

Cabinet, 25th September 2008
Sustainable Community Strategy Consultation
Appendix 1 – Proposed Consultation Draft



WIRRAL 2025

MORE EQUAL, MORE PROSPEROUS

A SUSTAINABLE COMMUNITY STRATEGY FOR WIRRAL

PROPOSED CONSULTATION DRAFT

September 2008

Foreword from Councillor Steve Foulkes
Chair of Wirral's local strategic partnership

[To be inserted]

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1. Executive Summary

1.1 Wirral's Story of Place

Wirral is a borough with enormous potential and opportunities. It is poised for a momentous period of change that will see a raft of spectacular projects, heralding large-scale investment and boundless opportunities, making it a major contributor to the city region's growth agenda. For example, the UK's biggest regeneration project – Wirral Waters - is set to transform Birkenhead and Wallasey. This visionary £4.5 billion, 30 year redevelopment of Birkenhead and Wallasey docks will have a major economic impact on Wirral and the Northwest region – creating around 27,000 jobs.

Wirral is also a place of sharp contrasts, with the overall picture masking big challenges and serious inequalities against a backdrop of population changes. Wirral has seen a 12% decline in population since the 1970s. The borough has a growing ageing population and a low number of people in their 20's and 30's compared to England and Wales.

Wirral residents experience some of the country's most notable variations in economic and social well being – a substantial percentage of Wirral's population lives within some of the country's most deprived areas, whilst there are also a large number that live in some of the country's most affluent areas. For many of our citizens there is an excellent quality of life, with good leisure facilities, an attractive coastline and countryside, good quality housing, good schools and quality employment opportunities. For some, the picture is very different, with pockets of high unemployment, low skills levels, poorer quality housing, unacceptable levels of anti-social behaviour and high levels of ill health.

In summary, the key challenges for the borough are:

- Wirral's economy is underperforming with the lowest levels of gross value added (GVA) on Merseyside. Earnings of people who work in Wirral are below the national average, whilst earnings of Wirral residents are actually above national figures, due to the fact that approximately 40,000 of our residents travel to work outside the borough to higher paid employment.
- There is a low level of VAT business registrations, plus job density levels that are amongst the lowest in the North West region. Ensuring appropriate supply of employment land and premises is key to supporting the economic improvements outlined in Wirral's Investment Strategy.
- Transport and access to employment opportunities and services both within and outside the borough are key issues to be addressed to ensure Wirral's most deprived residents have the opportunity to access employment.
- Ensuring the supply of housing development sites whilst supporting the delivery of the Housing Market Renewal programme.
- Maximising the unique opportunities presented by both the borough's docklands and the Port of Liverpool.

- Continuing to capitalise upon Wirral's exceptional tourism assets and building upon the legacy of the successful Capital of Culture year.
- With the older age groups expected to be the fastest increasing population group by 2029, looking after the frail older persons population will become a major issue for the borough in the near future, impacting on health, social care and other services.
- Although life expectancy is rising, there is a stark mortality gap between the most affluent and the most deprived areas, with those in the most affluent areas living on average over 10 years longer than those in the most deprived areas.
- There are close to 20,000 people claiming incapacity benefit, a significant number which has a clear impact on the economic performance of the borough
- There are high levels of worklessness in the borough, with a strong correlation to levels of economic inactivity, poor education and skills attainment and other deprivation indicators. Wirral has a higher than average proportion of the working age population on benefits and a quarter of all school children in Wirral qualify for free school meals. The people with the lowest qualifications are least likely to find employment; Wirral has a rate of 35.50% of working age population with no qualifications.
- Tackling increasing homelessness, affordability of housing and the condition of homes occupied by some of the more vulnerable members of the community.
- Against a backdrop of improvements in levels of crime, certain communities of the borough continue to suffer higher levels of crime than others. Wirral's most deprived areas (roughly 10% of the borough) account for 30% of all recorded British Comparator Survey (BCS) crime on Wirral. Those communities also suffer disproportionately from higher levels of violent crime. Anti-social behaviour still makes up a large percentage of the total number of reported incidents that the Police and other agencies deal with in Wirral.
- Despite overall attainment levels being above the national average, there are stark disparities in attainment between areas of the borough, with children in Birkenhead achieving a low level of A*-C grades at GCSE compared to those in West Wirral.
- There are too many looked after children in the borough and they do not achieve as well as others, with only 15% achieving 5+ A*-C grades at GCSE in 2006.
- Whilst significant progress has been made in reducing the number of young people 16-18 not in education, employment or training, the most deprived areas of the borough have been identified as having disproportionately higher levels of young people not in education employment or training, as well as specific cohorts including teenage mothers, care leavers and young offenders.
- The teenage conception rate in Wirral remains lower than the North West regional average but higher than the national and Merseyside rates. Teenage

parenthood in Wirral continues to be an issue in those areas that experience higher levels of deprivation and poorer educational attainment.

- Recycling is a big issue for Wirral. Since the roll out of the grey recycling bins across Wirral, the recycling rates for the borough have improved dramatically. Central government targets have been agreed to have at least 40% of waste recycled by 2013, Wirral is currently only expected to achieve a maximum of 36% by this time. Continued focus is needed to achieve the government target of 40% by 2013.
- Wirral continues to suffer from road traffic accident rates that are too high.
- Whilst significant progress is being made on overall cleansing standards and fly tipping removal across the borough, improvements - especially in more deprived areas of the borough - are often insufficient.

1.2 Wirral 2025 – More Equal, More Prosperous

Our long term, partnership vision is:

A more prosperous and equal Wirral, enabling all communities and people to thrive and achieve their full potential

We will therefore plan and work together to deliver:

- **A strong local economy** for Wirral;
- **Safer, stronger communities** in all parts of the borough
- The best possible **health and well-being** for all families and individuals
- Excellent **life chances for children and young people**
- A high quality **living and working environment**
- **Sustainable, appropriate housing** for all

Our partnership vision is underpinned by a set of shared values:

- **Living within environmental limits**
- **A strong, cohesive and fair Wirral**
- **Developing sustainable solutions to tackling our strategic aims**
- **Involving communities**
- **Ensuring that our services are accessible**

These take into account the principles for sustainability set out in the UK Sustainable Development Strategy 2005.

Wirral 2025 is a long term vision demonstrating how the statutory agencies, the private sector and the community and voluntary and community sector work collectively to improve the quality of life within Wirral. It sets the scene for

partnership working in the borough for the years to come and will play a key role in meeting the borough's future challenges, by linking together key local authority and partner strategies such as the borough's Local Development Framework (LDF).

We recognise that focusing on the disparities in the borough needs to be complemented by an approach which identifies and targets a number of priority groups across Wirral, including Incapacity Benefit claimants, lone parents, people from black and minority ethnic communities, low income households with children, people with low or no skills, Wirral's NEET (not in education, employment or training) cohort, the over 50s and women returners.

Given the scale of the challenges, Wirral partners agree that preventing and tackling worklessness and related deprivation (including child poverty) are priorities that must cut across strategic policies at a number of levels.

An ambitious investment strategy is now in place that will drive the economic development of the Borough. This strategy is led by a partnership board consisting of representatives of both the public and private sectors. A multi agency approach to tackling worklessness and growing the economy has been recognised by partners across the Local Area Agreement, with joint priorities being agreed. Activity will focus upon the attainment of the investment strategy's objectives in order to narrow the gap in outcomes for all Wirral people.

1.3 Wirral's Local Area Agreement 2008-11

Partners have already developed strong and effective partnerships with Wirral's voluntary and community sector, which has been at the forefront of much of our activity to tackle worklessness, deprivation and low skills within some of our most deprived neighbourhoods and disadvantaged groups.

We will begin to tackle the key challenges facing Wirral through the delivery of our Local Area Agreement. This is a 3 year action plan which has been negotiated with central government to deliver improvements on Wirral's shared priorities. Wirral's LSP has identified, through a robust prioritisation process, the right improvement targets for 2008-11.

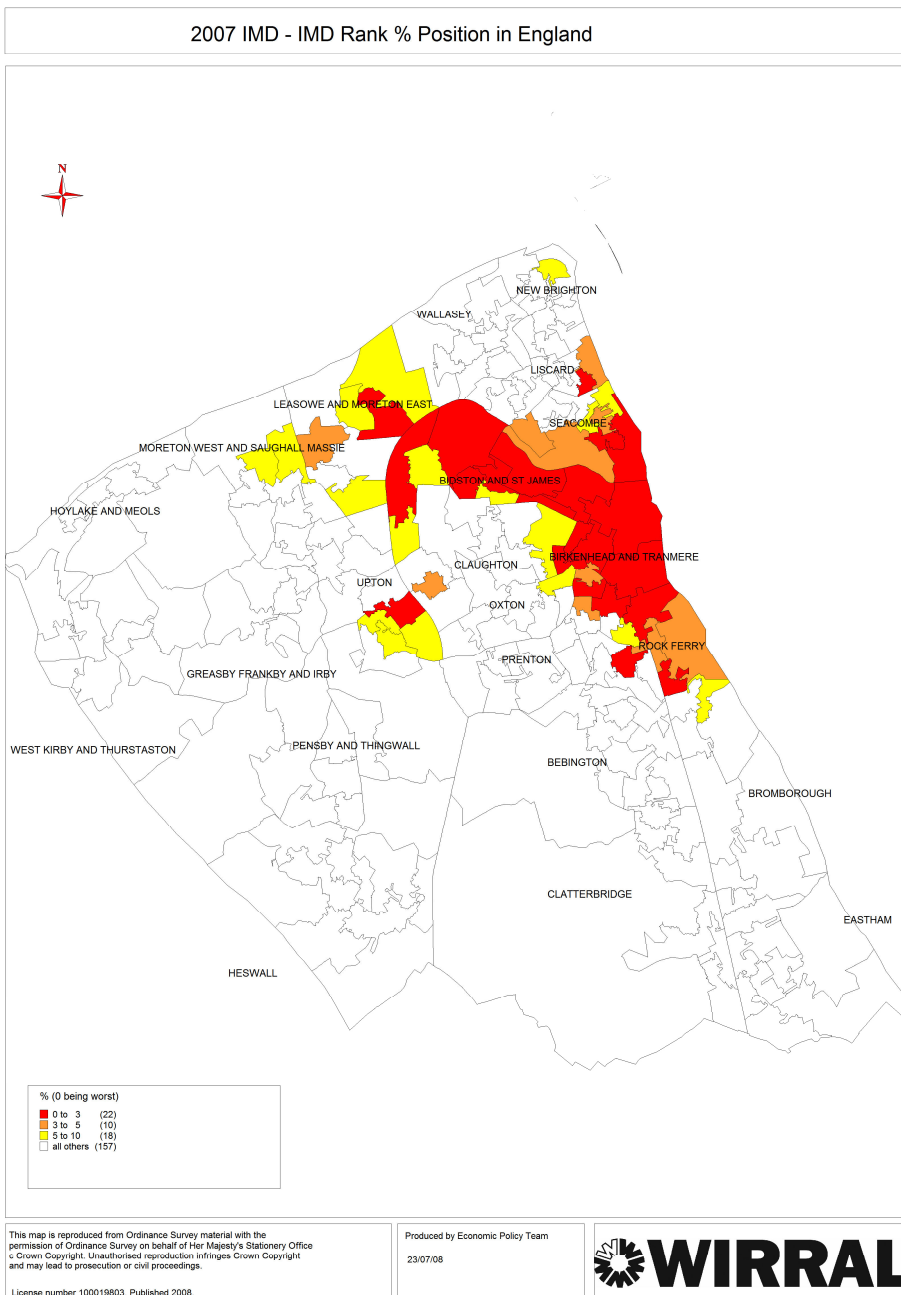
The vision for Wirral is ambitious in scope. However Wirral's Local Area Agreement will balance this ambition with targeted activity. The improvement targets in our Local Area Agreement will address the key challenges identified in the sustainable community strategy.

2. Wirral's Story of Place

2.1 A Borough of Contrast and Challenges

Wirral is a borough of enormous opportunity but it also a place of sharp contrasts, with the overall picture masking stark inequalities for local people. Many of Wirral's citizens enjoy an excellent quality of life, with good quality housing, schools and living environment. In certain parts of the borough, however, there are significant levels of deprivation. Within Wirral, areas range from the 26th most deprived in the country (around St James Church in Birkenhead) to one of the most affluent in South West Heswall less than 6 miles away.

Some of the 3% most deprived areas in the country fall within the urban developments of Birkenhead and parts of Wallasey. These areas generally have a younger population profile than the Wirral average. They experience higher than average levels of anti-social behaviour and educational achievement at Key Stage 4 is below the Wirral average. Life expectancy here is shorter than the Wirral average and a high percentage of Wirral's Job Seeker Allowance claimants live in the area. House prices are lower than the Wirral average although this does lead to a greater availability of affordable housing. There are generally low levels of car ownership here but there is good access to services by public transport. Although environmental quality of the built and surrounding environment can be poor in these areas, every area of Wirral is well served by public parks and open spaces.



In contrast there are areas of the borough (including Bebington and Clatterbridge, Heswall, Pensby and Thingwall and West Wirral) that have an older population

profile where house prices are higher than the Wirral average and there is limited availability of affordable housing. There are low levels of deprivation, low levels of anti-social behaviour and educational achievement at key stage 4 is above average. Life expectancy in these areas is above the Wirral average, and there are high levels of car ownership. Most areas have relatively good access to services by public transport. These areas are well served for parks and open spaces with easy access to countryside and coastal areas.

The remainder of Wirral has a more mixed profile, with generally low levels of deprivation although some areas to the east of the Greasby, Frankby, Irby, Upton and Woodchurch area forum boundary, and in Leasowe, Moreton and Saughall Massie fall into the most deprived 3% in the country.

In terms of deprivation, Wirral compares favourably with most of the other Merseyside Local Authorities, particularly Liverpool and Knowsley. However, in terms of employment deprivation, Wirral comes out as 8th worst, behind Birmingham, Liverpool, Manchester, Leeds, Sheffield, Bradford, and Sunderland.

Wirral's population has declined from over 355,000 during the 1970s to 311,200 in mid-2006. The population is skewed towards older age groups, with a lower proportion of younger adults and a higher proportion of older people than the averages for the rest of England and the North West. The fastest falling population categories are the 24 years and under age groups. The principal flows of population (i.e. people moving out of the borough to other areas) are out of Wirral to Denbighshire, Flintshire and Chester and into Wirral from Liverpool and the rest of greater Merseyside.

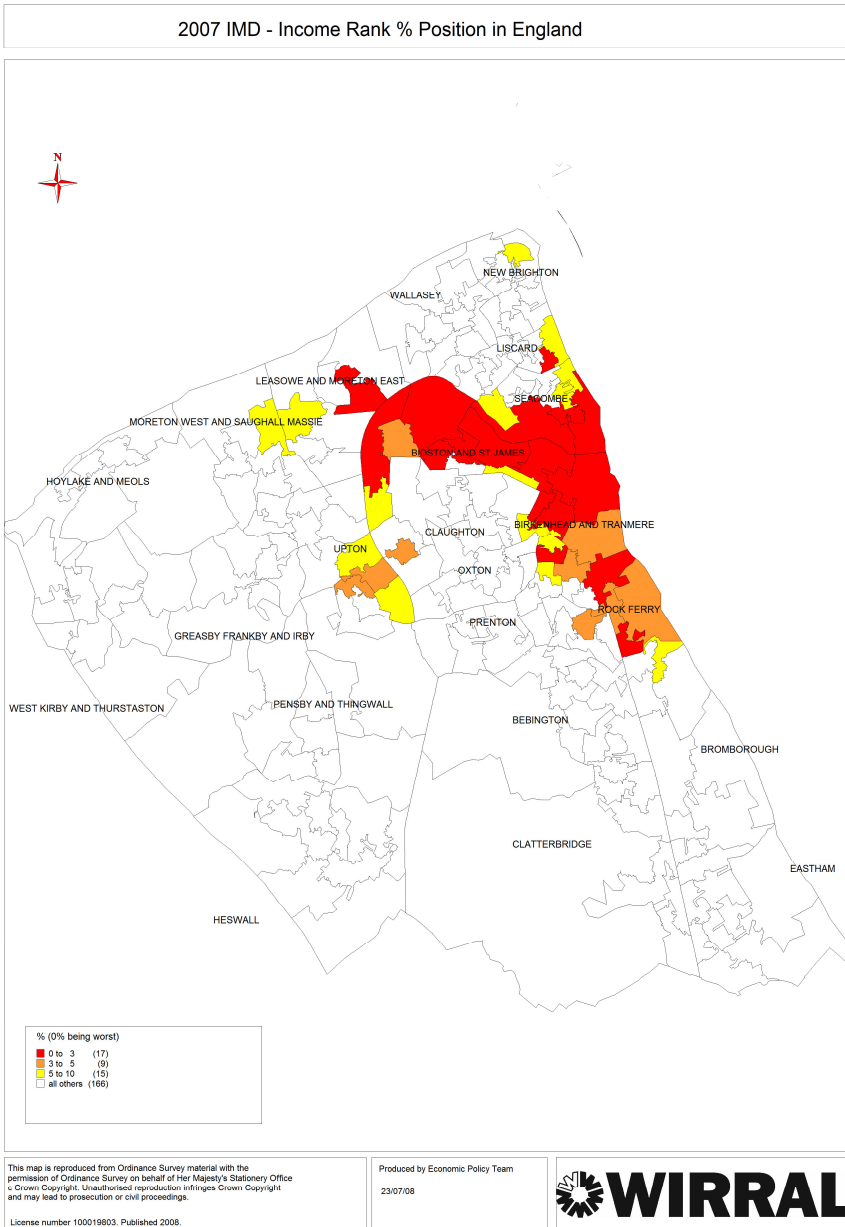
Residents' surveys (2003, 2006, 2007) have consistently identified crime levels, clean streets and activities for teenagers as being important to residents and in need of improvement. In 2006, responses to the general resident's survey indicated that these topics were less in need of improvement than in 2003, suggesting that residents were noticing the positive impact of community safety, youth activities and street cleansing initiatives in the borough. However, results from the Wirral resident's survey 2007 show that several topics have become important to a greater proportion of residents and also been stated as in greater need of improvement by a greater proportion of residents. The most significant change has been in the importance and need of improvement of the provision of affordable decent housing. This is in line with the national context.

2.2 Wirral's Economy

Challenges

It is clear that Wirral is an economy that is under-performing. Although it plays an important role in the City Regional labour market – exporting substantial numbers of highly skilled workers to Liverpool, Chester and elsewhere – Wirral has a relatively small and low value economy. It has one of the lowest GVA per capita in Merseyside and the North West, and represents only 56.7% of the UK average. In addition the economy of Wirral is growing relatively slowly and as a result is falling behind other parts of the City Region, the North West and the rest of the UK.

There is a sharp distinction between the economic activities that are taking place in Wirral and those that Wirral residents are engaged in. Earnings of workers in Wirral are below the national average yet earnings of its residents are actually above the national figures. Wirral is ranked as the eighth most deprived area of the country in the 2007 IMD indices of deprivation in relation to employment and significant concentrations of economic inactivity are focused in the east of the borough. The areas that see these spatial concentrations of economic inactivity also see similar inequalities in areas such as health, educational achievement and crime. This is an indication of the scale of the challenge faced in Wirral and the need for a focused and co-ordinated approach to tackling worklessness and economic inactivity.



In essence, Wirral faces a number of economic challenges that must be addressed if it is to become a thriving place to live, work and visit:

- For every 100 people of working age in the borough, there are only 61 jobs;
- The gap between Wirral, the North West and national rates is significant in terms of all the main indicators of an enterprising economy, such as self-employment rates, business start up rates, business density and GVA per head;
- More than 40,000 residents currently travel outside Wirral to access higher paid employment in Liverpool and Chester;
- There are low levels of enterprise and

entrepreneurial activity in Wirral, particularly amongst women and people from BME groups;

- There are huge variations in levels of economic inactivity across the borough – from over 56% in parts of Birkenhead and Tranmere, to less than 3% in parts of Heswall;

- There are high levels of worklessness, child poverty and related deprivation in certain wards;
- There are close to 20,000 people claiming incapacity benefit - a significant number which has a clear impact on the economic performance of the borough;
- There are stark gaps in employment skills in deprived communities;
- There is a shortfall in the quantity and quality of sites/premises for modern business needs;
- The VAT registration rate of businesses is amongst the lowest in the North West.

Moving in the right direction

A comprehensive investment strategy is now in place to guide Wirral's economic development over the next decade and full employment and enterprise strategies have been developed to create a workforce suitable for the demands of employers. The majority of the new Working Neighbourhoods Fund is being directed towards improving the economic prosperity of Wirral in line with the aims of investment strategy.

The majority of respondents to a Wirral Citizen's Panel Survey in Spring 2007 thought that the local authority had been successful in supporting the economic regeneration of Wirral.

There is a continuing development programme to meet intense demand for prime office and industrial locations. £150m has been invested in Wirral International Business Park and more than 200,000 sq ft of quality business units were developed in 2006.

Partners are working with local people on jobs and skills. The Pathways to Work partnership scheme led by Job Centre Plus is helping people on benefits back into work. An innovative Reach Out service has been developed to give confidential advice and support to people who have experienced problems in accessing employment, education and training. 184 people that were unemployed between 1-15 years are now in employment, and 24 families have been moved out of the child poverty index.

Tourism has already been boosted by Wirral's major events and impressive cultural offer and work is underway to develop a 5 year plan for the borough's cultural and leisure services. The Wirral Coast Partnership is bringing together all key stakeholders with an interest in Wirral's natural coastline asset, with the aim of maximising the visitor potential to the area.

Partners

Partnership arrangements around this agenda have been strengthened further through merging a number of partnerships and groups to establish Wirral's Economic Development and Skills Partnership. This group held its inaugural meeting in May 2007 and the single partnership will deliver the economic development and enterprise outcomes within Wirral's Local Area Agreement.

- Learning and Skills Council
- Job Centre Plus
- Wirral Metropolitan College
- Community and voluntary sector
- Wirral Council (Strategic Development / Transport)
- Children & Young Peoples Service
- Birkenhead 6th Form College
- Connexions
- Wirral Hospital Trust
- North West Development Agency
- Probation Service
- Wirral Primary Care Trust
- Merseyside Employer Coalition
- North West Trades Union Congress
- Government Office
- Business Link
- Wirral PCT

2.3 Crime and Community Safety in Wirral

Challenges

Wirral has the lowest rate of recorded crime in Merseyside. The rates of burglaries, violent crimes, robberies and vehicle crimes continue to fall and are amongst the lowest in the country. However, crime levels in our most deprived communities are disproportionately higher than the overall position for Wirral, with 10% of our Borough contributing almost 30% of crime. Much of this is violent crime, located within our town centres and is associated with our night-time economy.

Partners are working together to reduce access to alcohol and improve education, treatment and enforcement to reduce overall crime. There are strong motivations for reducing alcohol fuelled crime in deprived communities in order to protect and enhance the night time economy.

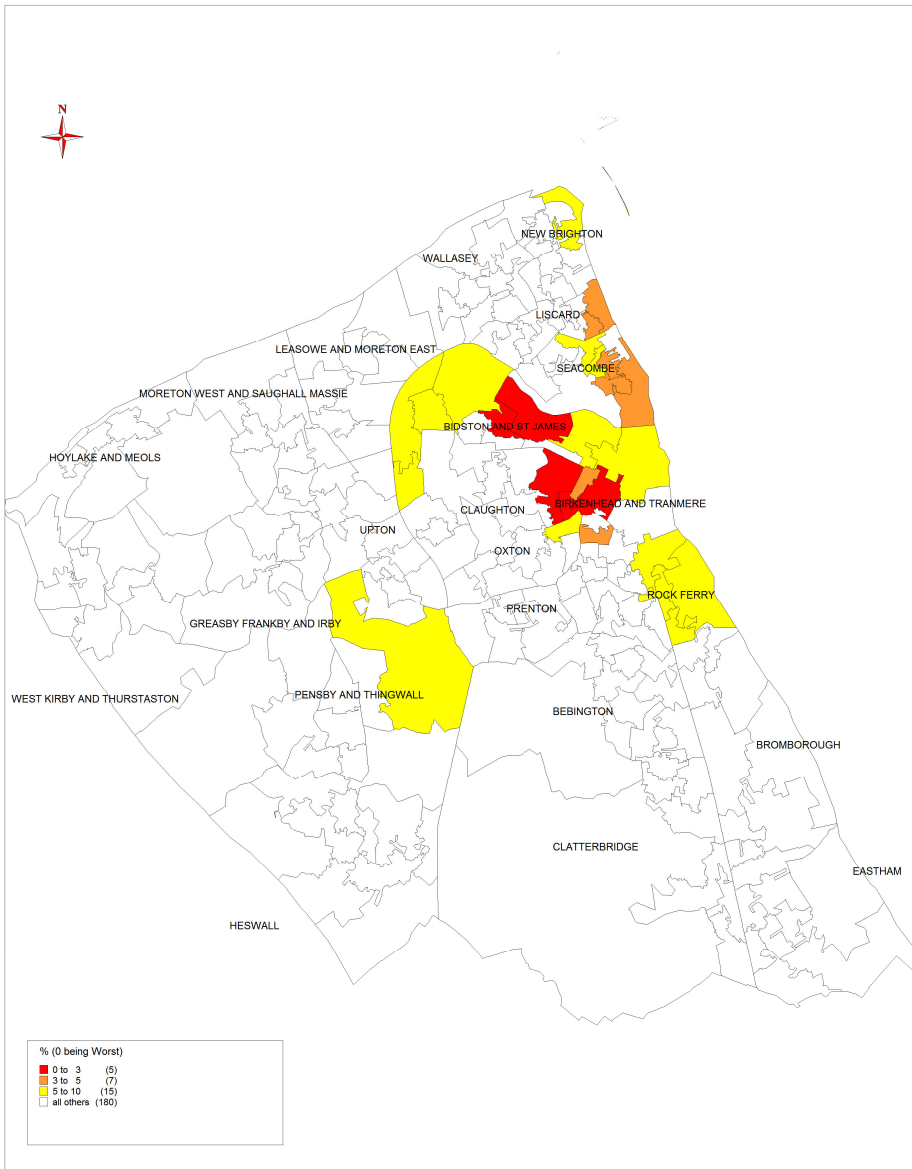
Wirral's Crime and Disorder Reduction Strategy and its Alcohol Harm Reduction Strategy detail the preventative action undertaken to tackle the alcohol abuse that is key to reducing alcohol related crime.

There has been a fall in residents' fear of crime. However Anti-Social Behaviour remains a significant issue for local people. Whilst performance is improving, ASB was still the highest reported incident category reported on Wirral in 2006/7 – three times higher than the next highest. During last year, there were 21,994 reported incidents of anti-social behaviour and 7,569 recorded incidents of criminal damage, the next highest category. There were also 2,425 incidents of secondary, deliberate fires.

Serious injury and death of road users and pedestrians in Wirral continues to be a significant challenge. Despite various successful initiatives such as cycle training, traffic calming and road safety neighbourhood regeneration initiatives, the borough

still has particularly high rates of road casualties involving car users, child pedestrians and motorcyclists compared to other Merseyside authorities.

2007 IMD - Crime Rank % Position in England



Moving in the right direction

Crime rates continue to fall across Wirral and the borough is largely a very safe place to live, visit and work in. A Crime and Disorder Reduction Strategy for Wirral has been in place for a number of years.

Even though issue of crime amongst Wirral’s teenagers is still identified by residents as an area for improvement, Wirral has reduced the perception of ‘youth disorder as a big problem’ by 16.5% since 2005. Working with young people is a recognised strength in Wirral, with a Beacon status awards for Positive Youth Engagement. Just some of the projects are:

- Merseyside’s Fire and Rescue Service’s work with young people in a number of ways to prevent hoax calls and anti-social behaviour.

This includes early intervention projects and work with children and young people at risk

- On Track - a partnership approach to preventative work with disadvantaged youngsters at risk of becoming involved in crime
- It’s My Park - a community involvement and heritage project, delivered in partnership with Liverpool University in Birkenhead Park providing diversionary activities for children, tours for local schools and events for the local community

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- CH Youth Challenge - the Sport & Recreation section of the local authority works with communities where need is greatest to reduce anti-social behaviour through the use of sports activities. This is an intelligence – led approach directing the activities where and when most needed.
- For My Girlfriend - a road safety campaign aimed at young men with a hard hitting reconstruction of a car crash, run by the Council in partnership with the emergency services.

Wirral's Youth Offending Service has achieved a consistently high level of performance.

The successful Operation Hawk is the Drug and Alcohol Team's response to street level drug-dealing, delivered by Merseyside Police. It is a co-ordinated campaign which includes police operations, media and marketing activity, information gathering from the public and drug awareness promotion in schools.

In March 2007 Wirral was selected by the government as one of 40 'respect' areas, as part of the current drive against anti-social behaviour. Many initiatives have been developed, including the Youth Respect Team aimed at preventing and reducing anti-social behaviour by young people. For example, a Parenting Coordinator is now in post within the Anti-Social Behaviour Team. This specialist practitioner delivers parenting programmes for families engaged in significant anti-social behaviour. Wirral's Respect Bus visits public places where local residents can get advice from a number of specialists on topics ranging from abandoned cars to youth nuisance

British Transport Police are working in conjunction with Merseytravel on Operation Shield to identify and remove weapons from people using public transport.

The Wirral Crime and Disorder Reduction Partnership (CDRP) is a partnership made up of all the key agencies that work with crime and disorder as well as elected Council Members and members of the public. The group meets to determine the best way to tackle the challenges of crime and disorder in Wirral. In particular the Partnership is accountable for the Wirral Crime and Disorder Reduction Strategy. The strategy is reviewed every three years on the basis of an audit of crime and disorder in the borough and consultation with Wirral residents.

The delivery arm of Wirral's Crime and Disorder Reduction Partnership is a multi disciplinary team which includes seconded officers from Merseyside Police, Merseyside Fire & Rescue Service and Family Support Unit and is supported by a dedicated Community Safety Solicitor.

Partners

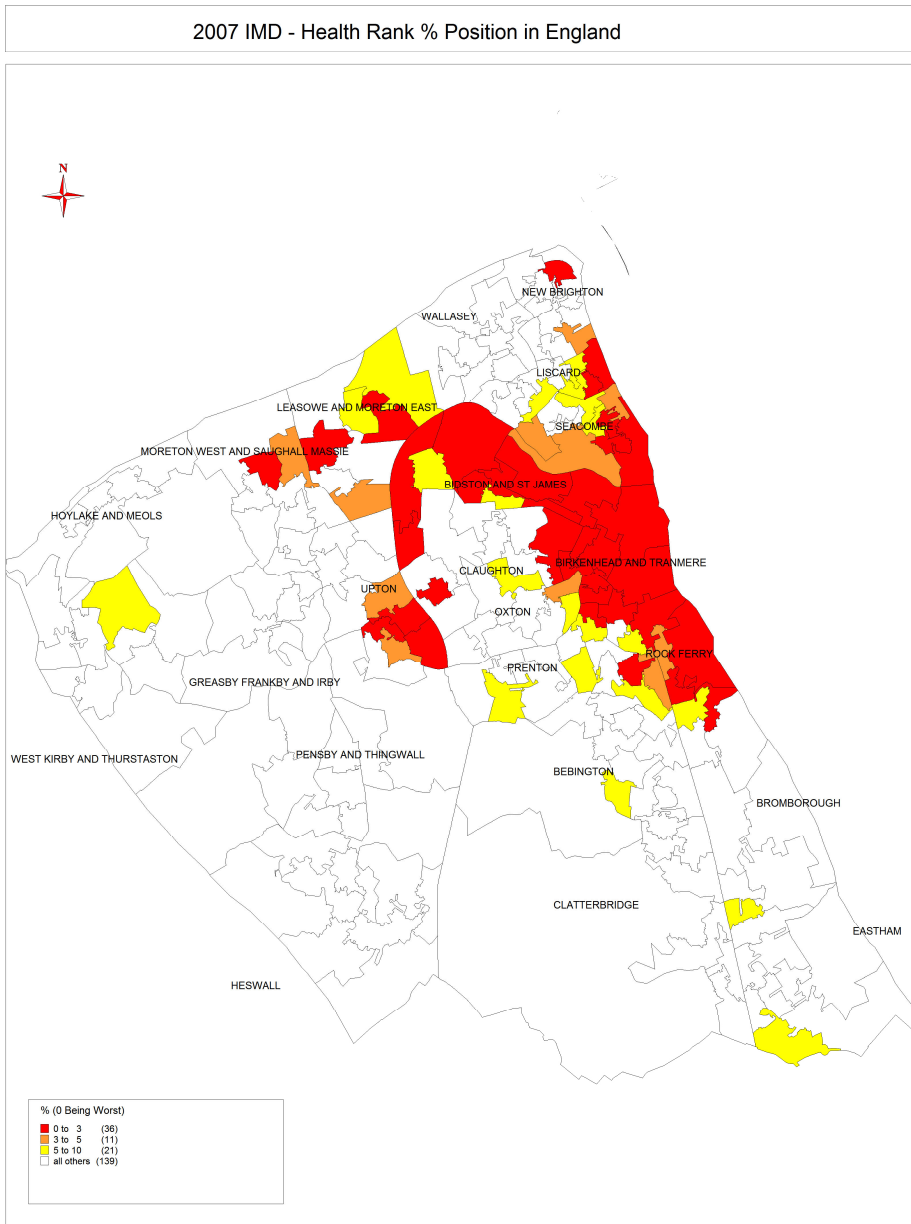
- Merseyside Police
- Merseyside Fire & Rescue Service
- Drug and Alcohol Action Team
- Youth Offending Service
- Children & Young Peoples Service
- Dept of Adult Social Services

- Wirral Community Safety team
- Wirral Council Regeneration dept
- Anti Social Behaviour Team
- Merseyside Probation Service
- Merseytravel
- Wirral Council Parks and Countryside Service
- Community and voluntary sector
- Wirral PCT
- Crown Prosecution Service

2.4 Health and well being in Wirral

Challenges

Many Wirral residents enjoy excellent health and well-being. However between the most affluent and the most deprived areas there is a stark mortality gap, with those in the most affluent areas living on average over 10 years longer than those in the most deprived areas.



The gap in mortality rates between our most deprived areas and the rest of Wirral continues to widen. Wirral has the widest variation in mortality rates within the borough of all the Merseyside districts and one of the largest health inequalities in the Northwest. Notably, male life expectancy is on average 10.5 years shorter in the most deprived part of the Borough compared with the most affluent.

The reduction of health inequalities is a complex area and requires consistent action across a wide range of agencies at national and local level. Some progress has been made in terms of reducing the overall mortality rates for Wirral through the

success of some specific intervention measures.

For women, the main condition contributing to the gap in life expectancy is digestive disorders (including cirrhosis). For men, the main conditions are cardio vascular disease and digestive disorders (including cirrhosis).

One of the key challenge areas in relation to increasing life expectancy lies in tackling alcohol harm and its related conditions, as well as making progress in relation to other lifestyle behaviours and health promotion for all.

Residents expect to remain independent for as long as possible and to have choice in how they access services and this is a key consideration for partners in designing services in the future.

Falls are a major cause of disability and the leading cause of mortality due to injury in older people over 75. Wirral has an ageing population. 21% of Wirral residents are of retirement age and the population of older people aged over 65 is expected to increase. The population of people aged over 85 is set to increase by 15% by 2010. The ageing population will mean an increase in the number of people with long term conditions and a high risk of falls is likely to present significant challenges in relation to increased demand for hospital care and support to live at home. There are significant inequalities within the Borough regarding falls, with rates of falls per 1,000 population varying from 3.8 to 101.8.

Figures suggest that around 65% of Wirral's 20,000 incapacity benefit claimants are claiming for a mental health condition. It has been estimated that there will be a rise of 12% in the total number of people needing a learning disability service by 2011 with the most significant increase of 20% in the 60-79 age group.

Drug and alcohol misuse impact upon issues as diverse as community cohesion, anti-social behaviour and health.

Moving in the right direction

The Primary Care Trust and the local authority have worked together to develop five lifestyle strategies to encourage people to make healthier choices. These strategies cover obesity, food and drink, physical activity, drink safe and smoke free and all have been integrated into an overarching health and well-being strategic framework under the direction of the joint directors of public health.

A strategic framework for adult social care has been developed, with refreshed joint commissioning strategies for older people and learning disability now in place. Engagement with stakeholders is also improving. For example, an Older People's Parliament has been set up in partnership with Wirral Senior Citizen's Forum, to give older people an opportunity to have their say on decisions that affect them.

The local authority is leading a drive to put power in the hands of the most vulnerable people through the use of individual budgets and direct payments. These two methods allow people to much more easily choose what services we deliver and how they access them. The development of individual budgets and self directed care will provide individuals with greater choice and control over their employment, learning and social opportunities.

Much has already been done to help disabled and older people to live at home more safely and the council is working with Wirral Partnership Homes and the Borough's Primary Care Trust to develop a new, technology-based service that will further this agenda. Following a successful pilot of the Smart House in Woodchurch, a technology based service is being rolled out that will help disabled people and older people live at home safely, supporting falls and accident prevention and assisting with hospital discharges. To date 223 people have had assistive technology equipment installed in their homes.

Culture and leisure services has an important role to play in addressing a range of challenges associated with deprivation in particular health inequality. The strategic review of culture and leisure services will have this principle at the centre of the report that will be delivered this year.

Wirral's leisure centres, in partnership with the Amateur Swimming Association, are adopting the national plan for teaching swimming and pioneering a new scheme which will see older people accessing the Borough's swimming pools for free. The free swimming programme for young people increased use of swimming pools by 65%. This activity will continue.

A new initiative this year will deliver weekend clean ups for targeted play areas. New resources have been allocated to a pilot cleaning scheme capable of responding flexibly outside normal hours, including weekends, to calls to remove glass and debris from those children's play areas where particular problems of cleanliness and safety are identified during periods of high use. This scheme will be monitored and the results used to inform future service delivery. Other initiatives include developing a 'books on prescription' service that encourages more and better informed users to take greater responsibility for their own health. This is a joint project between the Primary Care Trust and Wirral Libraries.

Council funding has also been identified for the "Get into Reading" project, matching that of the PCT and that of the University of Liverpool, who run the scheme in association with Wirral Libraries. The scheme, which aims to improve the mental well being of people and build community spirit through shared reading, and which operates in libraries, community centres and day centres across Wirral, has already proved successful and attracted national attention for the benefits it brings to those who take part.

Wirral Drug and Alcohol Action Team (DAAT) brings together a wide range of statutory and voluntary organisations that are concerned with the effects of drug and alcohol use in Wirral. Wirral DAAT is responsible for ensuring that the targets identified in the National Drug Strategy are achieved locally.

The DAAT's priorities for action in Wirral echo the four key aims of the National Drug Strategy. These are to prevent today's young people from becoming tomorrow's problematic substance users, reduce the availability of illegal drugs, reduce drug related crime and its effect on communities and provide fast and effective treatment. In addition Wirral's Alcohol Harm Reduction Strategy will continue to be implemented this year.

Partners

- Wirral PCT
- Wirral NHS Hospital Trust
- Drug and Alcohol Team
- Department for Adult Social Services
- Community and voluntary sector
- Merseytravel
- Merseyside Fire & Rescue Service
- WIRED
- Children & Young Peoples Dept.
- Cheshire & Wirral Partnership Trust
- Age Concern
- Dept for Work and Pensions
- Wirral Council Technical Services
- Government Office North West

2.5 Life chances for Wirral's children and young people

Challenges

Most of Wirral's children and young people will fulfil the aspirations that we and their parents and carers have for them. They will be healthy, safe and well educated; have easy access to recreation, sport and leisure; be able to make a positive contribution to our society; and be well prepared for their working lives. Attainment levels in primary schools are above the national average in writing and science for seven year olds and statistics for 11 year olds are above or inline with national averages in all subject areas. 60.9 percent of Wirral pupils attain five or more A*-C GCSE grades.

Some children and young people do not fulfil their potential, with a clear link between deprivation and academic attainment. The attainment gap between free school meal pupils and non free school meals pupils in maintained schools for GCSE attainment of 5 plus GCSEs at grade A*-C in Wirral was 37.4 percentage points, higher than in the other Merseyside districts. The key challenge therefore is to bridge the Key Stage 3 attainment gap in science, mathematics and English in schools in deprived communities.

Better outcomes for children and young people are invariably found in the more affluent areas. Children and young people in the more deprived areas of the Borough are less healthy, less safe, have poorer attainments at school and are more likely not to be able to find a job. Although the outcomes for Wirral children and young people taken as a whole exceed the expectations that we may have, given the levels of deprivation, the challenge for us is to eliminate those disparities in outcomes and ensure that all our young people have the best possible start in life.

Broadly, we think that of the 78,000 children in Wirral, 20% (15,600 children) at any one time will have additional needs which require some kind of extra support. Most of these children will be living in the more disadvantaged areas. Within this figure, about 1950 children will have more complex needs and will require a much higher

level of support; for example, if they have to be taken into care or are severely disabled.

Nearly 90% of 16 year olds stay on in school or college or go into employment. However the numbers of young people not engaged in education, employment and training (NEET) is an important challenge. Connexions have reported that the NEET

total in Wirral is reducing but significant work remains to be done.

Wirral has a higher number of looked after children than any other comparable authority. Reducing this number is a priority that must be achieved whilst ensuring that the safety of the children remains a paramount concern.

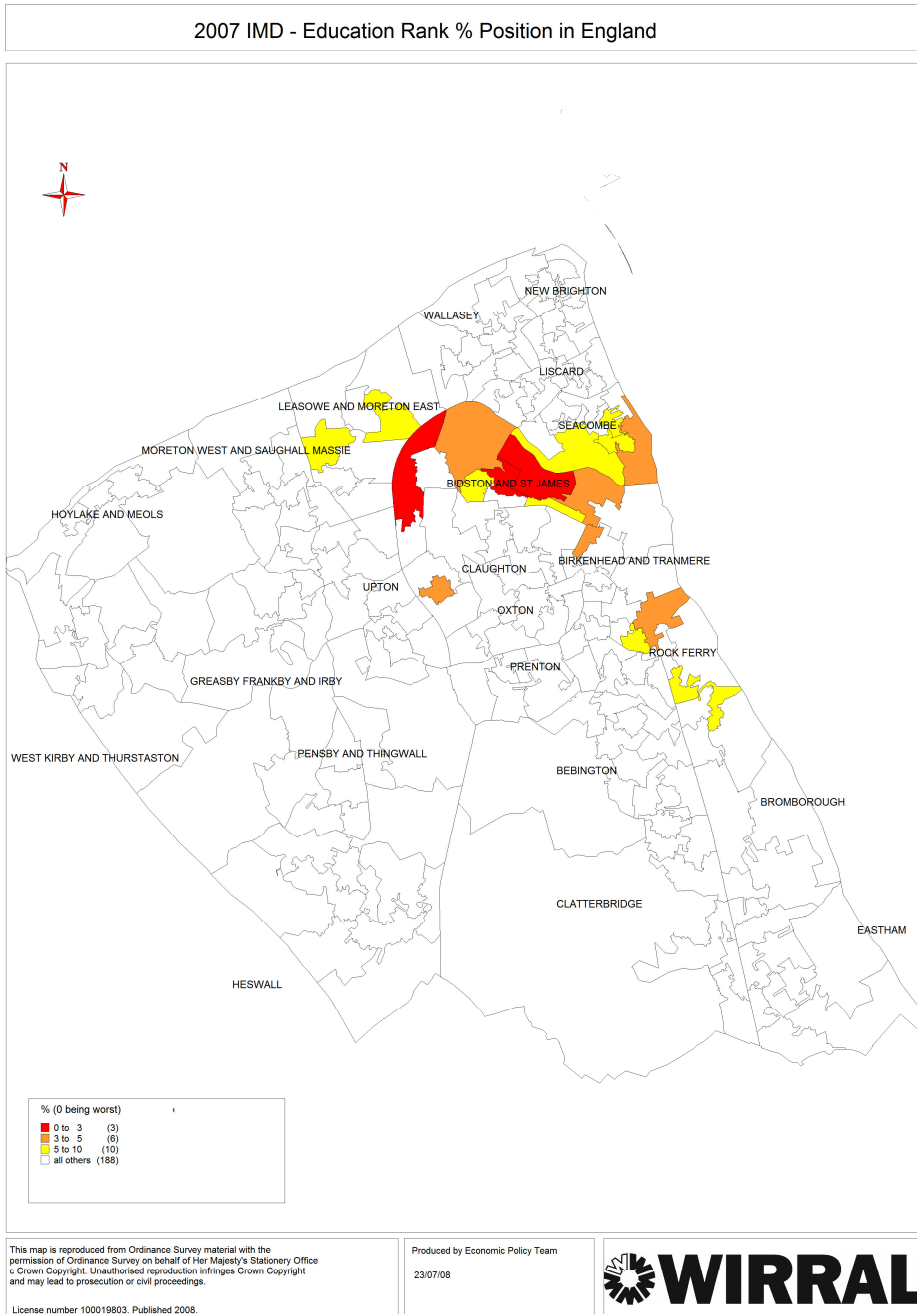
The proportion of children who are obese is higher than the regional average. In 2007, 25% of reception year children and 35% of year six children were classified as either overweight or obese. There are however signs that strategies to promote healthy lifestyles are effective.

Moving in the right direction

Our children and young people’s strategic plan, owned by the Children & Young People’s Partnership continues to be a clear and robust plan identifying the needs and requirements across the

borough.

Children and young people do well in our schools. They are entitled to a place in a nursery or early years setting from the age of 3 and nearly all young children take advantage of this. Wirral has responded well to the challenge of developing childcare to support parents into work or training, with the long term aim of helping to lift children out of poverty. We have seen growth in most sectors although the



numbers of childminders operating in the Borough are subject to some variation. Currently, there are 76 providers registered for full daycare, 60 for sessional care, 332 childminders and 97 out of school clubs

Wirral's children and young people have access to a range of extended services and activities which support and motivate them to achieve their full potential. Wirral's children's centres are at the heart of this agenda. In Primary school this means access to a varied menu of activities combined with childcare, if needed, and in Secondary school these activities are offered alongside a safe place to be. The menu includes sport, arts and drama, recreational play, homework clubs and some academically focussed activities for those who need extra tuition or more challenging opportunities for those most able. Activities can be on the school site or somewhere else in the locality and are available outside of school hours and during school holidays.

Schools are supported to identify children with additional needs, ensuring swift and easy access to a whole range of specialist services. Family learning sessions enable children to learn with their fathers and mothers. Information provided to parents through this service helps ensure a smooth transition into primary school and enables them to support their child moving on to secondary school.

School standards are high – most of our schools on inspection are classified as good or outstanding and children do consistently well at all Key Stages. Nearly 90% of 16 year olds stay on in school or college or go into employment; 45.5% of 18 year olds go to university. The Connexions Service gives good support in providing information, advice and guidance for all young people 13-19 (up to 25 for those with particular needs), and targeted services exist for young people who are vulnerable or not clear about their future.

Most children and young people are healthy. The Borough is well served by health centres, where many of the GPs are located, and children and young people are well supported by a community paediatric team, health visitors, school nurses and others.

Children and young people are generally safe and learn how to care for themselves. They make a positive contribution to life in Wirral. They take part in musical activities, games, sports and outdoor pursuits and are encouraged to take part in positive activities through youth and play provision. Many children and young people belong to clubs and societies where they can develop their interests and skills. Different activities enable children and young people to have fun and also learn about themselves and how they can make a difference to society. They achieve awards under the Duke of Edinburgh Award scheme and they volunteer in their local communities. Supported by their teachers, youth workers, Connexions Personal Advisors, the organisers of voluntary groups and many others, they grow up to be well-adjusted, active and responsible young people.

Just some of the projects making a difference to children and young people's lives in Wirral include:

- Smokefree - At the end of September, Wirral's two dedicated Smokefree Officers, joined by smoking cessation youth workers, launched an age of sale

change promotion in Birkenhead Town Centre using the health promotion trailer. They are currently also taking the trailer on a tour of local schools and colleges;

- Kerbcraft: Crafty the Fox - an award winning scheme to promote road safety to schoolchildren;
- Digit - a scheme initiated by Merseyside Fire and Rescue Service in response to community concerns about anti-social behaviour and complaints from youngsters about lack of things to do. The project has developed in partnership with many agencies enabling the young people to build a market garden and community kitchen which is used for healthy eating, food hygiene and cookery classes, using the produce they have grown themselves. This project contributes to the *Safer Communities* theme by providing diversionary activities for children, the *Health and Well-Being* theme by encouraging a healthier lifestyle and *Living and Working Environment* theme by bringing derelict land back into use;
- Positive Activities for Young People (PAYP) – co-ordinated by the Connexions partnership to provide activities for children and young people between the ages of 8-19 yrs, particularly those at risk of social exclusion and community crime;
- Leisure Opportunities for Looked after Children – a joint funding initiative provides a dedicated worker to promote and encourage leisure and cultural opportunities for looked after children. This contributes to the *Health and Well Being* of the children involved;
- Cultural Equalities Inclusion – this project provides holiday activities for children and young people in minority communities, delivered by the voluntary sector.

Partners

- Wirral Council (Children and Young People / Technical Services)
- Wirral PCT
- Connexions Merseyside
- Merseyside Police
- Community and voluntary sector

2.6 Wirral's living and working environment

Challenges

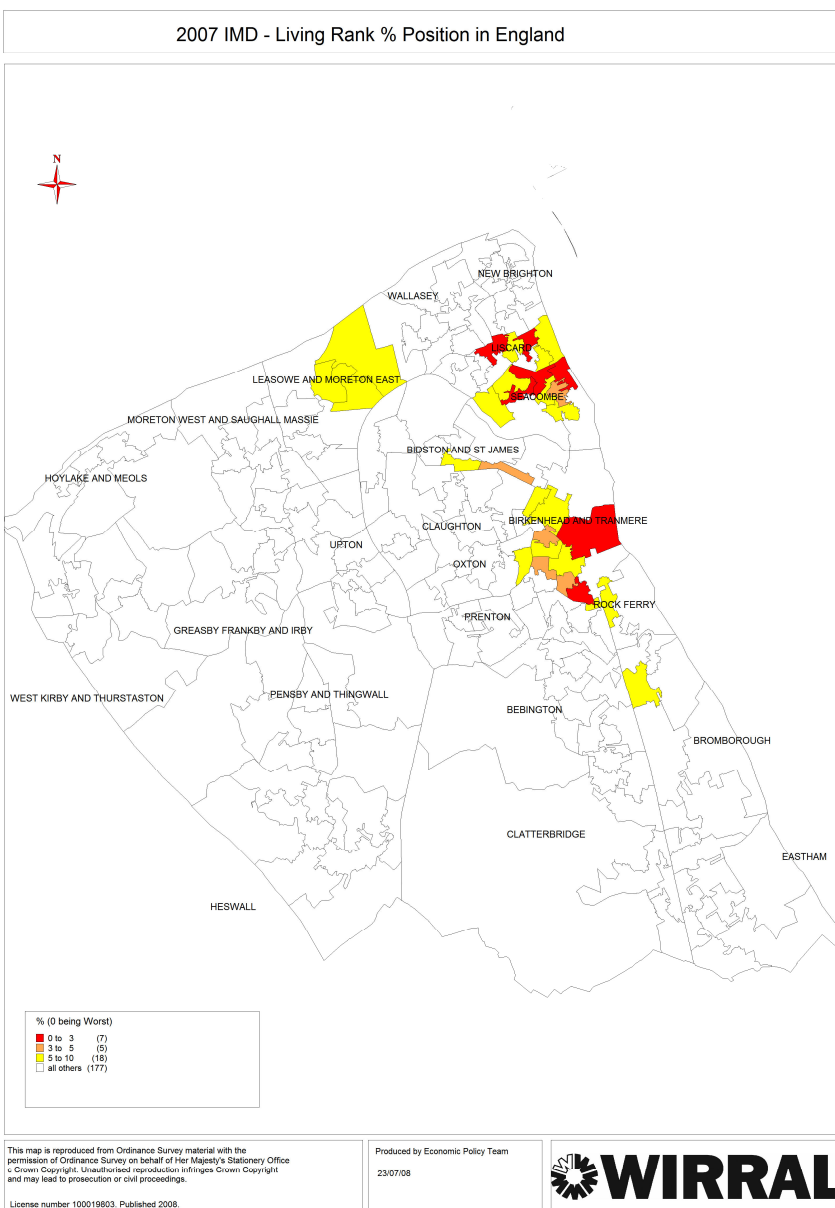
Wirral's living and working environment makes an important contribution to the quality of life of residents and to the Borough's tourism offer.

Wirral was one of the worst authorities in the country in terms of performance on recycling - the percentage of household waste recycled in 2006/07 was only 9% with 5% of waste sent for composting. Wirral fell well short of its 20% combined target. To address this, a new environmental streetscene services contract for all waste and street cleaning has been put in place to deliver improvements in services.

Reducing the amount of waste sent to landfill has an environmental and financial benefit. If Wirral residents do not minimise waste produced and recycle more, the council will have to pay significantly more in landfill taxes in coming years. This could divert money away from other priorities.

Since the roll out of the grey recycling bins across Wirral, the recycling rates for the Borough have improved dramatically. The latest figures show that approximately 31% of Wirral’s waste is being recycled, as opposed to 14 % this time last year. 95% of properties are now on the grey bin scheme.

Street cleanliness issues feature highly on Citizens Panel surveys and are frequently raised at Area Forums. It is clear that residents and businesses regard street cleanliness as extremely important to their quality of life. There is a clear link between deprivation and street cleanliness.



Moving in the right direction

Wirral’s performance borough wide has improved in recent years, with significant progress being made on overall cleansing standards and fly tipping removal across the borough.

A wide variety of projects have already made a significant, positive impact on Wirral’s living and working environment. These include:

- Tranmere Together - a partnership of the Council and leading Registered Social Landlords, has co-ordinated investment in the area. Under Tranmere Together, a neighbourhood management programme has been implemented to enable the co-ordination and delivery of services

under one roof for the area. New initiatives for the area include the use of Neighbourhood and Environmental Wardens in order to tackle the physical and social challenges found in Tranmere. By providing a pro-active approach to

issues such as fly-tipping and anti-social behaviour, these schemes can pioneer neighbourhood change, tackle low demand and reintroduce safety and pride into communities;

- Bidston and North Birkenhead Environmental Action Group (BEANBAG) - an award –winning community initiative which has co-ordinated action across all public sector organisations and enlisted many private sector partners to improve the quality of the environment in a deprived area of the borough. The group does this through education, litter-picks, and fun days and is so successful that the project has been rolled out to other areas;
- Wirral Wildlife – an umbrella organisation for the many volunteer organisations who protect and maintain Wirral’s natural habitats and species, working closely with Wirral’s Ranger Service, statutory agencies and the police;
- Friends Forum – network of Friends of Parks groups which meets twice a year to share best practice in enhancing and improving local urban parks and open spaces;
- Wirral Local Agenda 21 Environmental Network – voluntary organisation which organises community events and works with schools to promote more sustainable living. A waste topic group promotes waste reduction and recycling through education campaigns;
- UGLI (Urban Green Land Initiative) - aims to work with owners of derelict sites and the local community to proactively find a sustainable solution for the long term maintenance of the site.

Partners

- Wirral Council Technical services
- Wirral Council regeneration
- Parks & Countryside Service
- Wirral Partnership Homes
- Riverside Housing
- Wirral Environment Partnership
- Beechwood & Ballantyne Management Committee
- Woodchurch Neighbourhood Management
- Wirral Council Corporate Services

2.7 Housing in Wirral

Challenges

Whilst Wirral’s efforts with regards to decent homes have been largely successful in the social sector in recent years, it is in the borough’s private sector stock where problems are greater, particularly in those homes occupied by vulnerable households.

In the west of the borough, house prices exceed five times the borough average and in the lower valued east, prices are rising faster than incomes. There is, as a consequence, a greater requirement for affordable homes both for social rent and shared ownership housing across the borough together with financial products being made available in the housing market renewal areas to assist lower income households to remain in owner occupied homes. House prices are rising in all areas of the borough, pricing out first time buyers who would normally purchase at the lower end of the market. There is also increasing demand from single non pensioner households and from single parent households.

Against national trends, the number of homeless applicants in Wirral hasn't fallen at the rate it has elsewhere, the level of intentional homeless acceptances is the second highest in the North West and the use of temporary accommodation has increased.

Moving in the right direction

Wirral's proactive approach to developing sustainable, appropriate housing in line with the NW regional housing strategy is evidenced in a number of strategies and programmes of activity. Notable amongst these is the work on housing market renewal which will provide a greater choice of type, tenure and value of property. The application of the restrictive building policy in the west of the borough is intended to assist the Housing Market Renewal Initiative by concentrating redevelopment on the eastern side. Through the short and medium term renewal of housing markets, principally in the key urban areas of inner Wirral, the tone will be set for the long term revival of Wirral's eastern waterfront neighbourhoods as places where people will choose to live in the years ahead, balancing out Wirral's housing market in the process.

The Living Through Change initiative encompasses a range of initiatives to support individuals and neighbourhoods undergoing significant change. This includes the environmental management and security of high stress areas by Environmental Wardens; installation of security equipment, crime reduction advice, personal alarms and CCTV. Following consultation, environmental improvements have been made to the Old Chester Road Corridor in Tranmere; a Homemovers Service and a Handyperson scheme have been implemented;

A recent review of homeless services has highlighted the potential to reduce homelessness through an increased programme of prevention work, including the further development of partnership approaches.

Much has already been done to deliver our aim of eradicating fuel poverty in Wirral including the delivery of the Affordable Warmth project.

Partners

- Wirral Council Regeneration Department
- Merseyside Energy Efficiency Advice Centre
- Wirral Home Improvement Agency
- Wirral Partnership Homes
- Community and voluntary sector

- Tranmere Together
- Venture Housing
- Wirral Methodist Housing
- Riverside Housing
- The Housing Corporation
- Tranmere Alliance
- Partnership for Racial Equality
- Bidston Rise Tenants
- Wirral Council Forward Planning
- Anti Social Behaviour Team
- Housing Associations

3. Wirral 2025

3.1 Our Vision

Our vision is of a more prosperous and equal Wirral, enabling all communities and people to thrive and achieve their full potential.

Our goal to improve everyone's quality of life in Wirral is based firmly on local needs and community aspirations. The objectives in our community strategy have been, and will continue to be, informed by consultation with the people of Wirral. Consultation undertaken by the council in relation to the Local Development Framework (LDF) has also informed the partnership's vision and strategy for Wirral alongside visioning work undertaken by the Local Strategic Partnership, including within the context of identifying Wirral's Local Area Agreement priorities for improvement.

In developing our community strategy vision and Local Area Agreement, partners have sought to balance the long-term needs of the borough with the key challenges at hand. The questions for all of us concerned with the sustainable solutions include:

- What distinctive roles should each of the partners in the borough play?
- How can public agencies and the voluntary and community sector work together to maximise improvements in the quality of life for local people?
- How can the challenges found in the more deprived areas of the borough relating to issues such as health and educational attainment be addressed?
- Where in Wirral should new employment business development be focused to deliver maximum regeneration and economic benefits?
- How new housing should be distributed between the Housing Market Renewal Area / Regeneration Priority Areas and higher-demand areas?
- On which transport corridors/routes should investment in sustainable transport be focused?
- How can Wirral's natural and built environment and local distinctiveness be respected and enhanced?

We are planning ahead in partnership to ensure that the borough's infrastructure and services can meet future challenges. We also recognise our success as a partnership is closely linked with that of our neighbours in the region and beyond. We know that in order to achieve our long-term vision, Wirral must have a strong local economy and play a more significant role in the city region economy. We want Wirral to be a thriving, metropolitan area playing a significant part in the sustainable growth of the Liverpool City Region. Wirral is already in a strong position to support the city region's success. Key projects include Wirral Waters, a £4.5 billion investment creating 27,000 new jobs; major new development on the waterfront at Woodside; the £65 million New Brighton scheme and the continued development of Wirral International Business Park that has already seen in excess of £150 million of investment.

We know that a strong local economy cannot deliver prosperity for all in Wirral without addressing other issues. For example, a strong local economy requires a well-educated workforce with the right skills. Sustainable growth and investment in

Wirral is therefore underpinned by our ability to provide excellent life chances for children and young people. Our communities need to be safe and offer a suitable range of appropriate affordable housing and a clean and pleasant living and working environment. Equally, improving health & well being is essential to providing a workforce fit to support the economy. A strong local economy will help us to stabilise Wirral's population and rebalance the mix of age ranges in the borough.

Partners in Wirral also recognise the links between low levels of economic inactivity and other issues such as poor health and low educational attainment. That is why we are working together to develop strong, cohesive communities where people are able to access and enjoy increased prosperity and a better quality of life. We will narrow the gap between the poorest and most affluent of Wirral's people and ensure that all communities can play their full part in a sustainable future. Our ambition is to end deprivation. We will work to narrow the gap in education, employment, health and housing both within and between communities. We will give priority to raising the aspirations, opportunities and quality of life of our most vulnerable, disadvantaged or excluded citizens, wherever they might live.

The Sustainable Community Strategy is a long term vision demonstrating how the statutory agencies, the private sector and the community and voluntary and community sector work collectively to improve the quality of life within Wirral. It sets the scene for partnership working in the borough for the years to come and will play a key role in meeting the borough's future challenges, by linking together key local authority and partner strategies. In spatial terms, the Local Development Framework (LDF) provides the framework within which many of the strategic objectives set out in the community strategy will be addressed, specifically those relating to the use of land and buildings in the borough. The LDF is a series of documents, starting with a Core Strategy. Wirral's community strategy supports and reflects the vision in Wirral's Core Strategy which is that, by 2025, Wirral will be a borough which offers a high quality of life for all its residents:

- Wirral's economy will be strengthened and diversified; there will be a wide range of employment sites and premises attractive to existing businesses and inward investors. The borough will be an attractive location for higher quality, better paying employers, particularly those in the knowledge-based sector
- The borough will be an attractive place to live through the promotion of sustainable, mixed communities and the provision of high quality, well designed, zero-carbon, affordable, mixed tenure housing
- Birkenhead as the borough's sub-regional centre will have been enhanced and revitalised as the retail and service centre of choice for all the borough's residents, supported by a network of vital and viable district and local shopping centres
- The major regeneration project at Wirral Waters will have successfully transformed surplus docklands in Birkenhead and Wallasey into vibrant thriving mixed communities with a substantial range of jobs and homes

- The borough will have developed its potential as a tourism destination focusing on the quality of its natural environment, its built heritage and coastal resorts at New Brighton, West Kirby and Hoylake
- The high levels of deprivation and social and health inequalities found in parts of eastern Wirral will have been significantly reduced
- All new development will be suitably adapted to the potential impacts associated with climate change and flood risk whilst minimising their own carbon emissions and consumption of water and other resources. All new residential development will have been zero carbon from 2016 onwards
- The borough will have maintained and enhanced a high quality built and natural environment, including a fully established network of green infrastructure in the urban area and a safeguarded and enhanced biodiversity and geodiversity resource
- The quantity of waste generated in the borough will be reduced through greater levels of waste reduction, re-use and recycling and all waste generated will be managed and processed as close as possible to the borough
- Transport and land use will be fully co-ordinated, maximising the use of sustainable transport modes, including bus, rail, walking and cycling with the number and length of individual car journeys minimised

3.2 Our Strategy

We will plan and take action together to deliver:

- **A strong local economy** for Wirral;
- **Safer, stronger communities** in all parts of the borough
- The best possible **health and well-being** for all families and individuals
- Excellent **life chances for children and young people**
- A high quality **living and working environment**
- **Sustainable, appropriate housing** for all

We will also plan and take action together towards ensuring that the increased prosperity resulting from a strong local economy is accessible to all, and to **narrowing the gap** between Wirral's most affluent and most deprived communities in relation to issues such as health, educational attainment and crime.

The strategic objectives will also be delivered through key partner plans the Local Transport Plan, the Council's Corporate Plan, Wirral's Investment Strategy and the Primary Care Trust's Strategic Commissioning Plan. The community strategy also supports and complements key sub-regional plans such as the City Region Employment Strategy.

The medium-term delivery plan for addressing the key challenges identified in the strategy is Wirral's Local Area Agreement for 2008-11. Part 4 of the strategy highlights the priorities the Local Strategic Partnership is focusing on for the next three years, along with information about how we will ensure these activities are sustainable in the longer term.

Collaboration in Wirral is a recognised strength and there has been considerable progress in partnership working with a strong cross section of statutory and voluntary and community sector agencies. This partnership working has been significantly strengthened through the development and agreement of our vision for Wirral and priorities for improvement.

Partners in Wirral know that we need to overcome significant labour market challenges: we are committed to addressing concentrations of worklessness, doing more to help Incapacity Benefit claimants and lone parents into work, supporting local people to take up jobs in the travel-to-work area, and improving the skill levels of the lowest qualified. Working collaboratively and innovatively as partners will improve the chances of increasing employment and skills and providing high quality, effective services for local people.

The community and voluntary sector is also playing a key role in the development, management and delivery of our community strategy and Wirral's Local Area Agreement. As well as being represented at all levels of the partnership, the sector's infrastructure is in a phase of development, including implementation of the Compact agreement and the coalescence of the individual councils for voluntary service into a new organisation: Voluntary and Community Action for Wirral (VCAW). VCAW and the Network will provide the first point of engagement with the voluntary and community sector, ensuring the voices of local people and community groups can continue to be included in the partnership.

To deliver our objectives, we need to **think big** for Wirral. To tackle Wirral's big challenges, we are committed to large scale change. Thinking big means:

- Focusing growth and investment on the east of the borough through the delivery of Wirral's Investment Strategy, at the heart of the city region, where social, economic and environmental challenges are most acute, regeneration and improvement are most needed and where the opportunities created will be most accessible to the greatest number of people
- Working together to ensure that the regional and local transport infrastructure supports our plans for continued growth and investment.
- Developing the Birkenhead area as the borough's principal focus for retailing and services, complemented by a network of local centres providing modern facilities for day-to-day needs and community support. However, in terms of the borough's long-term economic future, there is a continuing challenge to make Birkenhead the retail destination of choice for all Wirral residents as opposed to just those in the immediate catchment and the need to respond to competition from nearby Liverpool and Chester, and developments such as Cheshire Oaks.

- Expanding the scale and type of employment within Birkenhead and the A41 Corridor and redeveloping the vacant and under-used land within the dock estates to provide a step change in the mix, type and quality of business accommodation available
- Maximising the strengths of west Wirral, including its reputation for high quality homes and environment as well as being an increasingly recognised destination for countryside and coast recreation and tourism, which will in turn support growth and regeneration in the east of the borough
- Transforming our services, and looking at ways we can as partners collaborate to maximise our strengths
 - Ensuring that the strong and vibrant voluntary and community sector in Wirral plays an increasingly key role in improving quality of life for all
- Looking ahead to the challenges presented by an increasingly ageing population for services and the community
- Working together to tackle issues such as alcohol abuse which, if addressed, will have added value for the community
- Making the main priority for homes the creation of sustainable and cohesive communities at the heart of the urban area, promoting housing market renewal and providing a greater mix in the size, type, tenure, quality and affordability of housing available, supported by a high quality environment and modern services including health and education

A number of large scale regeneration projects are already underway which reflect the thinking big ethos:

Wirral Waters

Birkenhead and Wallasey docks are the scene of huge transformation as Peel Holdings develop the concept of Wirral Waters – a £4.5 billion regeneration project to bring jobs and new homes to the docks, with views of the Liverpool Waterfront.

The project will take many years to complete but Peel has already started with a scheme to refurbish the Hydraulic Tower on the Four Bridges route which will provide a new hotel and restaurant. The Hydraulic Tower has been a local landmark for 150 years and has not been fully used for over 50 years. Its new use shows the potential for change in an area that has been overlooked for too long.

Plans for shops, offices and new-build residential developments are the next stage in the ambitious scheme. The plans are for the North Bank area of Birkenhead docks as the company plans to build a new community around the already renovated warehouses at the docks. This ties in with the 2008 announcement that the Mersey Heartlands are a “growth point”, allowing significant numbers of new homes to be built in parts of Birkenhead and Liverpool.

Newheartlands

The Merseyside Housing Market Renewal Initiative Pathfinder – Newheartlands, is a long term regeneration project, to tackle the causes and symptoms of housing market failure, vacancy and decline at the heart of the conurbation.

Since 2003, a £43million programme has been delivered, involving targeted acquisition and clearance and large scale refurbishment. Current activity in Rock Ferry and Tranmere will be completed over the 2008-11 period culminating with the leveraging of £38 million private sector investment in new homes on the Fiveways estate and the £30 million redevelopment of Church Road. A key focus will also be to align the housing market renewal in Birkenhead with the long term intentions of the Wirral Waters scheme and ensure that HMR makes a full contribution to the local economy.

Woodside Waterfront Development

This major regeneration programme will include the redevelopment of the Woodside Waterfront in Birkenhead, opening up exciting opportunities along the riverside site which overlooks the historic Liverpool waterfront. It is envisaged that this will create an area comprising offices, restaurants and bars, pavement cafes and other leisure ventures on the waterfront. The programme will include over £250 million of private sector investment and the creation of over 1,000 new jobs.

Wirral Coastal Zone

One of Wirral's key assets is its countryside and coast. A strategic programme of investment has been developed to capitalise on this which is made up of a number of key projects along the Wirral coastline:

- Building on the success of The Open Championship in 2006 through the creation of a world class golf resort adjacent to the Royal Liverpool Golf Course in Hoylake
- A £60 million regeneration scheme is currently underway in New Brighton to re-invigorate this seaside resort and restore it to its former glory, with the redeveloped Floral Pavilion expected to re-open in late 2008
- A Masterplan for West Kirby and Hoylake, with proposals to improve economic prospects for existing businesses and encouraging private sector investment

Wirral's Local Strategic Partnership is committed to maximising Wirral's potential as a place where people want to live, work and invest. The partnership is further committed to ensuring the approaches developed for addressing Wirral's challenges take into account the needs of all sectors of the broader community, promote fairness, accessibility and inclusion, and result in lasting improvements.

3.3 Our Shared Values

Wirral is ambitious for economic, environmental and social regeneration. The challenge for partners in the borough is to balance the need to safeguard and enhance the quality of its environment, while at the same time meeting the needs of increasing community expectations, modern living and providing a modern and sustainable location in which to do business.

As a partnership, we are committed to:

- **Living within environmental limits**, for example in recognising the importance of climate change;
- **A strong, cohesive and fair Wirral**, for example by continuing to address the health inequalities that characterise the borough;
- **Developing sustainable solutions to tackling our strategic aims**, for example by working with partners and the community to develop the right skills to support continued growth in Wirral;
- **Involving communities**, in developing strategies and making decisions at the local level;
- **Ensuring that our services are accessible**, working together to develop collaborative approaches to delivering services and ensuring that those who need to use them can do so

3.3.1 Living within environmental limits

Wirral's Local Strategic Partnership is committed to maximising Wirral's potential as a place where people want to live, work and invest. Alongside this, we are committed to the promotion of more sustainable development, waste minimisation, recycling, renewable energy, energy and water conservation and eco-homes. The partnership is further committed to ensuring the approaches developed for addressing Wirral's challenges take into account the needs of all sectors of the broader community, promote fairness, accessibility and inclusion, and result in lasting improvements.

The Council has signed up to the Nottingham Declaration on Climate Change and hosts a cross-agency working group to deliver actions across Wirral to reduce the impacts of climate change.

3.3.2 Building a strong, cohesive and fair society

Britain is changing fast: demographics; globalisation and migration are making us more aware of different identities, cultures, religions and beliefs. There are changing relationships between men and women, new family patterns and the needs of the labour market and public services.

Building a cohesive Wirral means recognising diverse needs and tackling inequality. We want the diversity of people's different backgrounds and circumstances to be appreciated and positively valued, and for positive relationships to be developed between people from different backgrounds.

We are committed to developing a better infrastructure for dialogue with groups and individuals who are not engaged in existing forums or mechanisms for consultation, and the partnership is developing a Comprehensive Engagement Strategy to this end, as well as seeking to embed Wirral's Compact.

Wirral has a small, but growing, black and racial minority population. The recent establishment of a Wirral Black and Racial Minority Partnership (WBRMP) provides the borough's wide variety of minority groups with a single forum for discussion, debate and engagement with key organisations and agencies. The WBRMP and agencies such as Wirral's Multicultural Organisation are working with key partners

to develop approaches to community cohesion in the borough which reflect current and future needs.

All public bodies have a legal duty to respond to race, disability and gender issues with regard to the services they provide and the employment of staff. In order to work through the legal duty, organisations have to engage fully with the following key areas of work: policy development and review, consultation, training, responding to emerging legislation, and engagement with the third sector. A common framework for engaging with the agenda is to use the six strands model:

- Age
- Disability
- Faith/Religion
- Gender
- Race
- Sexual orientation

Wirral's Local Strategic Partnership has adopted this framework for the purposes of developing an approach to ensuring that as public bodies we have a consistent and uniform pattern of working across the borough. A Wirral Equalities Forum (WEF) has been established which will ensure that we and our partners are promoting the same core values in relation to the six strands of equality across all of the services we deliver and in our roles as employers. There is a great deal of work now underway by the LSP partners and the community groups, creating a firm foundation for future partnership work. The LSP is now in a position to take advantage of the current level of activity and move the equality and diversity agenda to another level. WEF provides a delivery mechanism to ensure that we continue to work together and play a supporting role for the third sector. For example, WEF will work with Wirral's Black Racial Minority Partnership (WBRMP) on a wide range of issues such as monitoring and reviewing Race Equality Schemes and establishing recruitment and selection best practice in partner organisations.

3.3.3 Developing sustainable solutions to tackling our strategic aims

Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment and contribute to a high quality of life. They are safe and inclusive, well planned, built and run and offer equality of opportunity and good services for all.

A key concern for the partnership is balancing our economic strategy with environmental and social considerations. We understand that this is not an easy task.

For example, we understand the risks of over development to localities and want to avoid the loss of local character and distinctiveness which is so important to Wirral residents for example through converting and re-using existing buildings. We also know that increased economic prosperity may result in increased levels of car ownership, which is still low in parts of the borough. While the majority of Wirral's residential areas are within 400 metres of a bus stop or railway station, there is still

a high dependency on the car for journeys to work. Traffic levels already have the greatest impact on communities along the busiest routes, particularly along routes to and from the motorway and Birkenhead. The implications for congestion and long-term air quality are potentially negative, so we need to work together as partners to put in place measures to ensure that the impact is as low as possible, for example through encouraging greener transport options.

We have already identified our Local Area Agreement improvement targets through robustly analysing the borough's needs. This has given all partners a shared understanding of what the big challenges are and enabled Wirral's strategic partnership to agree a genuine set of shared priorities.

A Environment and Sustainability Advisory Group (ESAG) has been set up to further review the themes and priorities in the community strategy and Local Area Agreement to ensure that we are tackling the potential social, economic and environmental impacts of our actions.

The Environment and Sustainability Advisory Group will maintain strong links with other forums addressing the sustainability agenda, including the Climate Change Strategy Group. The group has already developed an integrated approach to undertaking sustainability and equality impact assessments of the improvement targets identified in Wirral's Local Area Agreement.

Key sustainability issues identified through these impact assessments include:

- Balancing economic development with the social and environmental outcomes of this important agenda;
- As the borough increases its levels of recycling, more facilities may be needed to deal with material – what are the potential negative impacts of this, and how can we deal with them in partnership?
- How to fully integrate climate change as a strategic issue for all partners
- How to ensure that air quality in the borough is not compromised by increased traffic resulting from the higher levels of economic prosperity which we are aiming to achieve in Wirral

The improvement target to reduce CO₂ emissions in Wirral's Local Area Agreement will also help to ensure that sustainability is high on our shared agenda.

Another of the ways in which we will measure the sustainability of the work we undertake in relation to our improvement priorities is the extent to which they impact positively or negatively on other elements of our Local Area Agreement.

3.3.4 Involving communities

A clear directive for local areas has been set out in the communities in control white paper to recognise and support representative and participatory democracy. It is about providing ways to pass power to local communities and citizens, giving them real control over local decisions. Community involvement is a crucial factor in ensuring the success of our community strategy and Local Area Agreement.

Wirral traditionally has had a strong ethos of voluntary and community work which has been carried out through a range of agencies. In April 2008, a new coalesced

CVS was launched, Voluntary Community Action Wirral (VCAW). The local authority and VCAW have entered into a 3 year contract to ensure that there is a strong core CVS provision across the borough and a coordinated approach to developing the voluntary and community network function. A new delivery plan for the community empowerment network represents a clear step forward in building capacity in the community.

One of the strategic aims for the LSP is to further explore joint community engagement activities through the development of a community engagement strategy. In order to do this it will be necessary to ensure that Wirral has a robust third sector that is tied closely with the work of the LSP and the delivery of our Local Area Agreement.

The role of Wirral's Compact and its codes are seen as an important element in this process. The Compact and its codes form the basis of the partnership with the voluntary and community sector, setting out the rules for engagement between local public sector bodies. These codes written and agreed at a local level will provide the baseline from which all community engagement activities will be measured.

We will ensure that the views of Wirral's residents are sought and used to shape the delivery of services. To enable this, each of the satisfaction / perception questions within the agreement will be measured annually using the new place survey, which will be carried out in Wirral later in 2008 or early 2009. This will be part of a national survey asking local people for their perceptions about the area and is intended to be relevant to anyone living in the area. It will provide useful information for all of the partners in Wirral to assess their current and future plans.

Well-established mechanisms such as the borough's area forums provide residents with opportunities to influence local services and partnership plans. Recent successes include:

- The Hospital Trust joining the area forums as panel members to enhance partnership working through the forums with effect from October 2007;
- Wirral's Primary Care Trust contributing £55k per annum through the area forums to fund projects and initiatives designed to improve the health and well-being of Wirral residents.
- In July 2007, Wirral held its first area forum conference, attended by 74 area forum members. The event celebrated the success of our forums, and discussed how to better to engage with our communities. The outcomes of this day are being taken forward through an improvement plan.

In addition to the area forums, Wirral also has an established youth forum and youth parliament to enable young people to have their say in shaping services. In 2007, an older people's parliament was established which gives older people an opportunity to have their say on council decisions that affect their lives.

3.3.5 Ensuring that our services are accessible

Wirral, along with the other Merseyside authorities of Knowsley, Sefton, St Helens, Liverpool and Halton, works in partnership on transport and accessibility issues

across the sub-region. The Merseyside Passenger Transport Authority has recently been awarded Beacon status for *Improving Accessibility*, largely for its work on identifying areas of deprivation or particular need and the development of projects to address this need.

Over the next 10 years, Merseytravel will be completing an ambitious programme of improvement and development works to provide a single, integrated public transport network accessible to all, as well as helping to tackle climate change by reducing car dependent lifestyles. Working with partners and stakeholders, Merseytravel is committed to promoting walking, cycling and public transport use to improve quality of life in the Liverpool European city region and beyond.

3.5 Framework for Delivery

The following table places the Sustainable Community Strategy in context with the other key strategies produced by the Council and its partners:

<p>Long Term - 10-15 years</p> <ul style="list-style-type: none"> • Sustainable Community Strategy • Regional Spatial Strategy • Regional Housing Strategy • Regional Transport Strategy • Regional Economic Strategy • Local Development Framework • Housing Strategy • Municipal Waste Strategy • Investment Strategy • etc.
<p>Medium Term - 3-5 years</p> <ul style="list-style-type: none"> • Wirral's Local Area Agreement • Wirral Council's Corporate Plan • Local Transport Plan • Primary Care Trust Strategic Commissioning Strategy • Crime and Disorder Reduction Strategy • Children & Young People's Strategic Plan • Licensing Strategy • Medium Term Financial Plan • etc.
<p>Short Term – 1 Year</p> <ul style="list-style-type: none"> • Local Area Agreement Delivery Plans • Partners' annual priorities for improvement (e.g. the council's Corporate Plan priorities for improvement) and service plans • Area plans, linking area forum level activity with community strategy themes and local area agreement target • etc.

4. Wirral's Local Area Agreement 2008-11

Our vision is of a more prosperous and equal Wirral, enabling all communities and people to thrive and achieve their full potential.

Local Area Agreements are a contract between central government and local partners. This contract is the delivery plan for the Sustainable Community Strategy and runs for three years. Wirral is part of the second round of Local Area Agreements and submitted its Local Area Agreement for 2008/9 to 2010/11 to the Communities and Local Government Department at the end of May 2008.

In order to achieve the vision outlined above, Wirral's Local Area Agreement focuses on the main priorities for improvement facing the borough. These are the key challenges that need to be tackled.

The priorities for improvement were developed through a robust process, using a needs analysis to identify broad improvement areas. Each of the block / thematic partnerships developed a long list of potential improvement areas. These were reviewed through the LAA development group. The local area agreement programme board then received a business case for each area. The partnership performance team analysed these cases and rated them with a traffic light system against the four key principles for inclusion. These principles, agreed by the board are:

- Is it a problem for Wirral or a part of Wirral?
- Is it in need of improvement?
- Does it need partnership working to achieve it?
- Does the evidence base exist to prove the above?

These business cases were challenged in a series of 'dragon's den' sessions involving key partners, including representatives from Government Office for the North West (GONW), against these criteria. Once these sessions were complete, block leads were tasked with identifying the best indicators to measure progress against the improvement areas and negotiating the improvement targets. The board received regular updates on progress and presentations on additional target areas suggested by GONW.

4.1 **A strong local economy**

A strong local economy is fundamental to our vision for a more prosperous Wirral. We want Wirral to be a thriving, prosperous, metropolitan area contributing to growth at the heart of the Liverpool City Region. We want to expand the number and type of jobs, to increase opportunities for income growth and wealth creation for local people and reduce the numbers of people commuting outside of the borough for work. To achieve these aspirations, we aim to focus growth and investment on the east of the borough, where social, economic and environmental problems such as long-term worklessness are most acute, and where the opportunities created will be most accessible to the greatest number of people. We also want to retain the spending of Wirral residents within the borough to ensure that increased prosperity has a positive impact on the borough's living and working environment – our high quality cultural offer will be integral to this, including the authority's tourism and coastal strategies. We are also committed to playing a full part in the emerging multi

area agreement around the economy. The improvement targets will help to deliver the local authority's enterprise and full employment plans. These plans focus on a number of areas and groups, such as lone parents, over 50s, people from minority ethnic communities and areas with rates of worklessness over 25%.

Priorities for a strong local economy

- Worklessness
- Skills for employment
- Business start-ups
- Employment land and premises

4.2 Safer, stronger communities

Wirral has made significant progress in creating **safer communities**, with crime and the fear of crime continuing to fall across the borough. Wirral has the lowest rate of recorded crime in Merseyside and levels of burglary, violent crime, robberies and vehicle crime are amongst the lowest in the country. We want to keep improving because we know that crime is still a high priority for local people. We also want to make sure that people and businesses in the more deprived areas of Wirral do not continue to experience disproportionately high levels of crime and disorder. Tackling anti-social behaviour is a high priority for partners, and we will continue to work together to address related issues such as alcohol and improved services for the borough's young people. Another area of focus will be reducing the number of first time entrants into the youth justice system by continuing to reduce overall levels of crime.

Priorities for safer, stronger communities

- Violent crime
- Assault
- Antisocial behaviour
- Drug-related offending
- Adult and child traffic accidents

4.3 Health and well-being

Wirral has a rich history of partnership working to deliver improvements in the borough's **health and well-being**. We want to continue to build on this foundation to tackle the serious issues of continuing health inequalities and an ageing population. In Wirral, those in our most affluent areas live on average over 10 years longer than those in the most deprived areas. We want to focus on activities which address those things which have an impact on life expectancy, including alcohol-related disorders, smoking and cardio vascular disease. We also want to offer improved support for people to make better lifestyle choices. We will work hard to address the challenges of developing services in line with Wirral's ageing population and the expectations of people who rightly want to remain independent for as long as possible and to have choice in how they access services. This will have significant implications for the way social care is delivered in the borough.

Priorities for health and well-being

- Life expectancy
- Independence / people helped to live at home
- Dementia
- Mental health
- Falls
- Alcohol harm admissions
- Smoking cessation
- Carers

4.4 Living and working environment

Wirral's **living and working environment** is hugely important to increasing investment and prosperity, as well as having a real impact on local people's quality of life. Wirral has a culture and heritage to be proud of and it is important to our sense of identity that we retain and promote these aspects of life that impact on our living environment. We have made improvements to our environment but we are committed to doing more. Waste and recycling, street cleanliness, highway maintenance, the quality of our parks and open spaces and safety on our roads are all issues that rightly matter to local people and we recognise that all partners in Wirral can contribute to making improvements in these areas. We want a cleaner, greener Wirral for all, and we will therefore work to tackle the disparities in cleanliness standards affecting some of our more deprived areas. Another key area of focus will be on reducing the CO₂ emissions per capita across the borough, and partnership working around a new Carbon Reduction online system will be a valuable tool in achieving this target.

Priorities for Wirral's living and working environment

- Environmental cleanliness
- Recycling and waste minimisation
- CO₂ emissions

4.5 Life chances for children and young people

Life chances for children and young people in Wirral are overall very good. Most of our children and young people will fulfil the aspirations that they, we and their parents and carers have for them. They will be healthy, safe and well educated, have easy access to recreation, sport and leisure, be able to make a positive contribution to society and be well prepared for their working lives. However, while Wirral on the whole is a positive place for children and young people to grow up, some children and young people do not fulfil their potential. The high levels of poverty and deprivation in some parts of the borough undoubtedly have an impact upon children's lives and their development. Partners in Wirral want to reduce outcome gaps between children from poorer backgrounds and the population as a whole to that ensure that all of our young people have the best possible start in life.

Priorities for improving life chances for children and young people

- Child social care referrals,

- NEET (Not in Education, Employment or Training)
- Dept for Children, Schools and Families statutory indicators
- First time entrants to the youth justice system
- Childhood obesity
- Teenage conceptions / sexual health
- Looked after children

4.6 Sustainable, appropriate housing

Delivering **sustainable, appropriate housing** is a challenge for all stakeholders in Wirral. We want the main priority for homes to be the creation of sustainable communities at the heart of the urban area, promoting housing market renewal and providing a greater mix in the size, type, tenure, quality and affordability of housing available, supported by a high quality environment and modern services including health and education. We also want everyone to live in a decent home. Decent housing is essential so that everyone experiences social cohesion, health, well-being and independence. Vulnerable households, which are defined as having family members on means tested or disability related benefit, are statistically more likely to live in a non-decent home compared to other households.

Priorities for sustainable, appropriate housing

- Homelessness
- Decent homes for vulnerable people
- Net new homes built
- Affordable homes

APPENDIX A: WIRRAL'S LOCAL AREA AGREEMENT 2008 – 2011: Improvement Targets

Strategic Objective	NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners	
				2008/09	2009/10	2010/11		
Safer, stronger communities	15	Serious violent crime rate	0.41 (per 1000 population) (2007/08) Volume: 127	0.37 114	0.34 ¹ 104 ¹	0.31 ¹ 97 ¹	Wirral Council Merseyside Police Youth Offending Service	
Safer, stronger communities	20	Assault with injury crime rate	6.09 (per 1000 population) (2007/08) Volume: 1894	5.48 1705	4.99 ¹ 1553 ¹	4.63 ¹ 1440 ¹	Wirral Council Merseyside Police Youth Offending Service	
Safer, stronger communities	38	Drug-related (Class A) offending rate	National indicator deferred until 2009 – local indicator will be used for 2008/09					
Safer, stronger communities	39	Alcohol-harm related hospital admission rates	2220 (2006/07)	3004.06	3449.48	3926.45	Wirral PCT DAAT Wirral Hospital Trust	
Safer, stronger communities	47	People killed or seriously injured in road traffic accidents	174 (2005-07)	11.3%	10.4%	11.1%	Highways Agency Wirral Council Merseyside Police Merseyside Fire & Rescue	

Strategic Objective	NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
Life chances for children and young people	48	Children killed or seriously injured in road traffic accident	31 (2005-07)	16.3%	15.6%	6.2%	Highways Agency Wirral Council Merseyside Police Merseyside Fire & Rescue
Life chances for children and young people	55	Obesity among primary school age children in Reception Year	9.1% (2006/07)	9.23%	9.37%	9.5%	Wirral PCT Wirral Council
Life chances for children and young people	68	Referrals to children's social care going on to initial assessment	71.9% (June 08)	71%	75%	83%	Wirral Council
Life chances for children and young people	111	First time entrants to the Youth Justice System aged 10-17	National indicator is deferred until 2009/10				
Life chances for children and young people	112	Under 18 conception rate	47.3 (2006)	-28%	-39%	Subject to refresh	Wirral PCT Wirral Council Wirral Hospital Trust
Life chances for children and young people	117	16 to 18 olds who are not in education, employment and training (NEET)	9.5% (2007)	7.40% ² (current reward target)	7.10%	6.90%	Connexions Wirral Council
Health and well-being	120	All-age all cause mortality rate	815 (2006) Male	735	714	694	Wirral PCT Wirral Council

Strategic Objective	NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
			529 (2006) Female	513	500	488	Wirral PCT Wirral Council
Health and well-being	123	Stopping smoking	896 (Baseline based on average 2004-07)	896	896	896	Wirral PCT Wirral Council Wirral Hospital Trust
Health and well-being	130	Social Care clients receiving Self Directed Support (Direct Payments and Individual Budgets)	191 (2008)	322.3	651.7	1121	Wirral Council
Health and well-being	135	Carers receiving needs assessment or review and a specific carer's service, or advice and information	15.1% (January 2008)	18%	21.5%	25%	Wirral Council
Strong local economy	151	Overall employment rate ³ (WNF Reward indicator)	69.8% (June 2007)	70.5% (0.7%)	71.02% (0.7%)	72.1% (0.9%)	Wirral Council Job centre plus
Strong local economy	153	Working age people claiming out of work benefits in the worst performing neighbourhoods (WNF Reward indicator)	35.8% (May 07)	35.2% (-0.6%)	34.4% (-1.4%)	33.3% (-2.5%) ⁴	Wirral Council Job centre plus Learning and Skills Council
Sustainable, appropriate housing	154	Net additional homes provided	330 (04/05-06/07)	500	500	500	Wirral Council

Strategic Objective	NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
Sustainable, appropriate housing	155	Number of affordable homes delivered (gross)	99 (04/05-06/07)	149	167	187	Wirral Council, Local RSLs, Developers, Housing Corporation, New Heartlands
Sustainable, appropriate housing	156	Number of households living in temporary accommodation	8 (Dec 2004)	18	12	4	Rehousing Services, RSLs Supporting People
Living and working environment	167	Congestion - average journey time per mile during the morning peak	4.14 minutes per mile	4.3%	4.7%	5.1%	Wirral Council, Merseyside Passenger Transport Authority / Executive, Merseytravel
Strong local economy	171	New business registration rate	Baseline data available Nov 08	Targets to be set subject to baseline data			Wirral Council
Living and working environment	186	Per capita reduction in CO2 emissions in the Local Authority area	6 tonnes CO2 per capita (2005)	3.7%	7.5%	11.4%	Wirral Council Enworks ESTAC
Living and working environment	192	Household waste recycled and composted	14.2% (2006/07)	34%	35.50%	37%	Wirral Council Merseyside Waste Disposal Authority

Strategic Objective	NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
Living and working environment	195	Improved street and environmental cleanliness – Litter (Primary)	11% (2007/08)	8%	7.5%	7%	Wirral Council Merseyside Waste Disposal Authority
		Improved street and environmental cleanliness – Detritus (Secondary)	11% (2007/08)	10%	9%	8%	
		Improved street and environmental cleanliness – Graffiti	7% (2007/08)	Conditional to show no deterioration from baseline figure			
		Improved street and environmental cleanliness – Fly posting	1% (2007/08)	Conditional to show no deterioration from baseline figure			

¹ Targets will be reviewed during the first year refresh

² Re the previously agreed reward element on NEET, NI 117, the counting methodology adopted at the time of the agreement will be used to measure reward performance only

³ Please note that this data has a 95% confidence interval of +/- 3.1%

⁴ Target is cumulative for the three year LAA

Set Statutory Indicators for attainment and early years

Strategic Objective	NI	New National Indicators	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
Life chances for children and young people	72	Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language and Literacy	46.1%	54.0%	56.0%	Set on an annual basis	Wirral Council
Life chances for children and young people	73	Achievement at level 4 or above in both English and Maths at Key Stage 2 (Threshold)	72.0%	Set on an academic year basis for 2009/10	77.0%	Set on an annual basis	Wirral Council
Life chances for children and young people	75	Achievement of 5 or more A*-C grades at GCSE or equivalent including English and Maths (Threshold)	48.4	52.0	55.2	Set on an annual basis	Wirral Council

Strategic Objective	NI	New National Indicators	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
Life chances for children and young people	83	Achievement at level 5 or above in Science at Key Stage 3	75.0	Set on an academic year basis for 2009/10	80.0	Set on an annual basis	Wirral Council
Life chances for children and young people	87	Secondary school persistent absence rate	7.1	Set on an academic year basis for 2009/10	6.4	Set on an annual basis	Wirral Council
Life chances for children and young people	92	Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest	34.3	31.5	30.2	Set on an annual basis	Wirral Council
Life chances for children and young people	93	Progression by 2 levels in English between Key Stage 1 and Key Stage 2	78.9	Set on an academic year basis for 2009/10	86.0	Set on an annual basis	Wirral Council
Life chances for children and young people	94	Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2	72.3	Set on an academic year basis for 2009/10	79.0	Set on an annual basis	Wirral Council

Strategic Objective	NI	New National Indicators	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
Life chances for children and young people	95	Progression by 2 levels in English between Key Stage 2 and Key Stage 3	26.5	Set on an academic year basis for 2009/10	35.0	Set on an annual basis	Wirral Council
Life chances for children and young people	96	Progression by 2 levels in Maths between Key Stage 2 and Key Stage 3	59.9	Set on an academic year basis for 2009/10	67.0	Set on an annual basis	Wirral Council
Life chances for children and young people	97	Progression by 2 levels in English between Key Stage 3 and Key Stage 4	60.0	Set on an academic year basis for 2009/10	65.7	Set on an annual basis	Wirral Council
Life chances for children and young people	98	Progression by 2 levels in Maths between Key Stage 3 and Key Stage 4	29.0	Set on an academic year basis for 2009/10	35.0	Set on an annual basis	Wirral Council
Life chances for children and young people	99	Children in care reaching level 4 in English at Key Stage 2	41.3%	Set on an academic year basis for 2009/10	44.0%	Set on an annual basis	Wirral Council

Strategic Objective	NI	New National Indicators	Baseline	LAA Improvement Target			Partners
				2008/09	2009/10	2010/11	
Life chances for children and young people	100	Children in care reaching level 4 in Maths at Key Stage 2	51.7%	Set on an academic year basis for 2009/10	44.0%	Set on an annual basis	Wirral Council
Life chances for children and young people	101	Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (including English and Maths)	7.9%	Set on an academic year basis for 2009/10	7.4%	Set on an annual basis	Wirral Council

Local Indicators

Strategic Objective	Local indicators	Baseline	Improvement Target:			Partners
			2008/09	2009/10	2010/11	
Safer , stronger Communities	Reducing the number of incidents of ASB	18414 (2007/08)	17917	17558	17207	Wirral Council Merseyside Police Youth Offending Service
Safer , stronger Communities	Rate of drug related offending	47.5% (2007/08)	45.0%	National indicator (NI 38) will be implemented from 2009/10		Wirral Council Merseyside Police Wirral PCT Wirral DAAT Wirral Probation Service
Life chances for children and young people	Safely reducing the number of looked after children	606 (Feb 2006)	590	565	540	Wirral Council Wirral PCT Wirral Hospital Trust Cheshire & Wirral Partnership Trust
Life chances for children and young people	Young peoples participation in positive activities	Baseline during 2008/09	Targets to be set subject to baseline data			Wirral Council
Health and well-being	Establish cohort of clients aged 16-35 with two or more episodes of self harm in the last 12 months who subsequently become engaged in meaningful social activities	Audit to be conducted end of July 2008 and baseline set.	Sustain 5% based on an accurate baseline	Sustain 5% based on an accurate baseline	Sustain 5% based on an accurate baseline	Wirral Council Wirral Hospital Trust Cheshire & Wirral Partnership Trust Wirral PCT

Strategic Objective	Local indicators	Baseline	Improvement Target:			Partners
			2008/09	2009/10	2010/11	
Health and well-being	People supported to live independently through social services (all adults)	2141.55 (2007/08)	2,185.8	2,230.05	2,274.3	Wirral Council Wirral Hospital Trust Wirral PCT
Health and well-being	To reduce the number of people with dementia admitted to residential and nursing care 5% reduction on 2007/08 admittances	180 (2007/08)	171	162	154	Wirral Council Wirral PCT Wirral Hospital Trust Cheshire & Wirral Partnership Trust
Health and well-being	The number of emergency bed days for fractured neck of femur in over 75s	16,685 bed days per 100,000 (2006/07)	35,335 (current reward target)	10,398	10,231	Wirral PCT Wirral Council Wirral Hospital Trust
Strong local economy	The amount of floor space (ha) developed and brought to the market for employment use (Borough-wide)	Baseline 2008/09	Targets to be set subject to baseline data			Wirral Council
Strong local economy	NVQ level 2 skills participation	3250 (2006/07)	3283	3299	3316	Wirral Council Learning & Skills Council
Sustainable, appropriate housing	No. of vulnerable households assisted with at least one main energy efficiency measure under Warm Front	2665 (2006/07)	2765	2903	3048	Wirral Council, EAGA plc, Energy Saving Trust Advice Centre,
Living and working environment	Improved street and environmental cleanliness – levels of litter and detritus in Wirral's most deprived areas	30% (2007/08)	28%	24%	20%	Wirral Council Merseyside Waste Disposal Authority