

# **WIRRAL COUNCIL**

## **BIRKENHEAD CONSTITUENCY COMMITTEE**

**28<sup>TH</sup> NOVEMBER 2013**

<b>SUBJECT:</b>	<b>DEVELOPING BIRKENHEAD CONSTITUENCY PRIORITIES AND BUDGET EXPENDITURE PROCESS FOR 2013-14</b>
<b>WARD/S AFFECTED:</b>	<b>WARDS WITHIN THE BIRKENHEAD CONSTITUENCY BOUNDARY:</b>  <b>BIRKENHEAD AND TRANMERE BIDSTON CLAUGHTON OXTON PRENTON ROCK FERRY</b>
<b>REPORT OF:</b>	<b>HEAD OF NEIGHBOURHOODS AND ENGAGEMENT</b>
<b>KEY DECISION?</b>	<b>NO</b>

### **1.0 BACKGROUND AND KEY ISSUES**

- 1.1 The report to Cabinet of the 23rd May 2013 setting out the proposed operating model for neighbourhood working included a proposal “that the primary role and function of the Constituency Committee will be to develop and agree a Constituency Plan for the area. This Constituency Plan will draw on robust data, including feedback from previous consultations, and the knowledge, expertise and experience of all Ward Members, partners and community groups as well as the Constituency Committee members themselves.”
- 1.2 As part of the same report, it was stated that the agreed devolution of £200,000 identified in the Council’s budget for 2013-14 for the constituency working model would be allocated on the basis of £50,000 per constituency area to ‘kickstart’ work on the new model with a focus on tackling inequalities. A more recent report to Cabinet (10<sup>th</sup> October 2013) agreed a further amount of £100,000 (£25,000 per constituency) to be devolved to the Constituency Committees for public health initiatives from a non-recurrent underspend identified within the public health grant for 2013-15. The Birkenhead Constituency Committee is therefore being asked to determine expenditure in relation to a total of £75,000 by the end of the 2013-14 financial year.
- 1.3 This report sets out considerations and proposes an approach to identifying priorities for the remainder of 2013-14 for the Birkenhead Constituency Committee and for developing a budget expenditure process in respect of the monies that have been allocated to the Constituency Committee.

### **2.0 CONSIDERATIONS – BIRKENHEAD CONSTITUENCY PRIORITIES**

- 2.1 Neighbourhood Plans relating to the Council's 11 Area Forum areas were produced by the Council in 2011 further to a public consultation exercise. For those areas within the Birkenhead constituency 'footprint' these plans highlighted a range of local issues, including:
- Neighbourhood issues (for example, anti-social behaviour; activities for children and young people; dog fouling, street cleansing);
  - Road maintenance and road safety;
  - Availability of and access to employment, training and skills opportunities;
  - Access to health and social care provision.
- 2.2 A workshop held with Birkenhead councillors in July to discuss if these overarching issues are still valid whilst recognising that some of the detail may have changed. This workshop was as a key opportunity to gather the knowledge, expertise and experience of all Birkenhead councillors regarding current priorities and needs of the area. Comments were also submitted following the workshop to highlight specific priorities.
- 2.3 Since taking up post in July, the Constituency Manager has engaged with local groups, councillors, Council services and partners to explore and discuss issues for the Birkenhead area further to the initial points raised by councillors at the workshop mentioned in 2.1 and the content of the earlier Neighbourhood Plans.
- 2.4 Work has also being undertaken by the Public Health Intelligence Team to develop detailed profiles for each constituency area. The first draft of the constituency profile for Birkenhead had been produced (Appendix 1) and includes data and information regarding:
- Population data
  - Children and Young People
  - Working Age Population
  - Older People
  - Mortality

This will be continuously developed to support the approach proposed in section 4.0 of this report and the development of a longer-term Constituency Plan for 2014 onwards. The profile will provide an up to date starting point for assessing local needs in Birkenhead, and any particular challenges or disadvantages faced by communities in the constituency area. .

- 2.5 To ensure the detail of the profile is thorough and accurate work will also be undertaken to ensure that data used by partners to set their priorities is made available to support the further discussions of the Constituency Committee and the proposed approach set out in 4.0 of this report. To start this process Birkenhead Public Service Board meeting was held on 19<sup>th</sup> November with the main agenda item as 'Constituency Profile Data', asking all partners what data they collate and what is needed to ensure we have a clear picture of the local needs in Birkenhead. The aim is

for the data to be joined up across agencies to create a clearer overview of service delivery and need, what is being done effectively and is it meeting the identified needs.

### **3.0 CONSIDERATIONS - BUDGET EXPENDITURE PROCESS**

3.1 As set out in 1.2 above, the Birkenhead Constituency Committee is being asked to determine expenditure in relation to a total of £75,000 by the end of the 2013-14 financial year. £50,000 is allocated by Wirral Council to 'tackle inequalities'. The additional £25,000 allocated for public health initiatives must achieve the following objectives:

- Children in poverty
- 1st time entrants to the Youth system
- 16-18 year old NEETS
- Re-offending levels
- Social Isolation
- Older Peoples perception of community safety
- Proportion of physically active and inactive adults

3.2 Based on initial feedback from councillors to develop the new constituency approach, there are a number of principles that will be key to determining a budget expenditure process relating to these monies, these include:

- Expenditure should be determined in line with clearly identified priorities;
- Ideas and views from the community and members of the Constituency Committee as to how these priorities should be addressed and what activities should take place should be integral to the process;
- The process put in place should be straightforward and robust, with a focus on quality assurance and a clear criteria for assessing the suitability of any proposals made;
- Taking into account the need for good governance, transparency and accountability, consideration should be given as to whether a small proportion of the monies available should be allocated on a more flexible basis, i.e. to solve local issues in a very responsive, timely way.

3.3 It is also proposed that elements of best practice and what works elsewhere will be helpful in developing the budget process, and in ensuring community involvement.

### **4.0 PROPOSED APPROACH**

4.1 Further to the consideration of the information set out in sections 2 and 3 of this report, councillors are asked to consider finalising Birkenhead constituency priorities related to 'tackling Inequalities' for 2013-14, it is proposed the committee discuss and finalise during this Constituency Committee meeting the 'Suggested Priorities for Budget Distribution in Birkenhead 2013/14' (Appendix 2) as collated based on the data, profile and consultation taken place as detailed in Section 3 of this report. It is noted that these priorities are also suggested based on:

- Limited funds available to the constituency committee in this financial year
- Lack of data currently formulated
- Complexity/volume of services required to tackle these priorities.

4.2 Once the priorities are determined as detailed in 4.1 a process will be determined to agree how the funds will be distributed, adhering to the points highlighted in 3.2. Councillors are asked to discuss and finalise during this Constituency Committee meeting the draft financial protocol detailed in Appendix 3. This details a proposal to allocate the £75,000 in 2013/14 including a potential process to enable organisations to submit proposals that will deliver against the agreed priorities.

4.3 It is to be noted that this is the suggested process for identifying priorities and distributing budget allocation for 2013/14 only. The continuation of gathering data will ensure a more robust approach is established for 2014 onwards.

## **5.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

5.1 Based on the process detailed in section 4 the voluntary, community and faith sector will be able to submit proposals to access funding to deliver services that will achieve the identified priorities.

## **6.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

6.1 This report has implications for the expenditure of budget allocated to the Birkenhead Constituency Committee.

## **7.0 LEGAL IMPLICATIONS**

7.1 This report has no legal implications.

## **8.0 EQUALITIES IMPLICATIONS**

8.1 A Phase 1 EIA has been completed for the Neighbourhood Working Model and this can be found at <http://www.wirral.gov.uk/my-services/community-and-living/equalitydiversity-cohesion/equality-impact-assessments/eias-2010/corporateservices>

## **9.0 CARBON REDUCTION IMPLICATIONS**

9.1 This report may have carbon reduction implications dependent on the priorities identified by the Birkenhead Constituency Committee.

## **10.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

10.1 This report may have planning and community safety implications dependent on the priorities identified by the Birkenhead Constituency Committee.

## **11.0 RECOMMENDATIONS**

Constituency Committee members are asked to:

- 11.1 Agree that the considerations set out in sections 2 and 3 of this report provide an appropriate overview for developing Birkenhead constituency priorities and the budget expenditure process for 2013-14.
- 11.2 Consider and agree/develop during this committee meeting on 28<sup>th</sup> November 2013 the suggested priorities and proposals for budget allocation 2013/14 set out in Appendix 2.
- 11.3 Consider and agree/develop during this committee meeting on 28<sup>th</sup> November 2013 the process set out in Appendix 3 to distribute the budget allocated to Priority 2- Tackling Inequality.

## **12.0 REASON/S FOR RECOMMENDATION/S**

- 12.1 The recommendations at 11.1, 11.2 and 11.3 are in respect of the agreeing priorities for the Birkenhead Constituency Committee to ensure the allocated budget is used effectively to benefit the local community. This is in respect of the budget expenditure allocated to the Committee for 2013/14 only.

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## **APPENDICES**

APPENDIX 1- Constituency Profile  
 APPENDIX 2- Identifying Priorities for Birkenhead 2013/14  
 APPENDIX 3- Financial Protocol

## **REFERENCE MATERIAL**

N/A

## **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>Council – Budget</b>	<b>5<sup>th</sup> March 2013</b>
<b>Cabinet – Neighbourhood Working – Proposed Operating Model</b>	<b>23<sup>rd</sup> May 2013</b>
<b>Cabinet – Public Health Outcomes Funding</b>	<b>10<sup>th</sup> October 2013</b>

## **APPENDIX 2**

### **Identifying Priorities For Birkenhead 2013/14**

It is clear from analysis of current data that there are many emerging priorities in Birkenhead that are contributing to the health inequalities of the residents in the area. Some examples include:

- Child Poverty is highest in Birkenhead
- Life expectancy is the lowest in Birkenhead
- Mortality from Alcohol is 164% above the national average.
- The rate of Looked After Children in Birkenhead is more than double the rate in West and South Wirral.
- Birkenhead has the highest rate of claimants of JSA, ESA, Council Tax benefit and Housing benefit of all four constituencies.

As discussed with members of the Birkenhead Constituency Committee at workshops in July 2013 we cannot consider effectively devolving services or significant budgets until there is a clearer picture of the current delivery and spend within Birkenhead, in comparison with other constituencies and against the identified needs. The Constituency Manager was instructed by the committee that the priority should be to collate data on the current spend of services for residents in Birkenhead. This task has progressed with budget breakdown being provided from public sector agencies on a constituency basis and evaluation of the cost effectiveness of some services (detailed in Agenda item 4) and it will continue to develop.

Therefore these priorities will not be able to be addressed appropriately or with a significant impact in 2013/14 based on:

- The limited funds available to the constituency committee in this financial year
- The lack of data currently formulated
- The complexity/volume of services required to tackle these priorities.

These will be explored once the allocation of resources available to the committee increases and there is a clearer data collation about the current spend and effectiveness of services.

### **Suggested Priorities for the Budget allocation for 2013/14**

The Birkenhead Constituency Committee has been allocated £50,000 for 2013/14 to 'Tackle Inequalities'. These funds could be utilised to tackle some local issues within the community.

Since taking up post in July, the Constituency Manager has engaged with local groups, councillors, Council services and partners to explore and discuss issues for the Birkenhead area. This has identified a number of issues that could be improved with a contribution to an initiative/project to aim to tackle the problem. It is suggested the key priorities that could be improved through this funding are:

- Resident concerns about a range of streetscene issues and maintaining the local environment given the backdrop of the Council's financial challenges e.g. rubbish being deposited in alleyways, vacant land/shops.

- Ensuring that there is focus on working together to maximise diversionary activities for young people to prevent anti-social behaviour.
- Improving the availability of information for residents regarding services available e.g. bins being emptied, engagement activities and ensuring it is available through appropriate formats.
- Improving activities to enable residents to interact with others and reduce isolation. Developing appropriate, informal services to reduce the dependency on formal organised interventions.

An allocation of funding through a transparent robust system could enable local organisations to develop initiatives to tackle some of these priorities

### **Proposed Spend for 2013/14**

Budget allocation is £75,000 (£50,000 from Wirral Council and £25,000 from Public Health. Suggestions for spend are below:

#### **Priority 1- Improving the local environment.**

**£20,000**

A project development group had been formed to aim to develop a Multi Agency Approach to encouraging pro-environmental behaviours within neighbourhoods. One of the main focuses at present of this group is to improve the cleanliness of 'entries' (access points between two rows of terraced properties). Wirral Council Waste and Environment Team have allocated £20,000 to a pilot project to develop an approach to tackle these problems through aiming to initiate a behaviour change and reduce demand for clean ups. Through this funding 2 areas in Birkenhead will be selected based on data that indicates a need and an asset based approach to community support in the area to initiate a change.

**Proposal:** Birkenhead Constituency Committee matches this funding by allocating £20,000 from the 2013/14 budget to the project; this will enable more areas to be selected and improved.

The project will be structured based on:

- Data to identify the areas of most need
- An asset based approach to identify resources in the communities to support the change.
- Advising and informing people appropriately, using segmentation information and appropriate marketing tools.
- A multi agency approach including Merseyside Fire and Rescue, Police, Housing associations and troubled families project.

#### **Outcomes to be achieved:**

1. Safer and healthier areas for our residents, adults and children.
2. Improved environment and community pride.
3. Preventative approach to Anti Social Behaviour.

## **Priority 2- Reducing Health Inequalities**

**£50,000**

Public Health has allocated £25,000 to each constituency to achieve the following outcomes/target groups:

- Children in poverty
- 1st time entrants to the Youth system
- 16-18 year old NEETS
- Re-offending levels
- Social Isolation
- Older Peoples perception of community safety
- Proportion of physically active and inactive adults

**Proposal:** Birkenhead Constituency Committee matches this funding by allocating £25,000 from the 2013/14 budget to the deliver on these schemes. Using the Financial Protocol drafted in Appendix 3 invite local organisations to submit proposals that will develop initiatives that will deliver against these outcomes. We would be seeking proposals that would develop appropriate, informal services to reduce the dependency on formal organised interventions and using a community asset based approach. Organisations would need to submit a proposal that informed:

- the need using local data
- what the project will deliver (outputs)
- what difference the project will make (outcomes)
- how the work will be sustained using a community asset based approach

## **Priority 3- Improving information available for residents**

**£5000**

It is evident through consultation there is still a need to improve the information for residents regarding services available e.g. bins being emptied, engagement activities, support services etc. Also ensuring it is available through appropriate formats for ALL residents.

**Proposal:** Birkenhead Constituency Committee allocates £5000 to develop improved communication with residents. A project group would be established with community engagement to devise the most effective way to deliver on this priority, using local councillors and community members knowledge. An example could be developing a specific website for Birkenhead Constituency.



## **APPENDIX 3**

## **FINANCIAL PROTOCOL**

This process will be advertised throughout networks asking for organisations to submit if they have a proposal that will deliver against the identified priorities for Birkenhead 2013/14. This form will be kept simple to encourage applications from a range of organisations. **A maximum of £10,000 will be available per project.**

### **PROCESS**

