

Wirral's Area Forums



West Wirral Area Forum

Wednesday 9th February 2011

**Melrose Hall,
Melrose Avenue,
Hoylake
CH47 3BU**

7.00pm – 9.00pm

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Wirral

West Wirral Area Forum

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7.00pm - 9.00pm

Melrose Hall

Melrose Avenue

Hoylelake

CH47 3BU

- 1) Welcome, introductions and apologies
- 2) Area co-ordinators Report
 - Minutes of last meeting and matters arising
- 3) Reports from Partner Organisations
 - NHS Wirral
 - Wirral University Teaching Hospital NHS Foundation Trust
 - Merseyside Police/Community Safety
 - Fire Service
 - Older Peoples Parliament
- 4) Census - Deborah Morgan Census Area Manager
- 5) Wirral's Future - Cllr David Elderton
- 6) Report from Wirral Partnership Homes
- 7) Parks & Countryside Services Procurement Exercise - Dave Green
Director of Technical Services
- 8) Public Question time
- 9) Dates of Future meetings

Contents

<u>Section One</u>	Minutes from last Meeting	4
<u>Section Two</u>	Local Updates	9
•	Anti Social Behaviour Team update	9
•	NHS Wirral Community Trust	12
•	Merseyside Fire and Rescue Service	13
•	Wirral Older Peoples Parliament	15
•	Streetscene	19
•	Wirral University Teaching Hospital Trust	23
•	Youth Service	26
•	Coastal Town	27

Code of Conduct for Area Forums

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

Section One

Minutes and Matters arising

AREA FORUM (WEST WIRRAL)

Thursday, 21 October 2010

Present: Councillor G Ellis (Chair)

In attendance: Councillor D Elderton, Councillor G Watt

Community Representatives: Gary Evans, Cynthia Radford

Lead Officer: David Ball

Area Service Co-ordinator: Tracey Smith

Community Safety: Jim Thompson

Wirral University Teaching Hospital NHS Foundation Trust: Pippa Roberts

NHS Wirral: Cathy Doran

Merseyside Fire Service: Myles Platt

Merseyside Police: Inspector Paul Vickers

Older People's Parliament: Sandra Wall

Council Officers: Mark Smith & Joey Smith – Technical Services: Peter Riley - Special Initiatives

Team: Howard Mortimer Head of Special Initiatives Team

Michelle Gray Community Engagement

Apologies: Councillors J Hale, J Green, E Boulton, John Percival & Kevin Adderley

1 WELCOME, INTRODUCTIONS AND APOLOGIES

The Chair, Councillor Gerry Ellis, welcomed forum members and 36 members of the public to the West Wirral Area Forum meeting being held at Blackhorse Hill Junior School in West Kirby. He explained to forum members and members of the public that they were welcome to raise questions throughout the meeting.

2 AREA CO-ORDINATOR'S REPORT: INCLUDING MINUTES OF LAST MEETING AND MATTERS ARISING

The Sail Project - The Chair, gave an update on the Sail Project which had been rejected by Cabinet on Thursday 14th October 2010. (*The vote, carried a 7:3.*)

The Cabinet had decided that despite the endeavours of Carpenter Investments there appears to be little realistic prospect of a resolution of the car parking issues to their satisfaction, making further efforts to resolve this issue likely to delay the possible improvement of the Sailing School. The Cabinet had thanked Carpenter Investments for their commitment to the Sail Project since 2007, but informed them that the Council will not proceed further with this development. However the Cabinet would now seek options for securing the future enhancement, or re-provision, of the Sailing School, without involving any material net loss of public car parking in the vicinity. The Area Co-ordinator, Tracey Smith, presented her report containing the minutes from the previous meeting held in June 2010 included was local updates from our partner organisations. There were no matters arising and the minutes from the previous meeting were agreed as a true record. Tracey Smith apologised, for the inaccurate/missing information within the area forum report. Tracey will be raising this at the next staff meeting to address these issues and that this will not happen for any future area forum meetings.

3 WIRRAL'S FUTURE - BE A PART OF IT

The Lead Officer David Ball gave a presentation on the biggest consultation that Wirral has carried out. The aim of the consultation is to be comprehensive and flexible to properly engage with staff, residents, stakeholders, businesses and community groups across Wirral, We need to find £108 million in savings over the next four years and this will mean reducing the pay bill and ultimately employing less staff. It will also mean structural and service change and improved performance.

Principles are led by independent task forces made up of key stakeholders, wider possible level of public engagement, to inform the setting of Council priorities & budgets, to be delivered on an annual basis to inform the corporate plan. There are four areas of Questionnaire are:

- **Living in Wirral**
- **Children & Young People**
- **Adult Social Services**
- **Economy & Regeneration**

David Ball responded to questions and comments.

Public member – Some people have not submitted the questionnaire as they feel they will not be listened to.

David Ball – All questionnaires received via post and completed on-line are being collated and a team of officers are working on this up to the end of the consultation period. We have also recruited graduates to administer this process.

Public member – approximately 2,500 have been completed in one month, how is this being administered?

David Ball - Tracey Smith is leading a team that is responsible for analysing and inputting all data received. All this information will be put into the 4 themes that were on the questionnaire ready for the task forces to report back on.

Public Member – raised concerns about how the members of the task force will scrutinise reports.

David Ball – summary reports will be designed for each task force with access to detailed questions & answers, including all respondents. Answers/comments received will be group together for easy usage.

Public Member – raised the issue around budgets and what are we facing.

David Ball – this budget plan is for the next years approximately £25/£28 million per year savings, it is a challenge. The Cabinet has to look at what we do, can it be done by other organisations, or do we continue with that service and also to review services that are duplicated within other organisations.

Tracey Smith informed the forum that consultation as taken place at supermarkets, shopping centres, schools, libraries, public events to name a few. We have a team of 35 members of staff who have volunteered to help with consultation; this is the 1st time Wirral Council has ever done a consultation exercise on this scale.

David Ball – informed the forum that this is an extensive review of all council services and it's spending, looking at statutory services and those services we deliver that are non-statutory. We have also issues over 6,000 members of staff with the opportunity of EVR (Early Voluntary Redundancy).

Sandra Wall – highlighted that savings can be achieved by working with or alongside partner organisations in delivering services better and smarter, services that the council may stop delivering will be run by others organisations.

4 HOYLAKES GOLF RESORT

Chair Councillor Gerry Ellis introduced Howard Mortimer and congratulated him on a great job he and his team have done in recent years. Howard Mortimer gave a detailed presentation on the following two topics:

- The Regeneration of Hoylake & West Kirby
- Hoylake Golf Resort in the Birkett Valley

He explained that the Council was seeking investment in and the improvement of areas of West Wirral on the “back” of the return of the Open Championship. The target areas are: Wirral Country Park, West Kirby Town Centre and seafront, Hoylake Town Centre and seafront and Hoylake Golf Resort – east of the town This is because these areas and townships would benefit from investment to bring about improvements to what the area offers to deliver environmental and economic benefits to the local community, improve business prospects and help make West Wirral more attractive for residents, businesses and visitors. He summarised the progress to date since 2005:

Wirral Country Park - Study by WS Atkins, Money spent on pathways and cycleways.

Central Hoylake - £3million Phase 1 Public Realm improvements along Market Street complete

West Kirby Seafront - £300k improvements and investment in a range of facilities around the seafront including: The Boardwalk, Coronation Gardens and Hilbre Island. Opportunity to focus on investment potential in West Wirral, particularly private sector resourcing, crystallised originally through the return of The Open Championship in 2006. The staging of the Women's Open in 2012 and the further return of The Open to Royal Liverpool in 2014 is seen as continuing and reinforcing the opportunity to market West Wirral as a place to invest. That said clearly the current economic

climate continues to be uncertain with a further downturn still yet possible and bank lending still very unpredictable. This added to the major cut back announced recently in respect of Public Sector Spending means that the chances of any significant Public monies being available to support the regeneration of West Wirral must be very limited for many years to come. Whilst council officers continue to examine possible ways in which the necessary resources might be assembled, there is no guarantee of success in the current economic climate.

The Greater Concourse Project – This £20 Million proposal features a new Fire Station, Health Centre and a Town Centre Square or Piazza enabled by a new retail development. The project has now been reviewed with a view to re-entering the market place. Both the Council's Public Sector partners; the Merseyside Fire & Rescue Service and the Primary Care Trust, have recently been asked to re-confirm their commitment to the project. The MF&RS has already done so with great enthusiasm and indicated its willingness for the new station to be partly used for community purposes. Market place interest in the project remains buoyant. Further public consultative events are planned.

Public Realm Improvements – Phase 1 – Central West Kirby 1st Phase improvements to the public realm are proposed for Dee Lane and Upper Banks Road with an approximate value of £1.1 million. This, if resources can be found, would be in respect of road and pavement surfaces, lighting, street furniture, signage and planting. Council Officers are currently seeking the necessary resources, again there is no guarantee that this will be successful.

The Crescent – Pilot pedestrianisation – this proposal is currently on hold at the request of the traders on the Crescent given the present state of the economy.

Coronation Gardens Frontage – Following investment in the gardens themselves the Council is interested in the replacement of the current café buildings (through the private sector) fronting the gardens and alongside the promenade. This proposal, supported by The Friends of Coronation Gardens, is subject to delay and legal process.

Hoylake - Phase 2A "Station Gateway"

£1 million Public Realm and Environmental improvement scheme between the Station and the Quadrant. There is broad agreement between the various partners – Mersey Rail, Mersey Travel, Mersey Electrics – we are currently seeking a detailed agreement. Important project in the light of the forthcoming Women's Open and The Open.

Hoylake Promenade

Scott Wilson study providing a broad vision of potential future improvements subject to detailed consultation and resources. The Council gives due credit to local fundraising efforts in the area of the new Lifeboat Station resulting in the restoration of the model boating lake. A report to the Council's Cabinet in respect of West Wirral regeneration is anticipated within the next 2 – 3 months.

Hoylake Golf Resort in the Birkett Valley

The title "Hoylake Golf Resort" is a technical and working title. If the project proves deliverable, its final name would be a matter for the council and the developer. However an initial suggestion for such a name might be "Hoylake Carrs, [in the Birket Valley]" Hoylake Carrs invokes an ancient name – Carrs is Old Norse for "Bogland area with gorse bushes and brushwood" The proposal is in the light of the return of the Open Championship originally in 2006 and again, in 2014. It provides an opportunity to focus on the regeneration of the area and the potential of significant investment. This includes bringing about improvements to Wirral's Leisure and Recreation "offer" and the accompanying economic benefits. A Regeneration Masterplan was agreed in November 2004 after much public consultation. The measures agreed were short-term, medium-term and long-term. The potential Golf Resort is a long-term objective and the biggest in scale and value. In pursuing this aspiration the Council is seeking to maximise benefits for local residents and businesses. Key Objectives under-pinning this project – what we are trying to achieve

- We seek to maximise the potential of the target area through high quality investment and remedial works which:-

1. Transforms and uplifts the site creating a high quality environment
2. Helps to protect the agricultural economy within the valley offering diversification opportunities
3. Creates new leisure and outdoor recreational facilities including a new championship golf course, 4 / 5 star hotel, restaurant, spa, conference facilities, horse riding, fishing and so forth.
4. Ensures the protection and enhancement of wildlife habitats and the footpath network
5. Seeks major improvement to flood protection within the Birket Valley.

Ideas from the public so far include:

- Potential investment in the Gilroy Nature Reserve?
- Market garden restoration has been proposed along with some education initiative about farming?
- Some orchard planting has been proposed?

- Green Belt - The UDP identifies the whole site as Green Belt (where national planning policies apply).
 - Remedial Action - It also identifies the site and the land within it as "in need of remedial action"
 - § Any developer must demonstrate Very Special Circumstances in a planning application.
 - § A planning application – may need to be notified to the Secretary of State before the Council will be able to determine it and that it could be called-in for a public inquiry, to allow the Sec. of State to take the decision himself. An ultimately successful application will need to demonstrate overwhelming and wide-ranging benefits both economic and environmental.
 - § Flooding is a big problem both to local farmers and the Municipal Golf Course, its users and others. It causes a deal of problems particularly in the winter and spring. Construction of the new golf course could mitigate any flooding problems, whilst providing wildlife habitats.
 - § Resourcing – This project is a 100% private investment scheme.
 - § Landownership – The Council owns about 40% of the target land, the balance of the target area is in a range of other ownerships. The Council has had useful, initial discussions with the other landowners.
 - § Land Assembly – would be the responsibility of the Developer
- The first study – The Needs Assessment – examined the detail of the planning scenario and concluded the project was difficult but potentially achievable and with the signs of strong market interest. The second study addressed technical and engineering issues. This study also included initial discussions with a range of local Stakeholders Groups. In July 2008 Wirral's Cabinet approved that Officers should seek expressions of interest from the market place.

5 LOCAL TRANSPORT PLAN & FEEDBACK FROM "HAVE YOUR SAY"

Mark Smith the interim Head of Technical Services gave a brief update on the LPT3. Merseyside's Third Local Transport Plan will start in April 2011. All residents have the opportunity to have their say on how transport affects them, LPT3 packs are available for people to take away.

6 UPDATE ON PARKS & OPEN SPACES

Mark also informed the forum about developments around our parks and open spaces. They cost the council 12million it covers areas such as parks & country services, cemetery services, rangers, beach/life guards, allotments, bulky bobs. The council is to review this service and Cabinet resolved procurement on service delivery. This service will be delivered by an external agency and will deliver the same or a better service that is already in place.

Process will be:

- Contract to go out to an external organisation
- End of January 2011, there will be an extensive consultation period, including a new contract
- Tenders to be in by Mid April 2011
- Decisions made by June 2011
- Award to a single contractor by early September 2011
- New contractor in place by Christmas 2011

Consultation process:

- Series of workshops with members and staff
- 4 workshops scheduled:
 - sports/clubs
 - golfing
 - bereavement services
 - parks & countryside

Mark Smith also informed the forum that Councillor David Elderton who is the cabinet member will be working closely with him through this process. Councillor Elderton stated that he will be involved fully and will attend group meetings to get a flavour of all what is being said/discussed.

Mark Smith – highlighted that staff who will be under the new employer will have their terms & conditions honoured and hopefully under the new contractor be working with new and better equipment.

Public Member – has in the past engaged with Wirral Council, concerned with standards, assets no good, equipment rubbles it got to improve as for the parks they are poor standard, vandalised, need to be improved and upgraded.

7 PUBLIC QUESTION TIME

Public questions were raised and answered under each individual agenda item

8 PARTNER INFORMATION

NHS Wirral Cathy Doran highlighted that the NHS Wirral update was detailed within the papers for this evening meeting.

Older Peoples Parliament Sandra Wall explained that anyone over the age of 50 can join and newsletters were available for people to take away this evening.

Wirral University Teaching Hospital NHS Foundation Trust Pippa Roberts highlighted that the hospital trust updates was within the papers.

Merseyside Fire Service Myles Platt highlighted that there was a full update in report 'Watch what you Heat' campaign was highlighted whereby the Fire Service visited over 22,000 homes delivering home fire safety checks as part of a comprehensive accidental dwelling fire strategy. Also highlighted was the Bonfire Strategy 2010 which includes bonfire removal. This initiative is to commence on Monday 18th October until approximately 1 week after bonfire night. Went on to say that they will be working closely with Wirral Partnership Homes and hoping to run 'waste stations'. WPH will leaflet their properties advising when their waste removal vehicles will be in the area for any unwanted items.

Merseyside Police Inspector Paul Vickers gave out the current edition of his Police Newsletter.

Community Safety Jim Thompson highlighted that there was a full report from Community Safety in the papers and also press releases around "No Call Calling" and "Telephone Scams" and asked people to read these. He also wanted to reassure people that Wirral remains one of the safest places within the North West at the end of 2009 - 2010 Wirral recorded the 8th lowest level of crime in the whole of the North West. This year between April - July Wirral has continued to reduce all crime still further. Wirral now has the 6th lowest level of crime in the North West and we have reduced crime by a further 7.3% compared to the same period last year which means there are 424 fewer people who have been a victim of crime. The Home Office which produces this information also compares Wirral to 14 other Community Safety Partnerships across England and Wales. Home Office analysis judges that Wirral is not only better performing than areas similar to ourselves but that we are also Clearly Improving.

9 DATES OF FUTURE MEETINGS & AOB:

Date of future meeting – Wednesday 9th February 2011

AOB:

Energy Project Plus Officers were available at the meeting to give advice on the Warmer Wirral Campaign and to give advice on energy saving for anyone who is interested.

Localism Tracey Smith updated the forum on the Localism Agenda. This will be going to cabinet in December. The council is currently looking at ways that we might devolve more decision making to local ward councillors and to communities, i.e. decisions about how budgets are spent and how services are delivered and how we can build on what we do already through the area forums. We have consulted so far with community reps from the forums and tenants and residents associations about what they think works well and ways in which the council might improve how it engages with local communities.

Thanks Chair Councillor Gerry Ellis thanked everybody for attending and apologised for the area forum running over time as there was a lot of information to be shared with members of the public. Future agenda's will be reviewed and have less presentations, to give more time for members of public to raise their questions, issues & concerns etc.

Meeting closed at 9.40pm

Section Two

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



Tackling Anti-Social Behaviour
Wirral Council's Anti-Social Behaviour Team
October 2010 – December 2010

WIRRAL
ANTI-SOCIAL
BEHAVIOUR
TEAM

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

Reported October 2010:

- 51-year old from Grove Road, **Hoylake**, was issued with an interim Anti-Social Behaviour Order pending a full hearing (see below);

Reported November 2010:

- 51-year old male from Grove Road, **Hoylake**, was issued with a 2-year Anti-Social Behaviour Order following numerous complaints of drunken anti-social behaviour with his 40-year old partner. His partner from Heygarth Drive, **Greasby**, had her existing Anti-Social Behaviour Order varied to extend the prohibitions to cover her behaviour in the Greasby area;
- 15-year old male from Bedford Road, **Rock Ferry**, was issued with a 2-year Anti-Social Behaviour Order following alleged threatening behaviour towards a Council employee and in and around the Peel Avenue area of Rock Ferry;
- 19-year old male from Ferndale Avenue, **Wallasey**, was prosecuted by British Transport Police, working in partnership with Wirral Council's Anti-Social Behaviour Team, for causing over £40,000 worth of damage due to graffiti.

Reported December 2010:

- 18-year old male formerly from Paton Close, **West Kirby**, was issued with a 3-year Anti-Social Behaviour Order due to anti-social behaviour, including intimidation, criminal damage and significant disturbance, in the Grange Park area of West Kirby.

Additional activity has included:

- **Multi-agency crackdown in Beechwood (October 2010)**

More than 1,400 households were targeted with hot-off-the-press information about efforts to tackle anti-social behaviour in their community. Residents on the Beechwood and Ballantyne estates were provided with information by officers from Wirral Anti-Social Behaviour Team, Merseyside Police and Beechwood & Ballantyne Community Housing Association (BBCHA) following a combined crackdown on anti-social behaviour. The enforcement action was taken against a number of adults and young people whose behaviour had negatively affected the quality of life of many residents.

Wirral's multi-agency Challenge & Support process, which deals with all young people engaged in, or at risk of engaging in, anti-social behaviour, saw 23 young people from the estates dealt with over recent months. 15 of those young people received formal warnings for their behaviour, 5 were issued with Acceptable Behaviour Contracts and 2 issued with Anti-Social Behaviour Orders. One household was served with notice of eviction by the social landlord, BBCHA, and multiple households received warnings about the risk to their tenancies if the behaviour continued.

The combined action culminated in a property, which was a hot-bed of anti-social behaviour on the Ballantyne estate, being targeted by the agencies following repeated complaints by the public and an

application was made by Merseyside Police for a Closure Order to seal the property for three months. As a result, the tenant relinquished their tenancy and left, ending a catalogue of complaints related to alleged drug dealing and nuisance, including large gatherings of young people causing intimidation, fighting, engaging in threatening behaviour, cars speeding and the use of weapons.

The day long blitz saw all households on the Beechwood and Ballantyne estates updated with the outcome of this action, the result of which was in no small part down to the role that residents played in reporting incidents to the authorities.

➤ **Safety put first on Bonfire Night (October 2010)**

HAVE FUN - BE SAFE – BEHAVE was the shared message being given by community safety agencies this bonfire period. Residents were urged to make Bonfire Night safe by attending an organised firework display instead of holding their own. Free displays were organised at a number of venues across the borough and residents were encouraged to participate in and support these activities. Agencies including Wirral Council, Merseyside Police and Merseyside Fire & Rescue Service worked together with partners to proactively prevent and reduce the problems that can be associated with this time of the year.



Residents were asked to ensure that no potentially flammable materials were left lying around and parents were asked to do their part by helping to reiterate the dangers and consequences associated with fire setting and firework misuse to their children. Public assistance was also sought to help stop Merseyside Fire & Rescue Service's valuable resources being overstretched by attending deliberate fires such as bonfires, wheelie bin fires and rubbish fires associated with anti-social behaviour. Members of the public were encouraged to report unauthorised bonfires for removal by a quick response team.

As part of Operation Banger, the multi-agency plan of activity for this time of year, work was undertaken with children and young people in schools about the hazards associated with this period and the consequences of engaging in anti-social behaviour. Other activities included high visibility policing; advice to shops regarding the sale of alcohol, fireworks, flour and eggs to young people; seizing illegal fireworks; carrying out test purchases and engaging young people in positive activities.

➤ **It was all about Respect (October 2010)**

Wirral hosted a week-long programme of events and activities to tackle anti-social behaviour and promote respect. The activities for "Respect Wirral 2010 – It's All About Respect", co-ordinated by Wirral Council's Anti-Social Behaviour Team -were supported wholeheartedly by a range of agencies including Merseyside Police, Merseyside Fire and Rescue Service, social landlords and local community groups.



More than 2,000 properties in hot-spot locations of anti-social behaviour were targeted with information to assist in the identification and reporting of incidents. In addition, more than 400 members of the public were provided with information about how to report anti-social behaviour.

The week began with high-visibility activity in the Rock Ferry and Seacombe areas by the Council, Police and social landlords engaging with adults and young people. Issues with vehicle nuisance were tackled head-on with modified car users in a hot-spot location spoken to and warned about the risk of their cars being seized by the police if nuisance continued to be caused to neighbouring properties.

The Grange Park area of West Kirby saw environmental improvements led by the Friends of Grange Park residents' group with the planting of cherry trees and a lantern making workshop with children and young people. Tower Grounds in New Brighton saw local residents lead on an environmental audit with agencies. Work was undertaken in partnership with Leasowe Community Homes, taking the opportunity to speak with residents and young people attending the annual 'Unity in our Community' Halloween fancy dress party.



Grange Park, West Kirby

Throughout the week, members of the public were invited to step on board the Anti-Social Behaviour Team's Respect Bus to report issues or find out how to deal with anti-social behaviour problems.



Respect Bus

➤ **Truancy crackdown in Wirral (December 2010)**

Wirral Council and Merseyside Police joined forces to crackdown on truants. An anti-truancy blitz stopped nearly 70 young people over three and a half days in November and December.

The crackdown on truancy saw officers from the Council's Education Social Welfare Service and Anti-Social Behaviour Team, join together with Police Officers, to return to the streets of Wirral. Using information from schools and members of the public, known truancy hotspots across the borough were targeted.

Nearly 65% of the young people challenged did not have a valid reason for being absent from school. Three quarters of these were shopping and a significant number were accompanied by an adult.

No Cold Calling Zones –

Community Safety work closely with partners in order to reduce crime and disorder. As part of that process, Wirral Council and Wirral Partnership Homes teamed up to develop a 'No Cold Calling Zone' scheme

specifically designed to protect the social landlord's tenants. No cold calling zones have been set up in various other parts of Wirral but this latest scheme at Brookdale Close in Greasby represents the first time that an area of social housing has been covered.

'**No Cold Calling Zones**' are designed to deter unwanted visits by doorstep salespeople. Brian Simpson, Chief Executive of Wirral Partnership Homes, said: "Because our tenants live in rented accommodation they are generally not targeted by rogue home improvement companies. However, they do receive unwanted visits from doorstep sales people using high pressure tactics to sell products such as mobility needs and burglar alarms. Promoting this scheme will give tenants the confidence and support to say no to some very glib salesman."

Cllr. Gill Gardner, Wirral Council's Cabinet Member for Environment, added: "Trading Standards have set up a number of cold calling zones in a number of owner/occupier areas in the borough. These schemes are intended to remind doorstep sellers and consumers that there are cancellation rights in place for these types of contracts. This is the first time that we have extended the principle to social housing and I applaud this partnership and look forward to it developing in the future."

1. These are the Doorstep Selling Regulations

a) The Cancellation of Contracts made in a Consumer's home or place of work etc Regulations (2008) give you protection when you buy goods or services from a trader on the doorstep or in the home (or in someone else's home), at your place of work, or when you buy from a trader on an excursion they have arranged away from their business premises.

b) If you change your mind about a purchase **above the value of £35**, you have at least seven calendar days to cancel the contract (the 'cooling-off' period). **It does not matter whether you invited a trader into your home or not** - the Regulations cover both solicited (invited) and unsolicited (uninvited visits or 'cold calling').

c) A trader must advise you **in writing** that you can cancel the contract – this information must usually be set out in your contract and should be legible and have equal prominence to any other part of the agreement. If there is no written contract, you must still be given this information in writing at the time you agree.

d) If you are not given this information in writing the trader can't hold you to anything in the contract. The trader may also be guilty of a criminal offence, and may be investigated by your local authority Trading Standards Service.

NHS Wirral Community Trust

NHS Wirral has received approval from the Department of Health for our provider arm to become a community trust. Following a positive consultation with stakeholders and the public, we will now proceed with our plans to launch the new Trust on 1 April 2011.

This means that management of community health services such as community nursing, physiotherapy etc. remains focused on the improvement of these services within the NHS.

Frances Street, previously the Chairman of NHS Wirral, will become the Chairman of the new Trust, and John South, previously Director of Primary Care and Provider Services at NHS Wirral, will be interim Chief Executive until March 2012. About 1400 staff will transfer to the new organisation.

James Kay has been appointed Acting Chair of NHS Wirral.

GP Consortia

Under the Coalition Government's proposals, groups of GPs (consortia) will come together to commission most health services for their populations, taking over this responsibility from Primary Care Trusts (ie NHS Wirral).

In Wirral, 3 GP Consortia, representing 57 practices across Wirral will be "pathfinder consortia", working under the auspices of the PCT until they take over the reigns fully in 2013.

Public Health

The Government has also published a White Paper on the future of Public Health, transferring most responsibilities from the NHS to Local Authorities, and creating Public Health England. NHS Wirral and Wirral Council are working closely together on the transition to the new arrangements.

Merseyside Fire & Rescue Service

Operations.

The Fire Service on Wirral is delivered through 6 community fire stations located at.

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

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

Comprehensive Spending Review.

Like most public bodies the Service has seen its budgets severely reduced as part of the Governments Comprehensive Spending Review.

Commenting on the Government's public spending announcement, Tony McGuirk, Chief Fire Officer for Merseyside Fire and Rescue Service said:

Merseyside Fire and Rescue Service faces unprecedented cuts in its income from Government over the next two years totalling £7.7 million.

The Government, however, has indicated that the four-year financial settlement is 'back-loaded' which, along with other financial changes, means a forecast total deficit of £18 million – 25% of our current £73 million budget.

It is the most significant financial challenge the Authority has ever faced and will put great pressure on our ability to maintain our current very high standards of prevention and emergency response.

Almost 80% of our costs are staff related and much of the rest involves running and managing our buildings and equipment.

The Fire Authority will be meeting over the next few months before setting its budget in February 2011.

At the time of drafting this report no decisions have been made

Despite the current financial difficulties the Government has given approval for 7 new fire stations one of which will be at Birkenhead. Work on site is scheduled to commence next year (2012).

MFRS news can be followed via our website Merseyfire.gov.uk we can also be found on social network sites - @Merseyfire on Twitter or visit our Facebook page - www.facebook.com/merseyfire.

Community Fire Safety

Wirral Community Fire Safety are working collaboratively with a number of partners including;

Wirral NHS

Wirral Assistive Technology Team, Merseyside Society for Deaf and Visual Impairment Team

Wirral Advocacy

Safeguarding Adults

Community Mental Health

These partnership arrangements have proved successful in targeting the most vulnerable members of our community, in the most hard to reach areas, and have facilitated multi agency interventions.

Youth Engagement

Partnership working has seen the development of some new youth intervention initiatives.

P.H.S.C.E. - working with Livesafe MFRS produced a new programme for youth engagement specifically designed for PHSCE lesson within secondary schools. (136 yr8 pupils at Prenton High school have completed this course to date)

Fire Science - 180 yr7 pupils at Bebington High school have completed this course to date.

Alive and Kicking –an intervention programme for yr 6 pupils developed in conjunction with Merseyside Police. 4 schools and 1,400 pupils have completed this course to date.

These sessions, which have been a great success are to be continued in 2011 and are to be offered to schools that are surrounding the Hot spot areas for ASB and Secondary Fires.

Road Safety

MFRS is currently reviewing our RTC reduction Strategy with a view of maintaining a proactive role in RTC Reduction. We continue to be part of the wider Wirral Road Safety Partnership working with Wirral Road Safety Team our trained staff are planning to put on more events to check Child Car seat fitting for safety and to give advice on type and legal requirements, whilst delivering Home Fire Safety advice we are also issuing leaflets compiled in conjunction with the team giving advice on Road Safety. Approval is imminent to place hard hitting road safety messages on the side of Fire Appliances throughout the Wirral. e.g. " POLICE CAR IF YOU'RE LUCKY, AMBULANCE IF YOU'RE NOT. SLOW DOWN."

Healthy Homes Initiative.

During October 2010, MFRS and its partners piloted the Healthy Homes initiative to cut the number of deaths and accidents at home, and. It was piloted in the New Brighton area visiting over 1000 properties and offering residents a free home safety check, identifying potential hazards around the house and giving advice to help remove them. The scheme seeks to improve the safety, health and wellbeing of the public by providing a home fire safety check, smoke detectors, carbon monoxide detectors, insulation and central heating for low income tenants and anyone aged over 60, Wirral's free loft and cavity wall insulation scheme residents in the borough, and incident reporting via Merseyside Police. The agencies working in partnership for Healthy Homes includes MFRS, Merseyside Police, NHS Wirral, Wirral Council, Housing, Reach out, Age Concern, Welfare Rights and Popin. The initiative is currently being trialled by fire crews throughout the Wirral to reduce risk, and contribute to the Local Area Agreement strategic objective of making Merseyside a safer, stronger, healthier community.

Equality & Diversity

Merseyside Fire and Rescue Service is one of the first Services in the country to be recognised as excellent in equality and diversity. West Yorkshire Fire and Rescue Service is the only other Fire Service to achieve this standard.

The Government report says the approach to equalities is clearly led strongly by elected members and senior managers and underpinned by the widespread commitment and enthusiasm of staff at all levels.

The Peer Review confirmed Merseyside has a well embedded approach to equality and diversity and has translated the approach into a wide number of highly effective outcomes for local communities and their own staff. The Review specifically commends the work of the fire service community advocates commenting; of particular note is the work undertaken by the advocates. They are largely recruited from these vulnerable communities and are making a positive contribution to prevention work. The review also makes a number of recommendations including Merseyside sharing good practice possibly mentoring another fire and rescue service which is at the developing level. Mike Hagen, Deputy Chief Fire Officer and CFOA lead on Diversity, added this recognition is great news for our communities and our staff who have worked so hard to reach and influence those who need us the most. I am sure the outcome of the assessment will encourage us to go even further in the future.

Fire Support Network

FSN is a non-profitable registered charity which works in partnership with the Fire Service on Merseyside to promote fire safety to the local communities through volunteers and partner organisations. Volunteer roles vary from working directly with the fire-fighters, leafleting and replacing batteries in smoke detectors to providing an after fire care service and fund raising.

Anyone interested in becoming a volunteer can register online at www.firesupportnet.org.uk or contact via telephone on 0151 296 4600.

WIRRAL OLDER PEOPLE'S PARLIAMENT.

REPORT WINTER 2010-2011

Summary

This report describes the history and structure of Wirral Older People's Parliament; our vision, and our achievements. It shows how we have increasingly become a significant part of the life of Wirral, involved in policy-making across the borough. It indicates our future plans, and the resources which we will need to achieve these. We are looking to the business community of Wirral, as well as the statutory and voluntary organisations, for this sponsorship.

1. Our History.

Ideas about forming a strong, representative voice for the older people of Wirral appear to have surfaced in about 2005. At the time, Age Concern Wirral housed a very successful "Senior Citizens' Forum", and the Director of Adult Social Services at the time considered the possibility of expanding this to become a more powerful and influential voice. In the early years of the decade, the National Service Framework for Older People, a central government initiative, had started the process of lay representation in policy making, and the Senior Citizens' Forum had provided an articulate body from which to draw these representatives. During 2006, the elected members of the council considered the proposal that the council should support (both financially and in practical ways) the formation of an expanded older people's organisation, and there was 100% support across all political parties. In January 2007, an invitation was sent to hundreds of older citizens from the Age Concern group and from the council data base of involved older people, to attend a meeting to discuss the idea. About 60 attended, and almost all wished to be involved in the proposal. The debate, structured and led by older people present, produced the start of the vision which has grown over the years. We work with statutory and voluntary agencies, to maximise the quality of life for our older citizens. From this was born Wirral Older People's Parliament. It had strong support from council officers, elected members, and the Primary Care Trust; with Age Concern Wirral always there with encouragement and advice.

The original idea was to form a body with two elected members from each of the 22 wards across the four parliamentary constituencies which comprise the borough. Wirral has had a well-established system of Area Forums. These are council organised public meetings, each covering two local authority wards, held three times a year, with a panel of six ward councillors, community representatives, health service and police spokespeople and for the past four years, one of our WOPP members. The Area Forums have an agenda of issues of local interest. Our initial meeting visualised four elected members from each Area Forum, and from this group of 44 would be elected an executive group of about 10. All other citizens of the Wirral aged 50 or above, could become associates. This has not come about, for various reasons. The cost and complexity of the electoral process, and the lack of enough candidates in every ward, led to a re-think.

2. Constitutional Development.

An executive core group was identified at the inaugural meeting, and this formed the basis for launching the organisation. During the first year, with an initial promise of annual funding of £15,000 from the council, a part time worker was appointed, and given a desk in Age Concern. We were very anxious, from the start, that the WOPP (as we chose to call ourselves) should be independent of the statutory authorities and of the political parties. Our home within Age Concern Wirral brings us numerous advantages. Our funds are ring-fenced within their accounts, and we benefit from their charitable status. We moved from a single desk to a good sized office in Age Concern's central Birkenhead base, and we have the advantages of sharing their telephone and switchboard, their computer network and photocopiers (although we do make a contribution for all of these facilities) Within months, it became clear that we needed a coordinator with a wider range of skills, and extra administrative assistance. Our part time worker wished to move on and we appointed first Brian Christian as a full time coordinator, and then Anne McCabe as his part time administrator. This is our present set-up.

During the early months, a number of special interest committees were set up, with a small core group running each one. The chair of each of these groups has an executive seat. By definition, an organisation such as the OPP has to work around the fact that members are often very elderly, and are all volunteers. Two executive members have sadly died during the four years of our existence, as has one of our two esteemed patrons, Lady Grace Sheppard. Others have developed significant health problems. Many members have caring duties for ailing family members or grandchildren. Others have extended periods away from home, on holiday or for other reasons. For these reasons, the activities of committees can fluctuate. Details of these committees are given later in the report. Having reviewed the idea of an elected core, we decided on a single form of membership. This is open to anyone aged 50 or above, living in the borough, and is currently without charge.

Membership grows steadily, despite a loss due to deaths or moving out of the area. We are currently just below 1,000. Members come from throughout the borough. We do not ask age (since we are an organisation wishing to overcome age discrimination), so cannot give an age profile. We know that many are in sheltered housing and some are in residential or nursing homes. Some members are still working, and many members are heavily involved in a variety of other community groups. Members receive at least four mail-shots a year, giving them newsletters, details of forthcoming meetings and events, minutes of the quarterly parliament meetings and details of various consultations etc.

3. **Committees and Meetings.**

There are quarterly meetings for members in the council chamber at Wallasey Town Hall on the first Fridays of March, June, September and December, from 11am -1pm. At these meetings, we report on activity over the past three months and will normally have one or two invited speakers. We have featured a variety of local officials, from senior council officers, the Chief Constable and senior health managers, as well as MPs and councillors.

Executive Committee meets monthly, on the third Friday of the month in the Town Hall. Policy and constitutional issues are discussed, along with reports from the various committees. Activities are planned. Minutes are taken.

National Issues Committee has a small membership. It is extremely active in writing to politicians and civil servants, as well as many other national bodies, about issues raised by members. It is affiliated to the National Pensioners Convention. It has taken up a huge variety of topics of importance to older citizens. The quality of the replies has been very encouraging – our enquiries and concerns are being taken very seriously. Such correspondence is always copied to our four local MPs. This committee is responding to relevant central government consultations, and is seeking to influence policy which could impact throughout the country – not just in Wirral.

Health and Social Care Committee is very busy, vibrant and active group. The core group meets monthly. Originally we had open monthly meetings, with general business and a special topic. Numbers got unwieldy, so we now have special topic meetings every few weeks, planned by the core group. We have had significant influence on the discharge of older patients from hospital; disabled parking at the hospital; we helped to design a new Care Services Directory; we are planning a big project with GPs to identify voluntary carers of the long-term sick; we have worked with several care homes and domiciliary care providers; we have members sitting on a number of policy groups within the NHS and Social Care agencies.

Members of this committee and the National Issues Committee took an active part in the previous government's "Big Care Debate" as well as local consultation about transformation of care services. One of our members represented us on the steering group which set up Wirral LINK three years ago, and she became Chair of Wirral LINK, ensuring that the voice of older people is prominent in our local health and social care watchdog.

Crime and Respect Committee works closely with the police and community safety department of the council. The committee has met with Crown Prosecution Service, the courts and probation. The committee was asked to provide an independent investigation following the death of an elderly Wirral resident, which the local media suggested (incorrectly, as we discovered) was the culmination of long term harassment.

Housing Committee has recently responded to a local consultation about development in the Wirral. They have been involved from the start in the Extra Care housing developments which are underway or recently completed. The problems associated with down-sizing one's home in later years; under-occupation of properties; maintenance costs on a low fixed income and more are under review. They have contact with local and national bodies involved with housing policy.

Grandparents who have full time care of grandchildren (GAP) This group is working very hard, locally and nationally to raise awareness of the issues of their situation. There are probably over 200 such households in the borough. The group works locally with schools and Childrens' Services. Many of these households have huge problems of lack of money; overcrowding; ill-health and exhaustion of the grandparents; ongoing legal problems with biological parents; and emotional problems for all concerned. The group has helped a number of households to increase their income. It has worked to improve the quality of advice available locally. It has taken a very active part in national lobbies.

Transport Committee has recently been revived after a period of dormancy. We have representatives on local and regional travel bodies, and on the local pedestrian forum. The difficulties some older and disabled people encounter with public transport are of concern.

Education Committee had a spell of great activity, liaising with the Life Long Learning department of the local authority. It is disappointing that there is relatively little in the way of subsidised leisure classes of interest to older people, run by the council. However, Wirral is well-served by a range of voluntary groups offering such activities at a fairly modest cost. Our desire is to get a comprehensive listing which is more publicly available than at present. This group has also tried to progress the idea of older volunteers offering their experience and time to local schools in a variety of ways.

Intergenerational Work. Several members are working jointly with others from the local authority and some independent groups to look at schemes which involve the young and the old. There are currently plans being made for two or three pilot projects, such as young people capturing accounts of evacuees in the 1940s. Some of these pilot projects need funding.

Constitution Committee and Finance Committee. These meet as needed – the former was active at first. The latter is currently becoming very active.

Regional Involvement. Members have represented the Wirral at North West meetings of Better Government for Older People, and its successor, the North West Forum on Ageing.

Day Conferences.

These have been a popular feature of the OPP from its inception. We have had three or four of these a year, attracting up to 100 participants for a session from 10am till 3pm, with lunch and hot drinks, currently provided free to participants. Subjects have covered a range of topics, including keeping healthy; keeping safe; learning about local resources, and housing developments. The conference which attracted the largest audience of well over 100 was on End of Life issues. We had presenters from a legal firm, undertakers, palliative care specialists, bereavement workers, community health and social care teams. Our most recent Conference was hosted within the hospital education suite, and focussed on personal responsibility for one's health, choosing where to go for advice, showcasing of some different community health resources and an understanding of the role of the hospital in all this. The philosophy behind the staging of these Day Conferences is the wish to inform, consult, and signpost members to services, and to encourage peer support. They are consistently praised by members for achieving these aims.

Next summer, we are planning our most ambitious event to date. We have booked the Floral Pavilion Conference Centre for two full days at the end of May 2011 to showcase what Wirral has to offer its older population. There will be stalls displaying services available from health, the local authority, and a range of voluntary and independent groups. There will be many leisure activities and special interest clubs, advertising their programmes. There will be entertainment by musicians and others throughout both days. There will be a series of workshops in one of the lecture rooms on a variety of topics. We are asking all participating organisations to contribute as much as they can to the funding of the event, the key costs of which are being met by Wirral University Teaching Hospital Foundation Trust.

4. Achievements to date.

Over the four years of our existence, we have become a voice that is increasingly well known in the Wirral. Barely a week passes without a request for members to participate in some meeting to present the older person's perspective. As I write this, we have been approached by a company in London which has been asked by our Public Health Department to advise on ways of getting those aged 55 to 75 more physically active. Some members will attend a meeting next week, with the researchers. We have people on policy making committees within health, social care, and community safety, safeguarding vulnerable adults, transport groups, the extra care housing planning group and regional older peoples meetings, vintage radio and more.

We take up issues brought by members – normally not individual complaints, but a more general approach to a topic. For example, a member who had done GCSE examination invigilation for the authority for many years was suddenly ignored one year. We made further enquiries and learnt that this was not an isolated case of experienced people being ignored. When we asked the Chief Executive to investigate, he learnt that the administrators were being told to choose the younger members from the bank of freelance invigilators. This was clearly discriminatory, and there were some red-faced officials. Another issue, which started as a particular concern in one sheltered housing complex, was the failure of post and parcel deliverers to wait long enough for a door to be answered when delivering packages. They leave a card with information about how to get the package. This scenario turned out to be widespread across the Wirral, and is particularly difficult for those with mobility problems, who can take some time to get from a chair to the door. Royal Mail and Parcel Force have responded in a very positive way, and we are assessing over the next few months the success of our campaign.

We have had several projects in the field of health. Two years ago we surveyed older people who had been inpatients in hospital during the previous year, enquiring about their discharge. Our questionnaire was sent to several senior managers in health and social care before we finalised it, and the survey was funded in part by the PCT, who paid the freepost costs. The 200 respondents (from 700 questionnaires distributed) divided into half who were completely satisfied with the process of discharge and half who had experienced problems; some of which were quite significant. As a result of this work, several things followed. Firstly, the hospital immediately arranged some short stay parking spaces outside the discharge lounge, for family and friends who were collecting patients. Secondly, the Overview and Scrutiny Committee of councillors (which has co-opted OPP members) did a follow up investigation and report, interviewing numerous senior people and reinforced our recommendations. We now have a much more comprehensive discharge team, involving hospital, community health, social services and the new "Out of Hospital" service staffed by volunteers under paid supervision.

Our grandparents group has been a campaign in itself, and represents considerable achievement, with lots more to do before the problems are solved. They have established a close working relationship with the Childrens' Services Department of the council. (contacts from national grandparent carers groups are amazed at the cooperation) Several members have been helped to claim previously unclaimed tax credits and even child benefit. Members have successfully applied for Area Forum funding to work with schools to identify households where grandparents are the full time carers.

Two of our members sat on the Task Force to discuss how adult social care will manage the financial cuts, and to advise for the big public consultation which has just taken place, Some Wallasey residents worked with health and social care professionals in establishing the integrated care services which were developed there before the rest of Wirral.

We fought hard to secure on-going funding for a bereavement project for older people, hosted by Age Concern Wirral. This project is immensely successful, and is heavily used by GPs. Even now, the long term future is unsure, with the NHS changes pending.

5. Finance.

Our income has consisted of £15,000 a year from Wirral council since inception, and the PCT offered to pay the same soon after we were established. We also have smaller, but significant sums (some annual, some ad-hoc) from Wirral Partnership Homes, Belmar and Liston (undertakers), Haven Care, Wirral Methodist Homes, Riverside Housing, Lees solicitors, Wiltshire Farm Foods and Wirral University Teaching Hospital Foundation Trust. We have support in kind from Age Concern Wirral, and from Wirral Council through the services of one of its officers who is seconded onto the Executive Committee. We have also received a few smaller donations, all of which have helped. Thanks to these sponsors we have managed to build a thriving organisation, with a strong vision as an independent voice for older residents of the Wirral. The growth in membership and our plans for future developments mean that our current income is barely adequate, and we have additional worries, described below.

The PCT will be replaced next April by three GP consortia. At this stage, the details are far from decided, and we can get no reassurance about ongoing health funding. The Local Authority is facing savage cuts from central government, and we can get no confirmation that our annual payment is safe. Clearly, much of our income –which employs our two workers and rents our room and facilities - is at risk. We are actively exploring all the options, to ensure our survival. Our members are all volunteers, giving their time freely, usually at personal expense, although we have paid travelling expenses to members from time to time, particularly for out of area meetings.

6. Future Plans.

We aim to continue our success in attracting members, producing the stylish newsletters three times a year, and plan more day conferences and other shorter topic-based meetings. We hope to expand our involvement in various areas of the council and NHS. We will continue our close work with the emergency services. We will continue, on the national stage, to challenge our elected members and senior civil servants. We will work with the National Pensioners Convention and other national groups, including grandparent organisations. We will challenge energy suppliers and other suppliers of services and utilities as appropriate.

At a more detailed level, we have several local campaigns waiting for final blue-prints and funding.

1. We are seeking funding, working with Age Concern Wirral, for a project worker to work with all GP practices in Wirral, trying to get early recognition of people (usually family members) who will be shouldering the long term care of someone with a progressive condition. The aim is to train a group of older volunteers who will be available to meet with newly identified carers, to point them in the direction of all the supports they will need as the demands on them increase. This funding would need to be in the order of £40,000 a year to cover a salary, some admin support and volunteer expenses.
2. It would be good to get separate funding for our newsletters. We could then expand content and increase circulation. Currently they go to all members, and a further 8,000 are distributed as publicity to various centres and groups. Our newsletters are very popular. Each run of 9,000 newsletters costs £
3. Our website would benefit from an injection of time and money to get it better established.
4. We wish to repeat our hospital discharge survey, to see how the changes implemented have actually benefited older patients. We estimate that £1,000 would cover freepost, printing of questionnaires and analysis of results.

5. We wish to progress the ideas for Intergenerational work. The benefits to old and young are seen as improved understanding, sharing of history and culture, and a reduction in the anxiety so many older people have in the presence of adolescents.
6. We wish to produce a promotional video. This could be a more powerful way of describing our work than reports such as this! It would also give the older population of Wirral more knowledge of what we are doing, empowering them to identify areas of concern.
7. We are very conscious that the closest we have in Wirral to a listing of all learning and leisure activities, is the council-run Grapevine website. This facility is very hard to hear about and difficult to access. It is also far from complete and many leisure and learning organisations are unaware of it. We think that a project worker for at least a year, to actively seek out and promote listing on the website, would be enormously beneficial to all Wirral residents, but particularly the retired, who have more time to participate. This would also tick all the boxes of getting people more involved and active. The hope would be that once well established, the council would be able to maintain it.

Sandra Wall (Chair) December 2010.
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AREA FORUM STREETSCENE UPDATE – FEBRUARY 2011

Winter Maintenance

The 2010 / 2011 winter season commenced one week in advance of the scheduled season. To date, a total of 2,400 tonnes of rock salt have been spread on the highway network.

It was also necessary to carry out extensive treatment to footways in shopping areas, railway station entrances and in the vicinity of public buildings such as schools and Social Services' properties. A further 175 tonnes was used in this process.

We also replenished the 207 grit bins, using more than 400 tonnes of a salt/sand mixture

The Council's arrangements for receiving detailed forecasts and for making decisions on gritting have proved to be excellent throughout the severe weather. In addition to the continued operational presence of standby staff from the Technical Services Department, Colas' resources were operational for over 1000 hours on gritting activities; a total of 500 hours was spent cleaning snow from shopping areas and a further 100 hours for filling grit bins.

A total of 80 street nameplates have been installed since August 2010. This programme is ongoing.

Traffic Management Updates

Traffic Management Schemes

The following Traffic Management schemes have been completed since the last round of Area Forum reports:

West Wirral

- Column Road, West Kirby – Vehicle Activated Sign
- Grange Road, West Kirby – Vehicle Activated Sign
- Banks Road, West Kirby – 2 of 4 cycle stands

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

The Third Local Transport Plan Consultation

The consultation on the Preferred Strategy for the Third Local Transport Plan (LTP3) took place from 8th September to 30th November 2010.

The goals we have set out in the Preferred Strategy are as follows;

- To ensure the transport system supports the priorities of the Liverpool City Region and its Local Strategic Partnerships.
- To provide and promote a clean and low carbon transport system.
- To ensure the transport system promotes and enables improved health and wellbeing
- To ensure the transport system allows people to connect easily with employment, services and social activities
- To ensure the transport network supports the economic success of the Liverpool City Region by the efficient movement of people and goods
- To maintain our assets to a high standard

The consultation aimed to engage as many sectors and people as possible. The views collected will be used to help shape LTP3, which will be in place by April 2011.

Copies of the documents that went out to consultation are available to download from the LTP website which is www.transportmerseyside.org or by telephoning 0151 330 1294.

Road Safety

'Kids Court'

A joint initiative run by Wirral Council's Road Safety team and Merseyside Police, as part of Road Safety week in November, saw children encouraging speeding motorists to 'Slow Down.' Drivers caught speeding near to Heswall Primary School had to explain their actions to the children they could have put at risk.

The speeding motorists had been caught by police speeding close to the school and had the choice of being fined and having points put on their licence, or being grilled by a panel of children from the school about their behaviour.

Motorists who faced the children commented that it was a fantastic campaign to slow people down and that the children had been more effective in making them aware of the dangers they posed, than if they had received the points on their licence and a fine.

The overwhelming message from children during Road Safety Week was a simple one: if we want to improve the safety and quality of life of kids using roads in our communities, we need to SLOW DOWN.

Senior Road Users

Wirral Council is committed to offering education and training to a wide range of road users and have been working with road users in the age 55 and over group. In order to reach a wider audience, two available sessions 'Wiser Driver' and 'Wiser Walker' are to be further promoted across Wirral to encourage greater participation. For further details contact the Road Safety team through Streetscene.

Schools Sessions

Every mainstream school on Wirral is offered a variety of both classroom based road safety lessons and practical roadside training which is available from Year 1 up to sixth form. These sessions are taken up by the vast majority of schools on Wirral. Tailored road safety sessions are now being rolled out more widely to special schools across Wirral.

As well as Road Safety Officers visiting schools and delivering these sessions, two new resources will be available early in 2011. These will allow teachers to deliver an element of road safety training within their own PHSE lessons as the resources include issues surrounding risk taking and making informed choices and also include activities on core subjects including maths.

BikeSafe

The Merseyside BikeSafe course is entering its seventh year in 2011. This is a motorcycle skills course aimed at riders with a full licence. It combines theory sessions, skills riding and on road observed rides with a view to encouraging riders to go on to undertake an advanced riding course. The course has been run as a partnership between Wirral Council, Merseyside Police, Merseyside Fire and Rescue Service and Hyperbaric Medicine and all partners are looking forward to another successful year. For further information call 606 2228 or visit www.bikesafe.co.uk.

Geared and Go

Geared and Go is a new resource designed to educate young scooter and moped riders in road safety issues affecting powered two wheeler users. It is to be offered to schools, colleges and training centres predominantly for 15 to 17 year olds. The important topics included in the half day course are riding techniques, protective clothing, routes to your licence, tips on reducing the risks to them as riders but also enjoying the freedom that their bike gives them. This course will be rolled out across Wirral over the coming months.

School Travel Plans

To date 92% of schools have adopted a School Travel Plan and we continue to work with them in maintaining their plans. A comparison across other Local Authorities shows that 92% is a good achievement.

The School Travel Plan Team continues to engage with all schools to promote safe and sustainable transport on the journey to and from school and a number of highly successful projects and initiatives have taken place.

The Junior Road Safety Officer campaign has proved popular with Primary Schools by empowering the school community to tackle issues relating to safety around their school gates. Crafty's News is a newsletter that is circulated to all Primary Schools once a term to raise important issues and share success stories from other schools, for example, a recent High Visibility day that a school held to promote the *be bright, be seen* message. This same school will also be holding a week long Parking Awareness Campaign, involving speed guns, banners and parking leaflets.

School Keep Clear Audit

The 'School Keep Clear' review has come to its conclusion with proposals for the third and final batch of schools being completed. The aim of the borough-wide audit has been to improve road safety for school children and the local community.

Following the audit, we have proposed to remove/make amendments to, or install new markings where pedestrian entrances were not covered. Associated signage is to be installed at these locations so that motorists are fully aware of the days and hours of restrictions.

These proposals will bring the road markings into line with the most recent guidelines regarding the protection of school access points and should improve visibility for and of children as they enter and leave school. We believe that this audit and any changes required will help the continuing good progress we have made in making Wirral's roads safer.

Once the work around schools has been completed, schools are offered support by School Travel Advisers to run Parking Awareness Campaigns around their schools, so far, the response has been very positive.

Waste and Recycling Update

Recycling

During July to December 2010, the Waste and Recycling team worked with 1224 properties across the borough, to resolve issues of contamination in recycling bins.

Contaminated recycling bins are not emptied; Biffa report any instances of contamination to the Council, who contact the associated property by letter explaining why their bin has not been emptied and advising them on how they can resolve this problem.

Participation officers visit properties that continually have problems with their recycling to offer advice and guidance on what can and can not be recycled.

The Participation Officers efforts have been hugely successful to date in resolving issues of contamination. Were this approach has not worked and residents continue to put the wrong items into their bins, officers provide further advice along with a notice of intent, to issue a formal notice under Section 46 of the Environmental Protection Act if the issue is not resolved.

During this six-month period only a small minority (66) of properties have received formal notices via this process.

Following the notice period any further reports of these addresses presenting contaminated bins for collection may be subject to £100 fixed penalty or prosecution in the Magistrates Court and, if convicted, a fine of up to £1,000.

Participation Officers will be continuing with this work across the borough to improve Wirral's recycling performance and avoid the need to resort to formal action against residents. Any resident requiring any

assistance or advice with recycling their waste should contact Streetscene on 606 2004 or email to streetscene@wirral.gov.uk

Through the Future Jobs Fund (FJF) scheme, 5 workers are working with the recycling participation officers to improve recycling rates and reduce contamination in recycling bins. They will also work on reducing the number of households presenting multiple residual (green) bins for collection.

It is estimated that as many as 3000 households are presenting more than one residual (green) bin for collection; this has become problematic as it adds to the workload of our contractor, Biffa.

In certain circumstances, the Council does authorise additional collections from households but these must be agreed in advance with the Council.

It is estimated that during the course of 2011, the FJF Team may be able to halve the number of multiple collections. So far the public have responded very positively to their efforts.

We hope to have a third and final team of FJF officers by the end of March. Staff through the FJF scheme over the last year contributed much to improving our recycling performance.

Home Composting

If you aren't already home composting, now is the time to give it a try! More and more people in Wirral are discovering the benefits of home composting, helped by a fantastic range of Home Composting bins from as little as £14.

As part of the new scheme, which is being run in partnership with Straight plc, low price compost bins are available to residents from as little as £14 for a 220 litre Compost Converter or £17 for a 330 litre model. A wide range of other home composters and composting accessories are also available to residents, including wormeries, kitchen caddies and bases as well as water butts.

Home composting is an easy, feel good activity that you can do in your own garden or allotment. By composting at home, you can divert up to a third of your household waste which would otherwise be sent to landfill where it produces harmful greenhouse gases like methane.

As well as the environmental benefits, your waste transforms into rich compost that can do wonders for your garden.

Residents can take advantage of these special compost bin offers by visiting <http://www.merseyside.getcomposting.com>. Alternatively, residents can order their home compost bins by calling 0844 571 4444. On this number, residents can also receive helpful composting tips and advice from the composting team on how to get started.

Environment Champions

Do you know someone who makes a special effort to look after and improve their local environment? Or perhaps you are a dedicated volunteer yourself who works hard to keep your neighbourhood clean and green? If so, register your interest to join the Wirral Environment Champions scheme.

We are looking for people like you to help raise awareness of good environmental practice across Wirral by becoming a Wirral Environment Champion.

Anyone can be an Environment Champion; individuals and groups, living in, working in or visiting Wirral. The only requirement is an interest in protecting and improving Wirral's environment.

As an Environment Champion you will be able to help raise awareness of issues such as waste minimisation, recycling, energy and water conservation, sustainable travel, conservation, and improving our Parks and Countryside.

There are many existing groups already helping to improve the environment, by working on our 'Rights of Way', carrying out litter-picks and 'Big Tidy-Ups', or involved in the work of transition towns in order to provide a more sustainable local environment and reduce carbon emissions.

By bringing together Environment Champions and projects, the Council will gain a better understanding of the many diverse groups and individuals who, in one way or another, contribute to improving Wirral's environment. Environment Champions can share ideas with each other and work with the Council to create a better environment for us all.

By creating a register of interested groups the Council is taking the next step in developing the existing informal partnership, which exists between the Council's service providers and the community they serve.

A small piece of your time is all that is needed. From time to time the Council may ask you to put up posters, volunteer to help or set up your own environmental projects, attend and possibly organise events in your own area – however much you are able to do, it will all help our environment!

To register please visit www.wirral.gov.uk/recycling, email envirochamps@wirral.gov.uk or call Streetscene on 0151 606 2004.

Dog Fouling

Following complaints from residents about dog fouling around Moreton Cross and neighbouring roads, the Council arranged for extra enforcement in the area to encourage owners to clear up after their pets.

The complaint came via the Leasowe, Moreton and Saughall Massie Area Forum,

Last year, the Council launched a new enforcement team – part of Wirral Community Patrol - to tackle dog fouling and litter across the borough.

These patrols focus on problem areas. Offenders face either prosecution through the courts or a £50 fixed penalty notice, which must be paid within 14 days. If it is not paid and the individual is found guilty by the court, they could be fined up to £1000 and end up with a criminal record.

The Dogs (Fouling of Land) Act 1996 currently applies to the whole of the Wirral. This means that, by law, dog excrement must be removed straight away from land that has public access, whether or not warning signs are displayed.

It is the duty of every dog owner to clean up after their pet. Bags of dog dirt should be disposed of correctly in a litter bin or, suitably wrapped, in domestic refuse bins. Dumping the bag in a hedge or elsewhere is littering and carries a penalty of £70.

If people have any information about offenders, want to highlight a problem area, or need to report vandalism of litter bins, they are urged to contact the Streetscene call centre on 0151 606 2004.



The Trust is pleased to be able to participate in the Local Area Forums and welcomes the opportunity to brief Wirral residents and our partner organisations on topical issues. Representing the Trust will be an Executive Director or Senior Manager and the elected Public Governor for the host constituency. This report sets out the main challenges and opportunities for the Trust over the coming months and highlights achievements and service developments:

1. The challenges ahead

Wirral University Teaching Hospital NHS Foundation Trust is required to make efficiency savings in the order of £14.3 million in 2010/11, with further, similar levels of savings being required in the foreseeable future.

Like all public services, we are faced with making a contribution to reduce the national debt, and, in line with all other healthcare organisations, the Trust must therefore strive to provide the highest possible quality healthcare services in a tighter fiscal climate, accepting that expenditure will no longer grow at the rate it has over the past decade.

To meet increasing demand, stemming from a growing and ageing population, new technology and high patient expectation, and to absorb increasing costs, the Department of Health expects all NHS organisations to concentrate on improving productivity and eliminating waste, while focussing on clinical quality.

2. Meeting the financial obligations

The Trust has initiated a wide variety of measures to achieve the 2010/11 efficiency target in its revenue budget, including a freeze on recruitment to posts that do not directly affect patient care, energy reduction measures, hospitality restrictions and reducing the range of goods and services that the Trust purchases.

These measures will not be sufficient to meet the target and each of our Divisions is reviewing its services to seek out waste and inefficiency, while at the same time maintaining and improving service quality for our patients.

3. Capital Investment

On the capital side, we are continuing with the £30million, three year development programme at Arrowe Park Hospital that commenced last year. This includes an £11.5million investment to provide a dedicated Women and Children's Hospital at Arrowe Park bringing together for the first time under one roof, all acute hospital services for women and children which includes:

- A major refurbishment of the **maternity wards**, providing all patients with single rooms and en-suite facilities
- A brand new **maternity delivery suite** featuring five new delivery rooms, including two with birth pools and additional facilities to allow partners to stay overnight
- **Creation of an attractive single** front entrance and reception area **to welcome patients and visitors**
- **A brand new Children's Ward, which opened in mid-August**
- **A new Gynaecology Diagnostic and Treatment Centre.**

We have also recently opened our new Children's Outpatient Department and a new 'Ronald McDonald House' facility to benefit families who need to stay close to their sick children.

On the general side of Arrowe Park Hospital we have just installed a second MRI Scanner and opened Ward 12 as a fully re-furbished 20 bed Orthopaedic Unit with 10 en-suite single rooms. We have also invested nearly £1million in adapting our wards to comply with Department of Health guidance to provide single sex accommodation for patients. Our new Surgical Elective Admissions Lounge (SEAL) opened to patients in May. This facility brings all pre-operative assessment services together to provide a more streamlined process and much better environment for patients admitted for elective surgical procedures. A new, 'state of the art' Decontamination Unit has also recently opened to ensure that we are able to provide the highest standards of sterilisation for surgical equipment.

For more information about our full three year development programme, please go to the interactive plan on the homepage of our website www.whnt.nhs.uk

4. Public Car Parking Charges

With effect from Tuesday 1st February, the charge for car parking in the public car parks managed by the Trust at Arrowe Park and Clatterbridge Hospitals increased from £2 per visit to **£2.50 per visit.**

5. Wirral Millennium

In November 2010, the Trust successfully implemented the second phase (Phase 1b) of its major new IT system - Wirral Millennium. This followed the successful 'switch on' of Phase 1a in the Accident & Emergency Department at the end of May.

Phase 1b involved Outpatients, Theatres, Radiology, and Medical Records and a comprehensive staff training programme was put in place to ensure that the impact on patients was minimised and that 'business as usual' was maintained as far as possible whilst the new system was implemented.

Preparations for Wirral Millennium to replace the old IT systems in inpatients, maternity, prescribing and medicines administrations towards the end of 2011 are now well under way.

6. Trust Wide Goals

A leaflet summarising the Trust's goals for 2010/11 will be included in the information packs that will be available at Forum meetings.

7. Dr Jean Quinn

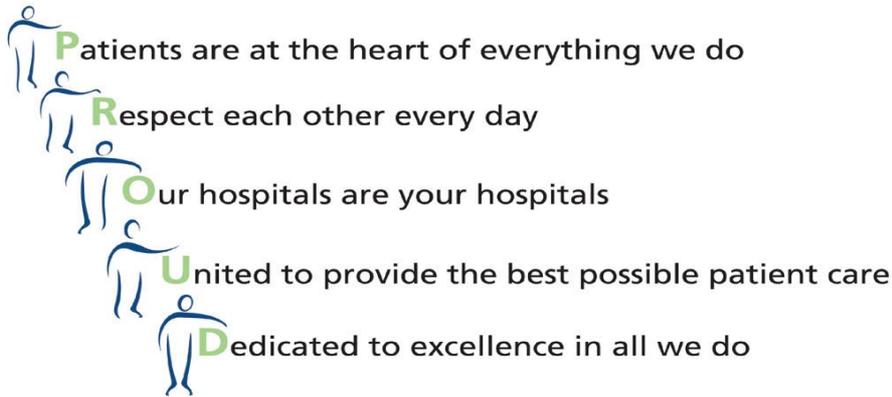
The Trust Board is delighted to announce that Dr Jean Quinn has been appointed as a Non Executive Director on the Board of Directors to replace Mr Michael Carr who took up the position of Trust Chairman from July 2010.

8. Assembly of Governors

The Trust's Assembly of Governors meets in public at least 4 times year. Both Public and Staff Members of the Trust and members of the public are welcome to attend. The next meeting will be on Wednesday 16th March at 6.00pm in the Education Centre, Arrowe Park Hospital.

9. Our Core Values

Some 12 months ago the Trust Board adopted a set of core values to help shape our culture and character and guide decision-making and to which every member of staff should aspire. We are working with our managers and staff to embed these within the organisation.



10. Maternity Services

New mums on Wirral have given glowing praise to the high quality maternity services provided at the Wirral Women and Children's Hospital at Arrowe Park. In the 2010 National Maternity Survey - *Listening to Patients - Survey of Women's Experience of Maternity Care* 90% of new mums giving birth at the hospital rated their care during labour and birth as 'excellent' or 'very good'. This is a significant improvement on the result received by the Trust in the corresponding survey in 2007.

The findings show that during labour and birth:

- 98% of new mums had confidence and trust in the staff caring for them
- 90% of women felt that their partner/companion was made welcome by staff
- 88% of women were always spoken to in a way they could understand
- 81% of women said that they were always involved in decisions about their care

The survey also revealed that a high percentage of women at this Trust received a choice about where their antenatal check-ups would take place and where they could give birth to their baby.

The quality of our maternity services was also recognised when the team was judged to be the winner of the 'maternity services award for involvement of women in improving local maternity services' by the All-Party Parliamentary Group on Maternity (APPGM). From more than 60 high standard entries were received nationally, the judges felt that the Trust's maternity team offered something different, that could inspire other trusts and be of great benefit to women and families in Wirral and beyond.

11. Controlling Infection

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

We have implemented improved antibiotic prescribing practice and increased our isolation facilities. We also investigate **all** serious infections so that we can learn from them and take action to improve practice where necessary. We routinely publish our infection rates on our website and information can also be found on the Health Protection Agency's website www.hpa.org.uk

MRSA Bacteraemias – we are pleased to be able to report that in the last quarter of 2010 (October to December), there have been NO cases of MRSA bacteraemia across the Trust and in the year to date (April to December) only 5 cases have been identified. This has been achieved as a result of many new trust-wide initiatives that all staff have incorporated within their daily practices.

The incidence of ***Clostridium Difficile*** has also significantly reduced over recent months and we are well on the way to being below the threshold number set by the PCT by the end of the financial year.

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

12. Care Quality Commission

From 1st April 2010 the Trust acquired unconditional registration to provide healthcare services by the Care Quality Commission under a new, tougher system for regulating standards in the NHS.

13. Improving Standards

- **Our Renal Dialysis Unit has become an accredited Practice Development Unit making it the first of its kind in the country to gain this prestigious recognition for delivering clinical excellence and for its successful patient and relative involvement.**
- **An external assessment of our standards by the Patient Environment Action Team resulted in the following scores being awarded to the Trust for 2010 -**

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

For more information...

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

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

Come and Join Us!

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

YOUTH SERVICE UPDATE

Introduction

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

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

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

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

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

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

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

Response

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

The agency also has a team of specialist workers providing support to young people who have drug and alcohol problems. The team work with those individuals in a variety of settings including outreach street work and one to one work in their homes or wherever young people feel safe. The team also deliver educational programmes within schools and other youth settings on the risk, consequence and health implications of substance misuse.

Partnership work plays an important role in targeting vulnerable, hard to reach groups of young people. Service level agreements and regular joint working ensures the needs of young people are met.

Duke of Edinburgh's Award

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

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

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

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

Wirral Youth Theatre/Youth Arts (WYT)

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

You Decide Funding There are projects being planned in a number of wards across the face of Wirral using the You Decide funding. The outputs of these projects will be maximised by the joint working of partners in the Integrated Youth Support Service including Youth sports and the Anti-social Behaviour team.

West Wirral Youth Hub took part in its second project with Friends of Grange Park (FROG), namely, the Lantern Making Project. This was a successful joint project which ran for two months and engaged twenty plus young people celebrating St. Martin's day and Peace. There have been three 'Youth-Fest' Parties from October to December engaging eighty plus young people with support from local police, the Anti Social Behaviour Team and local young people who took part in Djing and Mcing for these events. This has given the young people of West Wirral the opportunity to see the Hub and access the provision. There has been a alcohol project running in the Hub in partnership with ICE Marketing and Wirral DAAT. Health Promoting Youth Unit work is ongoing with the Hub getting closer to the Bronze award. A group of seven young people are now senior members and they steer the activities offered and organise the 'Youth Fest' parties etc.

The West Wirral Youth Outreach Project undertakes streetwork with groups of young people across the district and has worked with others to increase the uptake of positive activities. The Friday evening multi sports night run in partnership with DAF funded Sports Development coaches is well attended and the young people will have the opportunity to gain DofE accreditation for their involvement. The Project has played an active role in addressing anti social behaviour and has been an effective partner in a variety of localised initiatives.

SUPPORT FOR WIRRAL'S COASTAL RESORT TOWNS

In March 2010 the previous Government launched its latest strategy for seaside towns – *Strategy for Seaside Success: Securing the future of seaside economies*. To coincide with this announcement Wirral along with 24 other local authorities in England was awarded a grant of £200,000 from the Department of Communities & Local Government (DCLG). The allocation in the form of a revenue grant is designed to support projects that will drive regeneration and economic development in the seaside towns of New Brighton, Hoylake and West Kirby.

Cabinet have agreed that Wirral's allocation be split equally between New Brighton (£100,000) and Hoylake/West Kirby (£100,000) and that the respective Area Forum's be given responsibility in evaluating and determining which proposals be supported. Recommendations from each Area Forum will then be presented to a future Cabinet for a decision.

The application process was launched on 20th January 2011 and the closing date for applications is 12 noon on Friday 25 February 2011. Applications that meet the criteria for funding will be assessed through a process of participatory budgeting at two "Special" Area Forums on 14 March at Melrose Hall, Melrose Avenue, Hoylake, CH47 3BU for Hoylake & West Kirby and between 14th and 18th March 2011 in respect of New Brighton.

A verbal update and further information will be made available at the meeting.

Details about the initiative is available from; Neil Mitchell, Project Manager, Corporate Services Department, Brighton St, Wallasey, Wirral, CH44 8ED.

Telephone: (0151) 691 8423 or e-mail: neilmitchell@wirral.gov.uk