

**WIRRAL Council**

**DELEGATED DECISION – LEADER OF THE COUNCIL**

**02 OCTOBER 2013**

<b>SUBJECT:</b>	<b>LOVE WIRRAL GRANT</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>CHIEF EXECUTIVE</b>
<b>KEY DECISION</b>	<b>NO</b>

**1.0 EXECUTIVE SUMMARY**

- 1.1 'Love Wirral' was launched in June 2013 to encourage people who live, work and visit Wirral to take pride in our local environment.
- 1.2 The 'Love Wirral Grant' will be used to encourage communities to 'Love Wirral' encouraging individuals, groups, schools & businesses to improve and look after their neighbourhoods. £40,000 will be allocated for this scheme and is available only in 2013/2014. The fund will be split equally across 4 constituencies.

**2.0 BACKGROUND AND KEY ISSUES**

- 2.1 'Love Wirral Grants' will be available borough wide. This grant scheme aims to encourage existing and new groups to get involved; with a small amount of funding many projects and ideas can be developed to improve the local area, which in turn will encourage people to take pride and responsibility in keeping their part of Wirral clean and attractive and a pleasant area for them to live, work and visit.
- 2.2 Based on the experience and lessons learned from previous funding grants a framework for operating the Love Wirral Grant has been established.
- 2.3 A fund of £40,000 is available; this will be split equally across the 4 constituencies. (£10,000 each) Criteria for the funding is simple; the project must improve the appearance of the local environment.
- 2.4 Applications for the grant will be open to the public for 6 weeks from 28th October 2013 until 12 noon on Friday 6th December.
- 2.5 The grant will be promoted from 21<sup>st</sup> October, through:
- Contact and engagement with existing groups
  - Online & Social media: Email, Facebook, Twitter, Council website,
  - Press Releases and media advertorial
  - Promotion to schools via Eco schools officer
  - Promotion to businesses through tidy business scheme
  - Councillors and Constituencies

- 2.6 Applications will be checked by officers on receipt. Numbers of applications received will be monitored by constituency area and if additional pushes are required this will take place via engagement.
- 2.7 All suitable applications will be added to an online voting page accessed from the Council's website. Group/individual names will not be added only the detail of the project requiring funding.
- 2.8 The public will be able to vote yes/no for the projects they want to receive funding. One login will be allowed per person, to vote yes/no against each project. Online voting will be open for 2 weeks from 13th-24th January.
- 2.9 The projects with the most votes in each constituency will be endorsed and approved by Constituency committees.
- 2.10 Funding will be awarded to projects between 10<sup>th</sup> – 21<sup>st</sup> March 2014.
- 2.11 Projects will have from March to June 2014 to complete their projects.
- 2.12 Activities and progress of the funded groups will be featured on the Council's website, media and 'Love Wirral' facebook page.
- 2.13 Timescales for the project:

<b>Steps</b>	<b>Dates</b>
Scheme promoted in media and info sent to groups	21 <sup>st</sup> October
Funding open date:	Monday 28 <sup>th</sup> October
Funding closing date:	Friday 6 <sup>th</sup> December, 12 NOON
Eligible projects informed of voting process	12 <sup>th</sup> – 19 <sup>th</sup> December 2013
Online voting open date:	13 <sup>th</sup> January 2014
Online voting closing date:	24 <sup>th</sup> January 2014
Projects will then go to Constituency Councillors for final approval:	3 <sup>rd</sup> – 14 <sup>th</sup> February 2014
Successful projects notified	3 <sup>rd</sup> – 7 <sup>th</sup> March
Projects will be paid:	10 <sup>th</sup> – 21 <sup>st</sup> March
Projects complete by:	Monday 30 <sup>th</sup> June 2014

### 3.0 RELEVANT RISKS

- 3.1 A small project team will monitor the distribution of funding using robust risk management.

<b>Identified Risk</b>	<b>Mitigation</b>
Over subscription to the fund	Only the projects in each constituency with the most public votes and Councillor approval will receive funding. Money will be pro-rated to groups with the most votes until all funding has been allocated.
Application process too complicated and deters potential applicants	Maximum word count on application forms. Simple application form has been created.  Help with applications
People have no access to computers to vote online	Libraries provide a free half hour on computers.  Groups may have access to computers at their group facilities
Projects not completing their projects and monies having to be returned/collected.	Projects will be monitored and follow the Council's existing rules for grant funding.

### 4.0 OTHER OPTIONS CONSIDERED

- 4.1 No other options considered

### 5.0 CONSULTATION

- 5.1 Applications for this funding will be subject to public consultation.

### 6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 6.1 The grant is open to all. This framework is designed to provide voluntary, community and faith sector organisations with funding despite the financial challenges this Council faces.

### 7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

- 7.1 None arising as a direct result of this report.

### 8.0 LEGAL IMPLICATIONS

8.1 None arising as a direct result of this report.

#### **9.0 EQUALITIES IMPLICATIONS**

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

#### **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 None arising as a direct result of this report.

#### **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 None arising as a direct result of this report.

#### **12.0 RECOMMENDATION/S**

12.1 The Leader is recommended to approve the funding and process which is outlined in this report and authorise officers to arrange payment and appropriate monitoring of this funding.

#### **13.0 REASON/S FOR RECOMMENDATION/S**

13.1 The 'Love Wirral Grant' will be used to encourage communities to 'Love Wirral' encouraging individuals, groups, schools & businesses to improve and look after their neighbourhoods. This project will enable communities to play an active role in presenting Wirral to the world during the Open 2014.

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