year Anti-Social Behaviour Order respectively. The order was postponed for two years on condition she complies with the terms of her tenancy agreement and her eldest son does not reside at the property\*;
- 25-year old male from New Chester Road, **New Ferry**, issued with a 2-year Anti-Social Behaviour Order for threatening behaviour towards an officer employed by Wirral Council at The Oval, Bebington;
- 21-year old male from Mainwaring Road, **Bromborough**, had an Anti-Social Behaviour Order against him extended for a further year due to breaches\*.

Reported November 2009:

- 35-year old female from St Oswalds Avenue, **Beechwood**, was issued with an eviction order due to multiple breaches of her tenancy agreement for a range of offences committed by her and/or members of her household and/or visitors to her property. The order was suspended for two years on condition that the tenant complies with the terms of her tenancy agreement\*\*.
- 34-year old male and 42-year old female of Rodney Street, **Birkenhead**, were issued with 2-year Anti-Social Behaviour Orders, following a catalogue of anti-social and criminal behaviour related to aggressive street drinking;

Reported December 2009:

- 40-year old male from New Hey Road, **Woodchurch**, issued with an Anti-Social Behaviour Injunction following an alleged serious incident involving a neighbouring household. As part of the order he is banned from returning home for four months;
- 51-year old male from Victoria Road, **Tranmere**, issued with an interim Anti-Social Behaviour Injunction due to alleged threatening behaviour towards a Wirral Partnership Homes' employee. A further hearing is awaited\*;
- 37-year old male of no fixed abode issued with an interim Anti-Social Behaviour Order following a catalogue of alleged anti-social behaviour. The order bans him, amongst other things, from parts of **Greasby, Arrowe Park, Woodchurch & Upton**. A further hearing is awaited.

\* issued in partnership with Wirral Partnership Homes.

\*\* issued in partnership with Beechwood & Ballantyne Community Housing Association.

Additional activity has included:

- **Youth Respect Team**  
The Anti-Social Behaviour Team's youth outreach team (Youth Respect Team) has operated in Seacombe, Poulton, North Birkenhead, Bidston, Bebington and Noctorum;
- **Badges identify team members in a flash (October 2009)**  
Wirral Anti-Social Behaviour Team officers have come up with a bright idea to help them be more visible on duty as the winter nights draw in. The team, whose aim is to prevent and tackle anti-social behaviour, started wearing a uniform in 2007 to help identify them on the streets. The bright red outfit, which is also worn by the Youth Respect Team, is now a well-known sight among adults and young people alike. Now the team has added LED badges

to its uniform to increase its visibility at night. The badges scroll the name of the team member and the team they represent in bright red.

➤ **Partners line up for Not In My Neighbourhood week (November 2009)**

Wirral residents and agencies took to the streets for a week of action to tackle crime and anti-social behaviour. 'Not in My Neighbourhood Week' ran across the country from 2-6 November 2009 to promote what is being done locally to tackle crime and anti-social behaviour and encourages the police, public services and communities to work together to keep streets safe. Police led activity took place in Seacombe, Poulton, Moreton, Wallasey, West Kirby, Heswall, Bromborough, Noctorum and Tranmere.

➤ **Local children take a starring role with new anti-social behaviour vehicle (November 2009)**

Wirral Council's Anti-Social Behaviour and Housing Market Renewal Initiative (HMRI) Teams together launched a new resource to help prevent and tackle anti-social behaviour. The partnership saw the launch of a new 'Community Reassurance Vehicle', equipped with CCTV, and is designed to be deployed primarily into the Housing Market Renewal areas. The vehicle will be used as an information point for residents and will be operated by an Enforcement Officer, funded to work specifically in the HMRI area, who will use the vehicle as a resource to raise levels of awareness amongst adults, children and young people around anti-social behaviour and its consequences. The vehicle will also be used to provide reassurance and act as a deterrent to unacceptable behaviour.

At the launch event at Wallasey Town Hall, Caroline Laing, Manager of Wirral Anti-Social Behaviour Team, congratulated children and young people from across Wirral and North Wales for taking part in a competition held at this year's Wirral Show. At the show, the Team called upon budding young sleuths to investigate their way around their promotion stands, answering simple questions about alcohol that enabled them to enter a competition for the chance to visit a professional mobile studio at the Show and have a photograph taken, either by themselves or with their friends or siblings.

It was left to the children and young people's imagination how to make the photograph as interesting as possible using the investigation themed props such as binoculars and magnifying glasses. Those who took part also received a free 'respect' key ring containing their photograph. The twenty-one winners, whose photographs included single, couple and group shots, were invited to attend the launch with their families to witness the grand unveiling of the new vehicle. The vehicle was officially launched with a ceremonial cutting of the ribbon by 7 year-old Jack Wallace of Woodchurch, who is pictured on the vehicle posing with magnifying glass and walkie talkie.



➤ **Section 30 areas hailed as success in Seacombe (December 2009)**

Action earlier this year, which designated two areas of Seacombe as dispersal zones to tackle anti-social behaviour, was hailed a success. In January 2009, the Brougham Road and Percy Road areas of Seacombe were designated as Section 30 dispersal zones for six months by Merseyside Police, in partnership with Wirral Anti-Social Behaviour Team, to tackle increasing problems with anti-social behaviour by young people in the area. The powers, under the Anti-Social Behaviour Act, mean that police officers can move youths on and make arrests on those who return within 24 hours.

A random survey of local residents was carried out by the police to find out what impact the Section 30 designations had on the problems. Surveys were completed in February 2009 at the start of the designations and again eight months later. The designations expired in July 2009 but were reinstated later that month within smaller areas in the Brougham Road and Percy Road areas to specifically focus and target activity upon the most problematic roads. These further designations were linked into wider activity with partners that included youth engagement and diversion; environmental catwalks with agencies and residents to identify and address issues such as graffiti and flytipping; high visibility policing and enforcement and advice surgeries for residents.

Analysis released by the Joint Community Safety Team shows that the number of residents who considered youth disorder to be a serious problem reduced from 70% to 37%. Questions were also asked around how safe residents felt at home, near their home and in the park during the day and evening. Feelings of safety improved in ten out of the twelve questions asked, with the percentage of people answering that they felt 'very safe' increasing in all but one question.

Further perception surveys will be completed at the conclusion of the current designations in the area.

➤ **Truancy crackdown re-launched in Wirral (December 2009)**

Wirral Council and Merseyside Police joined forces to crackdown on truants. An anti-truancy blitz stopped more than 90 young people during a four-day period in November and December. The relaunched crackdown on truancy will see officers from the Police and Council return to the streets of Wirral in the New Year and use information from schools and members of the public to target known truancy hotspots. Anyone with information on truancy can contact the 'It's Your Call' hotline on 606 2020.

➤ **Confiscation Cops hit the streets at Christmas (December 2009)**

A partnership between Merseyside Police and Wirral Council's Anti-Social Behaviour Team hit the streets again for the festive season following its successful operation over the summer holidays. The dedicated patrol of police officers, branded as the 'Confiscation Cops', patrolled the borough focusing on removing alcohol from young people. The officers were visiting locations across Wirral, both in a high visibility vehicle and on foot, to patrol areas where young people congregate, responding to public concerns. Targeting hot-spot locations of alcohol-fuelled anti-social behaviour, identified by analysis of data from police and other partner agencies, which includes calls from the public, the officers confiscated alcohol from young people.

During August 2009, operating on Friday, Saturday and Sunday evenings, the dedicated patrol spoke to 245 young people. 90 units of alcohol were seized and 18 young people were signposted to support services.

The 'Confiscation Cops' patrols are funded by the government's Youth Taskforce as one of a number of initiatives to tackle alcohol fuelled anti-social behaviour by young people. Residents can report locations where young people are engaging in alcohol misuse to the police on 709 6010.



# Merseyside Fire and Rescue Service

## **Operations.**

The Fire Service on Wirral is delivered through 6 community fire stations located at Birkenhead, Bromborough, Heswall, Upton, West Kirby and Wallasey.

We are committed to innovative and imaginative change in order to help make our communities safer and stronger. We are also committed to integrated working with other authorities, agencies and the voluntary sector to improve public safety and well being.

We have an **Integrated Risk Management Plan** which is a local strategic plan that outlines the measures intended to be taken to continue the modernisation and improvement of services to the people of Merseyside. Past and current I.R.M.P can be viewed online at [www.merseyfire.gov.uk](http://www.merseyfire.gov.uk) or copies of the latest plan are available at local community fire stations across the district, public libraries and One-Stop shops.

We have made a commitment to risk assess every home in Merseyside and now are proactively targeting those homes that are still outstanding an initial assessment.

To ensure that every home on Merseyside has had a Home Fire Risk Assessment/**Vulnerable Property Assessment** (VPA's) by the end of the current fiscal year we commenced a new strategy of targeted campaigns in April 09. In addition to normal operations, we have run several campaigns across Wirral targeting those at risk properties. Over 5,000 properties on Wirral have been visited by crews over the last quarter.

In addition to the above, work has continued in respect of reducing the risk of death and injury across the area. MFRS has a statutory duty to maintain operational readiness and training is a key element of that. The Service has carried out a number of realistic training exercises with some of our major industry partners on the Wirral including, Camel Lairds, Uni-Lever, Shell and Costains to ensure that we are operationally prepared for any incident that may occur. Multiple high rise exercises also took place at the end of January, we worked with the local housing trust to secure a block off flats for the month in order to practice the full High Rise Procedure including use of Dry Risers and search procedures.

## **Environment.**

Merseyside Fire & Rescue Service has set a goal to become an environmentally regenerative service and to reduce our carbon footprint with the ultimate aim of becoming carbon positive. The aim of which is to leave the climate in better shape at the end of each year.

This goal will take a sustained effort over a number of years and will require radical change in how we operate as a business, whilst we maintain our high levels of service, intervention and response to the people of Merseyside. In 2004 we became the first Fire Authority to be certified to ISO 14001 for our Environmental Management System. In addition we received in 2008 an award for our Bike wise scheme in the Merseyside Annual Transport Awards as 10% of our staff has taken up the offer of our salary sacrifice scheme to purchase bikes to travel to work. We have also received a British Standards Institute Award for our **Energy Efficiency Accreditation**, and a Certificate from the Carbon Trust in recognition and

appreciation of our efforts in the field of carbon management, emission reduction and the mitigation of climate change. These awards will be converted over to the Carbon Trust's Carbon Standard in November.

### **Youth Engagement**

The Youth Engagement Team commenced a 12 week **Beacon Course** in January for students living on the Wirral. Referrals have all come from Wirral Alternative Schools Programme. The course is running out of Birkenhead Fire Station, is for 1 day a week over the 12 wks and is designed for children aged 11-16yrs. This is a partnership project to engage young people at risk of exclusion from mainstream education and involvement in arson related crime. The course participants are given a learning experience outside the school environment to build their confidence and self-esteem. The course combines practical drill ground and scenario based training with classroom centred activities and workshops-including community fire safety. The course concludes with an end of course presentation at the Training & Development Academy in Croxteth for the students and their families.

### **Partnerships.**

The Fire Service are committed to working in partnership to achieve strategic objectives within the Local Area Agreement, examples of this are

A partnership has been set up between MFRS and **Wirral Roadsafe Partnership** to impact on RTC Reduction National Indicators. We have trained staff to check Child Car seat fitting for safety and to give advice on type and legal requirements. A number of successful events were held across Wirral where MFRS, along with Wirral Road Safety, provided child restraint checking information and advice

### **Fire Fighting Equipment for Wirral Wardens and Rangers**

As part of our strategy for Small Fires in Parkland portable fire fighting equipment has been provided to Park Rangers and Community Patrol Wardens. The issue of the equipment will decrease environmental impact by extinguishing small fires on discovery and therefore reducing the Carbon emissions.

Wirral has:-

- 10 Sites of Special Scientific Interest (SSSI) – more than any other district on Merseyside
- 70 Sites of Biological Importance (SBI)
- 220 designated green spaces in the current Unitary Development Plan for Wirral
- 24 Allotments

These sites are either patrolled by Wirral's Community Patrol, Wirral Park Rangers and/or National Trust Rangers.

Funding has now been agreed to supply the PacLider Portable Water Fire Extinguisher to wardens in Wirral. It was granted by North West Improvement and Efficiency Partnership via North West Fire Service Sustainability Network. MFRS will be providing full training to the wardens and rangers in the safe use of the equipment.

### **Wirral 'Trailblazers' Mountain Bike Club**

MFRS in partnership with Merseyside Police, Wirral Youth Services and Anti Social Behaviour Teams are endeavouring to set up a Mountain Bike Club initiative based at Bromborough Fire Station. The scheme will be aimed at young people across Wirral and be a diversionary activity as well as contributing towards the health and



education of the young people involved. The partners hope to encourage interaction with the young people and others in the community and to promote health and safe cycling together with citizenship through a club based environment. The workings of the partnership are still in its infancy and progress will be reported at future Forums

**Wallasey Youth Centre** is a joint project currently underway involving MFRS and Wirral Borough Council Youth Service. The scheme involves the development of facilities at Wallasey Community Fire Station to provide amenities for young persons to interact, these will include meeting area, I.T.C suite, dance studio and a number of activity rooms. The overall design was developed in conjunction with young persons who will ultimately be using the facility. Work is well under way now and the facilities should be available by the end of the current fiscal year.

This scheme will complement the recently completed Lifestyle Centre at Wallasey and will provide an opportunity for interaction between all age groups.

**Fire Support Network** is a non-profitable registered charity which works in partnership with the Fire Service on Merseyside to promote fire safety to the local communities through volunteers and partner organisations. Volunteer roles vary from working directly with the fire-fighters, leafleting and replacing batteries in smoke detectors to providing an after fire care service and fund raising. Anyone interested in becoming a volunteer can register online at [www.firesupportnet.org.uk](http://www.firesupportnet.org.uk) or contact via telephone on 0151 296 4600.

FSN are looking to recruit volunteers for the last of their **Bright Spark** programmes running in February. The principal criteria for volunteers are that they should not currently be in Employment, Training or Education and should be aged between 16 and 25.

The principal objective of the programme is to work in the most vulnerable parts of Wirral encouraging residents to take advantages of some of the free services available to them in order to make their home safer, warmer and more energy efficient during the winter months. There are lots of incentive activities as well which are sure to maintain interest and enthusiasm throughout the 4 week programme. Cadets will be involved in a huge variety of activities which should enhance many of their skills and hopefully enable them. If you could circulate the programme to your partner agencies in the hope that they might have young people they would like to nominate. Further details can be obtained by contacting Isabelle Walker, Project Delivery Officer on **0151 296 5346 / 07837 113330**

#### **Community Fire Stations Contact Numbers**

- **Birkenhead:** Exmouth Street. Birkenhead.CH41 4AX. 0151 296 5325
- **Bromborough:** Dock Road South. Bebington.CH62 4SQ 0151 296 5925
- **Heswall:** Telegraph Road, Heswall, CH60 OAF. 0151 296 5805
- **Upton:** Arrowe Park Road. Upton.CH49 OUF. 0151 296 5895
- **West Kirby:** The Concourse. West Kirby. CH48 4HX. 0151 296 5955
- **Wallasey:** Mill Lane. Wallasey. CH44 5UE. 0151 296 6180

**For a FREE Home Fire Safety Check, including FREE smoke alarm installation if required please contact Fire Service Direct on  
FREEphone 0800 731 5958**



# Equality & Diversity

## **Wirral Council is accredited at level 3 of the Equality Standard!**

**The Equality Watch team are thrilled to announce that Wirral Council has been awarded level 3 status of the current Equality Standard for Local Government (ESLG).**

A peer challenge team from the Improvement and Development Agency were on site for 2 days at Wallasey Town Hall (20<sup>th</sup>/21<sup>st</sup> May) and re-visited us on 20<sup>th</sup> November for final assessment. Over the 2 day period Councillors, Chief Officers, staff, representatives from partner organisations, members of the equality watch scheme, local strategic partnership members and community representatives took part in focus groups and interviews.

We would like to take this opportunity to thank EVERYONE who took part in the process both behind the scenes, leading up to the assessment and over the 2 day challenge itself. A huge thank you is extended to Departmental Equality Groups, Staff Diversity Forums, Corporate Equality and Inclusion Group, Equality Watch Team and staff who have worked so tirelessly over the last 18 months to get us where we are today!

The 'Standard' has changed recently, with effect from March 2009 a new framework has been introduced which will be fully implemented by September 2009, called the 'Equality Framework for Local Government' (EFLG). Under the new framework Wirral has migrated to 'achieving' status which replaces level 3 and we aim to reach excellent status by 2012.

## **Second annual Diversity Day event hailed a huge success!**

Wirral's second annual Diversity Day event was held on Wednesday 4<sup>th</sup> November 2009 at Wallasey Town Hall between 2pm – 9pm.

The event was organised by Equality Watch, the council's equality and diversity programme team and built on last year's event which was aimed specifically at employees. This year the event was open to members of the public, over 800 people visited the event throughout the course of the day / evening. Everyone was invited to drop-in on the event and sample cultural food, see what services are provided by our local communities, talk to colleagues who have joined a staff diversity forum and see what services our partners are providing. Diversity Week is designed to raise awareness and involve staff and citizens in the promotion of equality and diversity.

Promoting equality of opportunity is about ensuring that people from different groups do not suffer discrimination. Recognising diversity means understanding how people's similarities and differences can be harnessed for the benefit of the whole community.

Diversity Week is also a platform to learn more about your community, challenge misconceptions, promote community relations and develop innovative ideas to achieve equality and promote diversity.

The Equality Watch event was opened by the Mayor Andrew Hodson and the Chief Executive Steve Maddox. The event was closed by the Deputy Mayor Alan Jennings.



The Equality Watch team would like thank the organisations that helped to sponsor the event:

- Merseyside Police
- NHS Wirral
- Wirral Partnership Homes
- Merseyside Fire & Rescue Service
- Wirral University Teaching Hospital NHS Foundation Trust.

A wide range of activities were provided throughout the day and we would like to thank all those entertainers who provided a wonderful atmosphere which helped to make the day successful. Some of the activities that took place in the civic hall were: Lion Dance, Sign along with Wirral Taiko Dragon Drummers, Bell Dancer, String Quartet, Polish Folk Musician, Wirral Youth Theatre. Other activities include the Respect bus being situated outside the town hall, a lantern parade competition involving day centres and a diverse football tournament in conjunction with Tranmere Rovers Football Club. The Council Chamber hosted a debate by members of the Executive Youth Board

The food was a great success, People enjoyed the variety of Greek, Chinese, Thai and Polish food.

Lantern parade was one of the highlights the day. The lantern competition yielded a high standard of entries and the judging panel decided to award three third places.

The lantern competition results are:

**First Place - Riverside People's Centre**

**Second Place - Prenton Resource Centre**

**Joint Third Place - Highcroft People's Centre, Moreton Centre, Christine Gaze Forum Housing**

The prize draw was drawn by the Council Chief Executive Steve Maddox on Monday 9<sup>th</sup> November 2009. The results are:

**First Prize - M Hears**

**Second Prize - Sheila from Women's Enterprise Breakthrough**

**Third Prize - R Perry**



## Youth Voice Conference

The Equality Watch team were privileged to be invited to deliver three Equality & Diversity workshops at this year's Youth Voice conference which took place at Wallasey Town Hall on Tuesday 13 October. The theme of this year's conference was 'Perceptions of Young People'. There were 132 young people at the conference from across Wirral and the Equality Watch team would like to thank Maureen McDaid, Lindsay Davidson and Debbie McCabe from the Youth Service for their support. Special thanks of course to all the young people who took place in the workshops for making them so interactive and interesting!

## Launch of new Gender Identity Policy

Wirral Council's new Gender Identity Policy was launched by the Mayor of Wirral, Cllr Andrew Hodson on 8<sup>th</sup> September, 2009 at Wallasey Town Hall. Also in attendance were Wirral Council's Chief Executive, Chief Officers, council officers, elected members, members of Wirral's transgender community, representatives from the Council's employee diversity forums and from the community and voluntary sectors.

The Mayor welcomed people to the event and the Chief Executive re-affirmed the Council's pledge to:

- treat transgender people with respect and dignity
- support and consult with transgender employees and the wider transgender community
- strive to ensure that our policies meet the needs of the transgender community
- identify and remove any barriers that may exist for transgender people who wish to access employment and/or services

At the launch members of the transgender community gave a 'from the heart' and moving account of the issues that affect transgender people, both before and after their transition to their acquired gender.

Members of the audience commented that they found the event very informative and it was an ideal opportunity for people from different sectors of the community to network and learn about other people's experiences.

Many thanks go to the Corporate Equality and Diversity Team, the Council's Employee Diversity Forums and TransWirral who all worked with Corporate Human Resources to produce the policy.

If you would like further information please contact Jan Evans on 0151 691 8430 or Andrea Morrell-Foulkes on 0151 691 8584.

## Positive Action vs Positive Discrimination

**Positive Action** Actions taken to attract applications and interest from under-represented groups. Examples of positive action include:

- Designing job adverts to reach members of under-represented groups and encourage their applications, e.g. through use of the ethnic minority press.

- Using employment agencies and careers offices in areas where under-represented groups are concentrated.
- Encouraging employees from under-represented groups to apply for promotion or transfer opportunities
- Providing career development training for employees of under-represented groups who lack particular expertise but show potential

### **Positive Discrimination**

Making decisions which actively favour an under-represented group e.g. women, minority ethnic groups etc. Positive discrimination is illegal as it results in people within majority groups being unfairly disadvantaged.

## **Building audits**

New buildings have to be fully accessible for all users however the Council has many buildings each built to the standards relevant to when they were built. Also the buildings constantly change to accommodate the users and services provided out of them. So they may have alterations and additions to later standards. With the Disability Discrimination Act coming into force and its subsequent public duties amendments we have now a duty to make all our buildings reasonably accessible to disabled people. An accessibility audit is a critical part of meeting this duty.

The purpose of an access audit is to establish how well a particular feature, usually a building, performs in terms of access and ease of use by a wide range of potential users, not only disabled people. The audit gives a snapshot of a building at one point in its life. The audit should identify how a person: Gets there, Gets in, Gets around, and finally and most importantly, Gets out especially in an emergency.

Even if the building meets all the current laws the way it is managed is crucial. Accessibility can be compromised by, for example untidy working practices obstructing circulation spaces or causing tripping hazards or when over zealous polishing leads to slippery floors. It can also be compromised by subsequent purchasing of unsuitable furnishing and fittings. To date over 100 council buildings have had their public areas assessed and recommendations have been made. The recommendations are grouped under the following headings:

- **essential or immediate** This is where there are hazards or where there is a potential for action being taken under the Disability Discrimination Act or there are health and safety implications. This could be the highlighting of steps, filling in of mat wells or releasing the emergency alarm in an adapted toilet or moving a display stand which is blocking a fire exit.
- **desirable** Anything appearing under this category would improve the accessibility further, such as providing a portable induction loop for meetings or fitting a second handrail to steps or a ramp.
- **refurbishment** This is where bringing up to the current standard when repairing or refurbishing such as when a door needs repairing make sure it has the current vision panels and fittings, when redecorating make sure the guidelines for tonal contrast are met or on a larger scale install a lift to the upper floors.
- **Maintenance** These consist of minor items which can be accommodated within the day to day maintenance such fitting push plate or kick plates to doors, sweeping up leaves on ramps in winter or moving furniture or displays to allow circulation space. Once an audit is completed it is discussed with the

building manager and a copy sent to the service manager. Also some of the works can be prioritised to be undertaken using the DDA budget. By undertaking repeat audits every five years means that an accurate picture of improvements undertaken can be built up. For further information contact Steve Foden, Access Officer or Ged Smyth, Equalities and Access officer within the Equality and Diversity Section, Corporate Services on 619 8212 or by email [stevefoden@wirral.gov.uk](mailto:stevefoden@wirral.gov.uk) or [gerardsmyth@wirral.gov.uk](mailto:gerardsmyth@wirral.gov.uk)

### **Do you want to become a member of Equality Watch?**

**This will entitle you to receive copies of equality watch newsletters, regular updates on national and local equality and diversity headlines and the opportunity to be involved in the council's equality watch initiatives. If you are interested in becoming a member of equality watch and would like to register please email: [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk)**

## Wirral University Teaching Hospital NHS Foundation Trust

Wirral University Teaching Hospital   
NHS Foundation Trust

The Trust is pleased to be able to participate in the Local Area Forums and welcomes the opportunity to brief Wirral residents and our partner organisations on topical issues. Representing the Trust will be an Executive Director or Senior Manager and the elected Public Governor for the host constituency.

The Trust looks back on 2009 as a year of progress. We now have more than 8,500 Public Members and 5,000 Staff Members, represented by 19 elected Public Governors and five elected Staff Governors. We very much value the contribution that our Members and Governors make to help shape the services we provide.

#### Capital Investment

2009 saw the start of our £30million, three year development programme at Arrowe Park Hospital. This includes an £11.5million investment to provide a dedicated Women and Children's Hospital at Arrowe Park. This will bring together under one roof, for the first time, all acute hospital services for women and children. A leaflet outlining the changes, the benefits they will bring and the schedule of the dates when various improvements will be open, is enclosed.

The development will include:

- A major refurbishment of the maternity wards, providing all patients with single rooms and en-suite facilities
- A brand new maternity delivery suite featuring five new delivery rooms, including two with birth pools and additional facilities to allow partners to stay overnight
- Creation of an attractive single front entrance and reception area to welcome patients and visitors.

We have already opened a brand new Children's Outpatient Department and December saw the official opening of a new 'Ronald McDonald House' facility to benefit families who need to stay close to their sick children.

On the general side of the Hospital we have just installed a second MRI Scanner and opened Ward 12 as a fully re-furnished 20 bed Orthopaedic Unit with 10 en-suite single rooms. We are also investing nearly £1million in adapting our wards to comply with Department of Health guidance on eliminating mixed sex accommodation for patients.

For more information about our full three year development programme, please take a look at the enclosed plan or go to the interactive plan on the homepage of our website [www.whnt.nhs.uk](http://www.whnt.nhs.uk)

#### Controlling Infection

The Trust is committed to reducing the incidence of healthcare associated infections. We are one of the few trusts nationally to screen admitted medical & surgical patients for MRSA (meticillin resistant *Staphylococcus aureus*). This has reduced the risk of those patients who carry the germ harmlessly from developing an infection and reduces the risk of cross-infection to other patients.

We have implemented improved antibiotic prescribing practice and increased our isolation facilities. We also investigate all serious infections so that we can learn from them and take action to improve practice where necessary.

We routinely publish our infection rates on our website and information can also be found on the Health Protection Agency's website [www.hpa.org.uk](http://www.hpa.org.uk)

To meet targets set by the Strategic Health Authority and NHS Wirral we aim to reduce the number of MRSA bloodstream infections (bacteraemias) to no more than 18 in 2009/10 and the number of *Clostridium difficile* cases to no more than 190 in the same period.

We are well on track to achieve this goal and figures released by the Health Protection Agency show that between April and December 2009 there were 118 cases of *Clostridium difficile* compared with 161 cases during the same period in 2008 - a 27% decrease and, in the same period, recorded cases of MRSA bloodstream infection reduced to 12, a reduction of nine from the same period in 2008.

Our Elective Surgical Unit at Clatterbridge remains MRSA bloodstream infection free – this Unit undertakes most planned surgical and orthopaedic procedures including joint replacements. Our Women's Services Unit at Arrowe Park is also MRSA bloodstream infection free.

'Working Together to Keep It Clean' is an on-going campaign that aims to raise the Infection Control profile even higher at the Trust and to increase awareness amongst staff, patients and visitors of how important it is to 'Keep it Clean'

#### Improving Standards

- The Trust was awarded the title 'Best Large Hospital\*' in the Dr Foster Good Hospital Guide 2008 which compares services and treatment outcomes at all hospitals across the country.
- We have been named, for the third year running, as one of the country's Top 40 performing hospitals by an independent benchmarking company that



compares our performance in 20 key areas – including infection rates, mortality rates and waiting times – against other, similar hospitals.

- In June 2009 we were delighted to receive accreditation by the NHS Litigation Authority (NHSLA) at Level 2, with an exceptionally high level of achievement. This shows our commitment to delivering the highest quality and safety in our patient care.
- In the most recent (2008/09) Care Quality Commission Annual Health Check we scored ‘excellent’ for our use of resources and ‘good’ for the quality of our services
- Our Maternity Unit was judged to be one of the ‘best performing’ in the country according to the 2008 Healthcare Commission’s Maternity Services Review and was named ‘best in the region’ in a national survey of new mothers and mothers-to-be.
- An external assessment of our standards by the Patient Environment Action Team resulted in the following scores being awarded to the Trust for 2009 -

	<i>Environment</i>	<i>Food</i>	<i>Privacy &amp; Dignity</i>
<i>Arrowe Park</i>	<i>Excellent</i>	<i>Good</i>	<i>Good</i>
<i>Clatterbridge</i>	<i>Excellent</i>	<i>Good</i>	<i>Good</i>

For more information...

Our easy access website can provide lots of useful information for patients, the public, staff and GPs about the Trust and its services. Go to [www.whnt.nhs.uk](http://www.whnt.nhs.uk)

The website is speech enabled for browsers with sight related problems and the easy click, ‘email a patient’ facility continues to be a popular feature

Our full Annual Report and Accounts for 2008/09 is now available to view in the About Us section of the Trust website. A summary version, ‘Highlights of the Year 2008/09’, together with a summary version of our Annual Plan for 2009/10 and our Goals entitled ‘Moving Forward’, are also available either on the website or in hard copy from the Foundation Trust Membership Office at Arrowe Park Hospital ☎ 0800 0121 356

Come and Join Us!

As a Foundation Trust we want to involve our Public Members in helping us to shape future services – we currently have 8,500 Public Members and are keen to recruit more. Public Members can get involved as much or as little as they like – from just receiving ‘Public Membership News’, our regular newsletter, to participating in surveys or standing for election as a Public Governor. To join on-line go to [www.whnt.nhs.uk](http://www.whnt.nhs.uk) or complete the pink form that is enclosed in this information pack and return it to the Freepost address given.

\* Best large acute trust outside London – awarded jointly with Darlington and County Durham NHS Foundation Trust.

# Wirral Primary Care Trust

## **Welcome to 2010 – The Year of Health and Wellbeing**

2010 is the Year of Health and Wellbeing and we would like to support and encourage Wirral residents to improve their health and wellbeing.

This supplement will provide information on how you can improve your health and on how to get involved with activities that you may not have previously considered taking up.

It will also help you to choose the right service (see Choose Well).

## **A focus on good mental health and wellbeing**

One in four people will suffer a mental health problem at some time in their life. Problems could include mild anxiety, stress or depression. Recognising the early warning signs and knowing what to do is really important.

Help is available from:

- Kooth (for young people aged 11-24) or visit: [www.kooth.com](http://www.kooth.com)
- CALM ( Campaign Against Living Miserably) Call 0800 585858 or visit: [www.thecalmzone.net](http://www.thecalmzone.net)
- Advocacy in Wirral Call 0151 650 1530 or visit: [www.aiw.org.uk](http://www.aiw.org.uk)
- MIND Call 0151 512 2200 or visit: [www.mind.org.uk](http://www.mind.org.uk)

## The five ways to wellbeing

Evidence has shown that building actions on a daily basis from the following five ways can add seven and a half years to your life!

**1. Connect...** with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. These connections will support and enrich you every day.

**2. Be active...** Go for a walk or run. Step outside. Cycle. Do some gardening or dancing. Exercising makes you feel good. Discover a physical activity you enjoy and that suits your level of mobility and fitness.

**3. Take notice...** Savour the moment, whether you are walking to work in the snow, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters. Be curious. Catch sight of the beautiful. Remark on the unusual.

**4. Keep learning...** Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Mend a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving.

**5. Give...** Do something nice for a friend, or a stranger. Thank someone with a smile - it doesn't cost anything! If you have spare time - volunteer some of it. Join a



community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding.

## **NEW YEAR - NEW YOU - 2010 THE YEAR OF HEALTH AND WELL-BEING**

### **Book your free health check**

**The best things in life are free!**

**Over 40? Book for your FREE NHS Health Check at your GP practice.**

The Health Check will help prevent the onset of stroke, heart disease, diabetes and kidney disease.

The Health Check is a few straightforward health tests and simple questions about your medical history.

To book your appointment for your FREE Health Check call your GP practice

### **FREE NHS Health Check**

Helping you prevent heart disease , stroke, diabetes and kidney disease

### **Get active**

- Why not consider cycling or walking to work?
- Walking 10,000 steps per day helps maintain a healthy heart.
- Half an hour's exercise per day will help you feel much better and it can help you lose weight
- Seven minutes of stair climbing per day halves the risk of a heart attack

### **Eat healthily**

- Eating five portions of fruit and vegetables a day can help reduce the risks of cancer, coronary heart disease and other chronic illnesses by up to 20%.
- Too much salt can raise blood pressure, which triples your chances of heart disease and stroke.
- Cut down on saturated fats e.g. butter

NHS Wirral runs free MEND courses aimed at children who are above their ideal weight. The ten week course helps 5 to 13-year-olds and their families learn about food and how to eat more healthily, and discover fun ways to get fit.

Jean from Claughton said: "My 12-year-old-daughter absolutely loved doing the MEND course. She looked forward to it every week. We learnt so much and it was great meeting other parents and children with the same problems. MEND was so much fun, and now we all have a much healthier diet and lifestyle."

For further information call 0151 630 8383

### **Quit smoking**

Stopping smoking is the most important step people can take for their health and if you smoke on average 20 cigarettes per day you can save £2,000 per year.

NHS Wirral's Stop Smoking Service has helped more than 16,000 smokers quit.

Ciggies... On your bike!

*Theresa, aged 46, from Wallasey, quit cigarettes after her dad died as a result of smoking. She said he suffered his first heart attack when he was just 47. Teresa has saved more than £1,000 and she's bought herself a new bike.*

For FREE help and advice call 0151 630 8383 or visit <http://www.wirral.nhs.uk/yourhealth/stopsmoking/>

## **Alcohol .. Your Life back on track**

Getting help with alcohol problems in Wirral

Chelsea was frequently severely intoxicated, being seen at A&E and in trouble with the police.

After being helped by the Wirral Alcohol Service she said: *"I feel as though I am in more control of my life".* Chelsea's life is back on course.

## **Look after your Sexual Health**

Anyone, male or female, can use our free Wirral Sexual Health services. We have the expertise to discuss your contraceptive needs, and assess your sexual health issues. You will be seen by healthcare professionals in a comfortable and welcoming environment.

Call 0151 604 7290 for information on clinic details and opening times.

## **Get Back to Work**

NHS Wirral has launched a new service to help people who are out of work due to health problems get back into employment, education or training in 2010.

Wirral Working for Health (WW4H) works with health professionals and community-based action teams to give people support and advice on the best way to manage health problems while at work, and directs them to services that can help them return to employment.

Call 0151 630 8383 or visit [www.wirralworking4health.co.uk](http://www.wirralworking4health.co.uk)

*Angela from Wallasey said: "The team helped me get the support I needed to overcome my anxiety and get my confidence back. I've now got a new job as a carer and I've been accepted to study for an NVQ level 3 Care in the Community. My life has changed dramatically and I'm happier than ever."*

## **CHOOSE WELL**

### **SELF CARE**

The best choice to treat very minor illnesses and injuries

[www.nhs.uk](http://www.nhs.uk)

If you need health advice or information about local health services, contact NHS Direct on **0845 4647** or visit [www.nhs.uk](http://www.nhs.uk)

### **Pharmacy**

For fast, effective expert advice. Your pharmacist can provide advice on common health problems and the best medicines to treat them. To find your local pharmacy visit [www.nhs.uk](http://www.nhs.uk)

**GP** Find your local GP at <http://www.nhs.uk>  
For emergency GP Out-of-Hours call **0151 678 8496**

**Walk-in Centre** Walk-in Centres treat minor illnesses and injuries without an appointment.

Walk-in Centre and Minor Injuries unit based at Victoria Central Health Centre, Wallasey. (This centre also has x-ray facilities).

Open 7am until 10pm Monday to Friday  
Open 9am until 10pm weekend and bank holidays

**NEW Walk-in Centre, based at Eastham Rake, Eastham**  
Open 5pm – 9pm Monday to Friday and 8am – 6pm weekend and bank holidays (**Opening 1/2/2010**)

All Day Health Centre – based at Arrowe Park provides a nurse led Walk-in centre and you can book an appointment with a Doctor by calling 0151 201 4188. Open 8am – 10pm 7 days a week

**A&E** Accident and Emergency departments should **only** be used in a critical or life threatening situation

### **Have Your Say GPs, Dentists, Opticians, Pharmacies, Community Services or Health Service Planning**

We're always interested in what you think about your local health services.

We'd love to hear your views on how we can improve our services. Please get involved with YOUR NHS – join our membership scheme today.

Call 0800 085 1547 or visit [www.wirral.nhs.uk](http://www.wirral.nhs.uk)

### **Swine flu vaccination**

Children aged six months to five years will be the next group of people to be offered the swine flu vaccine - there are about 18,000 children in this age category across Wirral.

Marie Armitage, Joint Director for Public Health for NHS Wirral said: "Evidence shows that the under fives are vulnerable and are being particularly affected by the swine flu virus. They are the largest group needing hospital treatment at the moment and children who are otherwise healthy, are often affected."

Parents of children under five years are currently being contacted by their local NHS and will be invited to bring their young children into clinics for vaccination. Marie's Grandson Sam Armitage gets his Swine Flu vaccination.

In total, 18,000 under 5s in Wirral will be invited to have the vaccination.

# Youth Update

Wirral Youth Service provides opportunities, which are open to all Wirral young people. Youth work helps young people learn about themselves, others and society, through informal educational activities which combine fun, challenge and learning.

The Service works with young people aged 13-19 years, and specifically targeted young people aged 20 until their 25<sup>th</sup> birthday who have additional needs and need support with transition into adult life/services.

The Youth Service in Wirral works with many young people in a variety of different settings, these include:

- Youth clubs
- Street work projects
- “Kontaktabuses”
- “Wirral Youth Theatre” and Youth Arts
- “Response” – Advice, support, advocacy and information service and Substance Misuse Service
- International exchanges
- Duke of Edinburgh’s Award
- Outdoor activities
- Projects in schools

The Service is flexible and able to respond to the needs of young people and offers opportunities that are both universal and targeted. Youth work on Wirral is delivered through joint working between the Local Authority, voluntary organisations and other agencies.

Youth workers work with young people in many different localities in Wirral. Having a variety of youth clubs and street work projects allows youth workers to work with young people in their neighbourhoods, meet their specific needs and respond to issues that are important to them.

Much of the work of the Youth Service takes place in one of fourteen open access youth clubs located across the Borough. Street work teams of youth workers make contact with young people who do not access the service elsewhere, build relationships with them and in negotiation with the young people, develop programmes which address their specific needs. This work is delivered on the streets, through project work and on mobile Kontaktabuses.

## **Response**

Response is a Borough wide Youth Service provision, providing counselling, support, advocacy and information for young people. Many of these young people have complex needs requiring intensive support from the service including homelessness, abuse, poor health and poverty.

The agency also has a team of specialist workers providing support to young people who have drug and alcohol problems. The team work with those individuals in a variety of settings including outreach street work and one to one work in their homes or wherever young people feel safe. The team also deliver educational programmes within schools and other youth settings on the risk, consequence and health implications of substance misuse. Partnership work plays an important role in targeting vulnerable, hard to reach groups of young people. Service level agreements and regular joint working ensures the needs of young people are met.

### **International Work**

Each year the Youth Service runs a comprehensive programme of International Youth Exchanges. Young people from Wirral take part in a number of international opportunities.

### **Duke of Edinburgh's Award**

The Youth Service holds the operating licence for administering and running the DofE. The Youth Service is therefore able to issue individual operating licences to single units such as schools, youth clubs and uniformed organisations. Young people within the borough are able to participate in at Bronze, Silver and Gold levels and are offered a wide and diverse menu of opportunities.

A well equipped Open Award Centre is able to provide comprehensive and quality expedition training for those wishing to attempt their expedition or exploration.

Young people are encouraged to make improved use of their leisure time and by participating in the DofE they are guided towards, helping their own communities, acquiring new skills, keeping fit and taking on new and exciting challenges.

Anyone aged between 14 and 25 can take part in the DofE regardless of background or ability and participants are able to increase their own self confidence and self esteem, make new relationships and develop fresh skills.

### **Wirral Youth Theatre/Youth Arts**

Wirral Youth Theatre operates across the Borough to enable young people to access a wide range of performing arts related activities. Art forms such as drama, dance, music, technical theatre and new media are used to help young people to develop personally and socially as well as developing theatre and media related skills.

**West Kirby Youth Club** has had an increase of numbers since October. On a Tuesday they run a football session in the leisure centre. This is well attended. They have been developing projects on a Monday night with Response and the Brook coming in to deliver sessions to the young people. Since October they have 458 attendances.

**Deeside Young People's Project** has continued to work in the mid and west Wirral areas using streetwork and the Kontakta Bus to engage with young people. Promoting personal safety is of great importance and issues relating to bonfire and firework safety, alcohol awareness and knife crime have been on the discussion agenda with the young people. The youth workers are supporting the young people in activities which interest them.

## **Wirral's Older People's Parliament**

### Report on our activity in the past few months.

Membership continues to grow, and is currently about 800. Please join if you are 50 plus and live in the Wirral. It is free to join, and you get various benefits:-

1. You receive newsletters and information about events which you can attend free
2. You can contact us with any issues you have about services for older people. We try to take them up with the authorities, and usually get some satisfaction

3. You can get involved in one of a number of different groups and projects we are running or involved in.

Our December full parliament meeting in the Town Hall was addressed by Angela Eagle, our Wallasey MP, in her new role as Minister for Pensions and the Aging Society. A number of questions were addressed to her, and she answered them well.

We had one of our Away Days during the autumn. The topic was "Home Alone". Speakers covered a range of topics of importance to older people on their own, including doorstep crime, suitable housing, and how to downsize; avoiding loneliness ; befriending others and more. We were very grateful to Wirral Partnership Homes for sponsoring the day. Such events can accommodate up to 100, and a lunch is provided free. There is another day planned for this month (February 10<sup>th</sup>) specially for grandparents caring full time for grandchildren. Do let us know of any such households – they are often really stressed. On March 19<sup>th</sup> we have booked the Williamson Art Gallery for a big event to coincide with National Dying Awareness Week. We will have solicitors, bereavement workers, and an opportunity to let the NHS and Adult Social Services know just what we want from them when the end of life draws near for us.

We had a number of people coming to us last year about some fairly undignified incidents in hospital. These include aspects of clothing (undignified hospital issue, and difficulties for some in getting their own things laundered); people admitted in an emergency often don't have things they need from home, and have sometimes left their home in a worrying state, or have a pet or a fire left on; some people with hearing or visual handicaps are not receiving the care and support they need and some patients with mobility problems are having difficulty getting to and from the toilet. We collected some of these accounts and sent a letter to the hospital chief executive and others, making sure that we also reported on the high degree of satisfaction of many patients. We have been delighted with the response. Several consultants contacted us, and the Matron for older people's wards came to meet with a number of us. She is taking all the issues very seriously. Since the letter, we have also had reports of some people not getting sufficient fluid and nutrition in hospital, and this is an issue of which they are aware.

We met with the head of the Community Podiatry (Chiropody) Service in the autumn, and he told us of recent improvements in service. We gave him the clear message that older people want to maintain maximum mobility, and this means good feet amongst other things. We support any expansion of this service.

We are, in conjunction with others in Wirral, trying to set up a project to look at quality of care in our many residential and nursing homes. Some are excellent. Some receive less good reports. We are applying for a large sum of money over three years to run a project to try and identify what we want from every care home in Wirral. We will need a number of volunteers who will be trained and expenses covered, to visit regularly. Please contact the office if you might be interested.

We would like more people to get involved with our public transport group. Do you have any problems using your travel pass? Are there some journeys you want to make, but the bus and train routes are not there for you? We also want more older people with an interest in lifelong learning and adult education. If you have a national focus – pensions, human rights, age discrimination etc, we have a very active national issues organiser, who wants to know what we all want from the system. And there are some exciting developments in the Wirral over housing for older people needing support.

Finally, our Chair for our first three years of existence, Jack Cuffe, has just handed over the reins to me. We are most grateful for all his efforts, and are delighted that he will accept the new role of President.

Sandra Wall (Chair)

# Streetscene

## **New Highway Maintenance Partner**

**The following schemes have been constructed by our new Highway Maintenance Partner, Colas Limited, since the last Area Forum.**

Over 40,000 sq metres of carriageway surfacing has taken place across the borough, along with over 1200 minor highway works.

Street lighting improvements have taken place in Broadway Avenue, Prenton Dell Road, Rodney Street, Christchurch Road and Torrington Road.

Across the borough, over 40 new street nameplates and 40 new street seats have been installed.

As part of our road safety improvements two pedestrian refuges and one puffin crossing have been completed along with signage improvements on Kings Parade and a number of other smaller safety schemes.

## **Traffic Management Schemes**

*Traffic Management Schemes* – the following have been completed since October 2009:

- Wallasey Network - Conningsby Drive / Merton Road, Liscard - Cycling Strategy Scheme
- Wallasey Network - Rake Lane / Earlston Road, Wallasey - Cycling Strategy Scheme (Under construction to be completed Mar 2010)
- Wallasey Network - Mount Pleasant Road / Mount Road, Wallasey - Cycling Strategy Scheme (Under construction to be completed Mar 2010)

*Traffic Safety Schemes* - the following have been completed since the last Area Forum:

- St Albans School, Liscard - Safer Routes to School (Awaiting Scottish Power connections)
- A41 New Chester Road / Allport Road - Local Safety Scheme
- Meadowside School, Woodchurch - Safer Routes to School
- St Anselms College, Claughton - Safer Routes to School Scheme
- South Wirral High School, Eastham - Safer Routes to School Scheme
- Castleway Primary School, Leasowe - Safer Routes to School Scheme (under construction to be completed Jan 2010)

- St Georges Primary School, Wallasey - Safer Routes to School Scheme
- Irby Primary School, Irby - Safer Routes to School Scheme
- Mount Primary School, Wallasey - Safer Routes to School Scheme
- Weatherhead High School, Wallasey - Safer Routes to School Scheme
- Hoylake Holy Trinity School, Hoylake - Safer Routes to School Scheme
- A41 Hooton Interchange, Eastham - Local Safety Scheme
- Speed Barrier North Wallasey Approach Road, Wallasey - Major Safety Scheme (Under construction to be completed Mar 2010)

*Pedestrian Facilities:*

- Hoylake Road / Chapelhill Road, Moreton - Pedestrian Refuge
- Park Road South / Slatey Road, Birkenhead - Pedestrian Refuge

Further details on completed schemes and future proposed schemes can be obtained from Streetscene.

## **Personal Travel Plan Project**

In 2008 the Merseyside Transport Partnership (MTP) commenced a three year Personal Travel Planning (PTP) project as part of the partnership's TravelWise programme to help people make smarter travel choices. JMP Consultants were contracted to support management and delivery of the project. Transport and Travel Research (TTR) provide research and evaluation services in support of the TravelWise Merseyside programme and were contracted to provide independent evaluation of the PTP project.

Following a pilot in Liverpool during summer 2008 a larger project was delivered in Wirral between May & September 2009 contacting 10,000 households, with a goal of engaging with 50% of these. In particular, residents of Heswall, Irby, Pensby & Thingwall were targeted.

The PTP project has the following aims:-

- a) Reduce private motor vehicle kms among participants particularly for morning peak trips into Liverpool city centre and Birkenhead town centre;
- b) Reduce travel and establish sustainable travel patterns among participants; and
- c) Reduce carbon emissions from travel.

## **Wirral Project**

The area of Heswall, Irby, Pensby & Thingwall was selected due to its possible impact to the congestion corridor management programme. It provided the most potential for reducing car use and meeting the programme aims, including high level of car ownership and usage for work trips, comparable car and bus journey times along corridor during 8am-9am peak and capacity on 472 / 71 / 72 bus services.

Specific objectives were set for the Wirral programme, including;

- a) Reduce car use from the project area for peak hour trips to Birkenhead / Liverpool in order to contribute to reduced car trips on the designated congestion corridor.
- b) Reduce car use for other trips to and from the project area in order to reduce traffic growth and encourage sustainable travel behaviour.



- c) Improve efficiency of trips made by car in order to reduce CO2.
- d) Improve perception of sustainable modes of travel and awareness of information sources.
- e) Increase understanding and awareness of TravelWise

### *Project Delivery*

A project office and team of travel advisors was established above Heswall Post Office in May 2009. A community partner launch event was hosted by Councillor Jean Quinn at Heswall Hall on 27th May to gain local media coverage and raise awareness. Prior to this, a before survey was conducted in April with 1000 residents to set a baseline of current travel behaviour.

The project was delivered across four zones, starting in Lower Heswall and Barnston and moved northwards, finishing in Irby & Thingwall by the end of September. At the beginning, a leaflet was sent to homes in each zone outlining the project and inviting participation followed, by three attempts to contact people at home on weekdays, weekday evenings, and Saturdays.

Those available and willing to participate were then engaged in a 10-15 minute conversation to identify information and incentives that would meet an individual's travel needs and encourage sustainable travel behaviour. For those that requested one, an information pack was delivered within 5 days containing incentives and information e.g. cycle maps, walking guides and public transport timetables.

Households where no contact could be made after 3 attempts were sent a 'Missed You' leaflet allowing residents to arrange a consultation at their convenience.

Participating individuals were also encouraged to take part in a TravelWise Challenge for at least one day in the fortnight period after engagement in an attempt to encourage more sustainable travel. Incentives included a week's free bus travel, walking pedometer and a cycle discount voucher. In return householders were asked to record which challenge they'd agreed to, the date(s) they'd taken part and what their thoughts were on the experience. Forms received by the project office went into a prize draw.

Throughout the engagement period, a dedicated page on the TravelWise website was established, '[www.LetsTravelWise.org/Wirral](http://www.LetsTravelWise.org/Wirral)' to communicate the project and its progress.

A customer aftercare service was carried out by the travel advisors during engagement to ensure participants were happy with the level of service they were receiving. At the end of the project, JMP produced a report highlighting the numbers and type of people who took part, the challenges that were undertaken and the number of resources that were requested.

### *Project Results*

In October an independent evaluation of the project was conducted by TTR using a telephone after survey involving 400 participants and 400 non-participants to assess whether the aims of the project had been met. Respondents were asked to recall their travel the previous weekday, any changes of use in modes of transport over the previous and future 3 months and their opinions and awareness of bus travel, cycling and the TravelWise campaign.

The headline results from the engagement and evaluation are as follows;

- 4940 households participated
- 30,732 pieces of information were requested and distributed
- 3741 challenges were accepted

Comparing all participants with the control group saw a shift in favour of sustainable modes of transport of 9.1% and a reduction in car trips of 7.1%.

Participants who changed behaviour reduced car mileage by 5.6km (3.5 miles) per day, resulting in a reduction of CO2 emissions of 18.2%. Car use from the project area along the congestion corridor for peak hour trips to Birkenhead was reduced, but not for journeys to Liverpool. The greatest impact was made on short trips with people switching away from motorised modes to walking and cycling.

### *Post Project Activity*

All partners in the project wish to maintain the sustainable travel habits established as a result of the engagement and learn how a third project could be delivered even more successfully elsewhere on Merseyside in 2010.

It is proposed that a series of Focus Groups be held at the end of January with participants, non participants and those who did not hear of the project. As a result we should understand;

- a) what determines whether someone goes on to change behaviour having spoken to a PTP advisor and how we can help them maintain or increase this change and,
- b) the reasons for non participation and non contact.

There is also the intention to repeat the evaluation survey in 2010 to establish what level of behavioural change is maintained after a period of 12 months.

## **Recycling Update**

*Multi occupancy properties* - A new recycling service has been introduced to the majority (420) of the multi-occupancy properties across Wirral, enabling residents to recycle plastic bottles, glass jars and bottles, cans, paper and cardboard. A further 57 sites are currently being consulted to enable them to be provided with recycling services. A series of roadshows are due to take place in April 2010 at many of the high-rise flats and sheltered accommodation properties, allowing residents to speak to members of the recycling team and ask them any questions regarding the service. The Waste and Recycling Team will then focus their attentions on providing a recycling service to those in harder to reach areas, currently on a bag collection round for refuse. These are mainly rural locations in the more isolated spots of the Borough.

*On-street recycling* - Most of the large metal glass bins across the Borough are scheduled to be removed in March 2010. This is to make way for new on-street recycling bins, to be sited in shopping and tourist areas. The on-street recycling bins have been tested in Birkenhead, Liscard, Heswall and Bromborough and have been favourably received, with shoppers recycling an average of half a tonne of plastic bottles, paper and magazines, drinks cans and drinks bottles since their introduction in April/May 2009. The glass banks are being removed as we have found that many are almost solely being used by businesses, at a cost to Wirral residents. Glass banks will remain at a number of locations, including supermarkets (a full list of locations can be found on [www.wirral.gov.uk/recycling](http://www.wirral.gov.uk/recycling))

*Heart Wirral Green Month* (Oct 09 to Nov 09) - The Waste & Recycling Team sponsored a Green Month with Heart FM Wirral, to promote recycling across the Borough. As part of the campaign, there were 4 different adverts educating listeners on what can be recycled, pages on their website with advice and information along with the public's recycling tips and information. A "Big Swap" was started at the beginning of the month on the breakfast show. The swap started with a budget no frills mobile and ended with a year's car servicing and MOTs worth several hundred pounds (in between there was a bicycle, meal and chauffeur service at a restaurant); this feature promoted the reuse message. The winner of this was chosen at random from those people who submitted their recycling tips.

### *Street Sweepings*

From September 2009, the waste that is swept off the streets by the street sweeping vehicles has been sent for recycling. Approximately 80% of this waste is currently being recycled. This type of waste includes soil, dirt, grit, sand stone and leaf fall.

Wirral continue to recycle and compost approximately 36% of household waste, including street cleansing waste.

### *Tidy Business Scheme*

*Since the last report the number of businesses involved in the Tidy Business Scheme has doubled. This has mainly been due to a project naming Oxton Village England's first 'Tidy Business Village'.*

*The Tidy Business Award scheme is a national campaign led by Wirral Council Officers in conjunction with Keep Britain Tidy. The scheme encourages businesses to implement initiatives for waste minimisation, reuse and recycling schemes, and practical efforts to improve the local environment. This includes ensuring they store and dispose of their waste responsibly and take ownership of their shop frontages to help keep them free of litter and graffiti. Wirral Businesses that would like to get involved in the voluntary scheme should contact Daniel Molyneux, Trade Waste Officer, at Streetscene, 0151 606 2004.*

## **School Environment Awards 2010**

The annual school environment awards ceremony is will take place in Pacific Road Theatre on Thursday the 25<sup>th</sup> of March, 2010.

## **Wormery Project**

From end of January we will be offering a wormery and critter lodge to every school. The wormeries are being made from recyclables and our primary partners are the Live Wirral Wardens and Cornerstone Training. At the same time we will be giving each school a Cherry Tree, which is being donated as part of the programme by the Cherry Tree Centre.

## **You Decide**

The results of the Area Forums (You Decide) are beginning to come in and we will be organising the following:

- A Community Environment and Sports Day in Birkenhead and another in Tranmere
- A Big Giveaway Day in Bebington and a second in Clatterbridge

More events are expected to be added to this list as the Panels continue to report their findings. It is proposed that we wait until the full list of events under the You Decide Programme is known before we schedule the events.

### *Cascade Events*

*This centrally funded series of training events continues across the Borough. We are participating in this promoting Love Food Hate Waste and Recycling. The programme of events is being established for the months of January, February and March. In all it is expected that a further 18 events will take place during this period.*

### **Rock Ferry Health Trainers**

We are working with the Health Trainers to deliver Love Food Hate Waste information to persons participating in their Healthy Eating Course currently being run in the Rock Ferry Library. Should this prove successful we will extend our interest across the Borough.

### **Recycling Update/Technical Services Day with the Over 50's Parliament**

On 26<sup>th</sup> February we are holding our second Annual Roadshow with the Over 50's Parliament. This year we are extending the programme to include informative talks from Street Lighting and Roads.

### *Art Exhibition (with workshops)*

From the 17<sup>th</sup> to the 30<sup>th</sup> May in the Pavilion, Birkenhead Park we are holding an exhibition of Art from recyclables. At present we anticipate displays of fashion, handbags, statues, glassware, paintings, mosaics and musical instruments. The works are by both amateur and professional artists some of whom will conduct master-class workshops during the event.

For more information contact [jim.smith@wirral.gov.uk](mailto:jim.smith@wirral.gov.uk)

## **Street Cleansing and Litter Bins**

A daily assessment of the standard of street cleansing conducted by Biffa is shows that in excess of 96% of streets inspected on a random basis are cleansed to a satisfactory standard. This is against a contractual minimum target of 95%. (January to November 2009 inclusive)

### *Narrowing the Gap*

Keep Britain Tidy (formerly Encams) conducted a NI 195 survey in Wirral's 5% most deprived areas in March 2008 and again in September 2009. Results showed that from the roads inspected, acceptable levels for litter and detritus figures improved from 67% to 87% respectively in the Super Output Areas. This demonstrates a significant improvement and is attributed to a range of preventative work carried out in these areas by a wide range of partner organisations, enhanced community engagement and changes in cleansing techniques. As a result of these improvements, the gap between the most deprived areas and the remainder of the borough has reduced from a difference of 22% in March 2008 to just 5% in September 2009.

### **Litter Bins**

The litterbins on the coast, which are most exposed to the elements, have been replaced with litterbins made from stainless steel.

A procurement exercise for the general provision of litterbins is underway and this will provide for any outstanding requests for litterbins. Anyone who made a request that was not approved has been advised in writing.