

# WIRRAL COUNCIL

## BIRKENHEAD CONSTITUENCY COMMITTEE

30<sup>TH</sup> JANUARY 2014

<b>SUBJECT:</b>	<b>CONSTITUENCY MANAGERS UPDATE</b>
<b>WARD/S AFFECTED:</b>	<b>WARDS WITHIN THE BIRKENHEAD CONSTITUENCY BOUNDARY.</b>  <b>BIRKENHEAD AND TRANMERE BIDSTON AND ST JAMES 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 At the first meeting of Birkenhead Constituency Committee on 28<sup>th</sup> November 2013, the Committee identified actions to be progressed. Section 2.0 of this report provides an update on progress in relation to these actions.
- 1.2 Section 3.0 of this report details other updates relevant to the committee.

### 2.0 PROGRESS TO DATE

- 2.1 **Action:** A task and finish group be established to develop (for approval) a 'handbook' which sets out the proposed operating procedures, relevant arrangements and practices for this Committee  
The group will consist of Councillors J Crabtree, M McLaughlin, J Stapleton, T Norbury and A Brighthouse.

**Update:** Prior to the Task and Finish Group meeting an exercise was carried out capturing the vision and aspirations from residents in Birkenhead, this is summarised in Appendix 1. This will be used to devise a vision and aspirations for Birkenhead Constituency Committee that will feature at the beginning of the handbook. The Task and Finish Group were due to meet on 16<sup>th</sup> January 2014 but due to other commitments for one of the members it was postponed and will be rearranged.

- 2.2 **Action:** The Head of Neighbourhoods and Engagement be requested to

recruit a Post Graduate student to do further analysis and provide conclusions and recommendations on the priorities to inform the Constituency Plan

**Update:** Frank Field MP has written to Liverpool University requesting support for this task, they have replied indicating they may be able to offer support through their statistics department. A meeting is arranged on 30<sup>th</sup> January 2014 with them to discuss this further. An update was also taken to the Wirral Public Service Board on 17<sup>th</sup> December 2013, at this meeting Nigel Richardson of the Public Transformation Network was in attendance. He is going to explore what support the network could offer to this task as they have supported with some similar work in other areas.

**2.3 Action:** A task and finish group to be established to determine the priorities and proposals for spend in relation to environmental issues, data collection and improved communication. This group will consist of Frank Field MP, Councillor P Davies, Councillor S Kelly and Councillor P Doughty.

**Update:** This group met on 17<sup>th</sup> January 2014 to discuss what priorities the budget allocation for Birkenhead should be focused on in 2013/14. There is a total allocation of £100,000 (Appendix 2). Frank Field was unable to attend this meeting therefore Councillor G Davies attended as Vice Chair. Frank Field joined the meeting via conference call.

The group discussed the priorities for Birkenhead based on:

- The proposals, information and discussions at the previous committee meeting on 28<sup>th</sup> November 2013.
- The vision and aspirations collated from the community (Appendix 1)
- Their knowledge of issues within Birkenhead and examples of good practice.

It was suggested that the priorities for the funding allocation for this financial year are:

- 1. Improving the Environment-** allocating a budget of £20,000 to tackling the issue of 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. The areas in Birkenhead will be selected based on data that indicates greatest need. With the two pots of funding a total of £40,000 will be available. The funding will be used to appoint an organisation to deliver a project to achieve specific outcomes and outputs (to be identified). One of the outcomes will be that the organisation includes an element of workforce and volunteer development through the scheme. The process for appointing an organisation will be devised as part of the proposal.

**Recommendation 2.3a:** Birkenhead Constituency Committee approves Improving the Environment as a priority for 2013/14 in Birkenhead and an allocation of £20,000 from the £50,000 to tackling inequalities. The Constituency Manager will form a proposal on how to deliver this project which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March 2014.

**Recommendation 2.3b** : Alongside this project the Constituency Manager will work with Ward Councillors to collate other issues within Birkenhead related to waste and Improving the Environment. These identified issues can contribute to the Constituency Plan for 2014/15.

**2. Data Audit of current spend and need-** As detailed above in item 2.2. The task and finish group have recommended a maximum of £10,000 be allocated to this priority. The task and finish group will approve a brief detailing what this exercise will capture and will make recommendations for this allocation ensuring value for money.

**Recommendation 2.3c:** To allocate £10,000 of the £50,000 allocated to the committee from Wirral Council to support a data audit to be carried out detailing the current spend of public funding in Birkenhead on services.

**3. Improving services for young people-** the task and finish group have recommended to use the total £50,000 allocation from Public Health to improve services for young people, specifically focusing on 3 outcomes:

- Reducing the number of Young People becoming NEET at aged 16-18
- Improving the lifestyles of young people and their families through improved healthy eating.
- Improving the support offered to mums during pregnancy and after birth through health visits.

The Constituency Manager will research services delivering against these outcomes currently, for example what is the current 'offer' from Health Visitors. The Task and Finish group also discussed models of good practice that are currently being delivered in parts of Birkenhead successfully and could be delivered in other areas e.g. a support project offered in Woodchurch Primary School (Carol Dougherty will present details of this at the meeting) and the Families and Schools Together Project.

**Recommendation 2.3d** : Birkenhead Constituency Committee approves these as priorities for 2013/14 in Birkenhead. The Constituency Manager will form a proposal on how to deliver this project which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**4. Improving Communication with the Community-** as discussed at the previous committee meeting, communication with the community and residents can be improved. The information should be readily available in user friendly formats for all residents. The Task and Finish Group have recommended a monthly publication be produced with information from all agencies, aiming to reduce duplication and maximise on resources. Improving Communication was also discussed at the Birkenhead Public Service Board; all partners agreed to support this objective and at the next meeting on 13<sup>th</sup> February 2014 a more detailed discussion will take place capturing what communication methods organisations currently use and ideas to improve communication.

**Recommendation 2.3e:** Birkenhead Constituency Committee approves this as priority for 2013/14 in Birkenhead. The Constituency Manager will form a proposal on

how to deliver this project in which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March 2014.

All of these will be pilot projects targeting some areas in the first instance. If successful the committee may consider developing the work in other areas, this will be captured within the Constituency Plan for 2014/15.

### **3.0 ADDITIONAL UPDATES**

#### **3.1 Public Health Funding Allocation**

It was approved at the Cabinet Budget Meeting on 10<sup>th</sup> December 2013 that each Constituency Committee administers a Voluntary Sector Support Fund. This had been proposed due to organisations contacting Councillors with concerns about their futures. It was proposed that each constituency has a sum of £25,000 to be used against an agreed set of criteria. The Constituency Managers will support the process, working together to find an agreed means for allocating the funding that is transparent.

#### **3.2 Birkenhead Public Service Board**

This group formed on 19<sup>th</sup> November 2013. It was attended by:

- Consultant in Medical Oncology - Clatterbridge Centre for Oncology NHS Foundation Trust
- Head of Independent Living – Magenta Living
- Business Development Manager – Job Centre Plus
- Neighbourhood Inspector – Merseyside Police
- Assistant Director – Magenta Living
- Public Health Information Specialist -Public Health
- Station Manager- Merseyside Fire Service

The next meeting is arranged for 13<sup>th</sup> February 2014, the key focuses for the group in the first instance were agreed as:

- Improving communication/drafting engagement plan
- Improving data collation and sharing of data
- improved partnership working

A meeting was also held on 15<sup>th</sup> January 2014 initially hosted by Merseyside Fire and Rescue but will be chaired by the Constituency Manager moving forward. This was to discuss the formulation of a Community Safety Plan which will reflect all partners objectives. This will be drafted and discussed at the Birkenhead Public Service Board meeting in February then presented to the Birkenhead Constituency Committee in March.

#### **3.3 Asset Based Community Development (ABCD) and Community Engagement**

A specification has been drafted to go out to tender for an organisation to support with developing ABCD in Wirral. An element of this will be to recruit Community Builders within Birkenhead. As discussed at previous committee meetings and workshops this process needs to be devised to ensure the most suitable people are selected for these roles that will work with all residents within Birkenhead towards improving identified priorities in the Constituency Plan 2014/15.

**Recommendation:** A Task and Finish Group is formed to discuss and devise an action plan to recruit Community Builders in Birkenhead to support the work and priorities of the Constituency Committee in 2014/15.

### **3.4 Website**

A specific section on Wirral Council website has been developed for each Constituency Committee. The content will be finalised in discussion with local Councillors. This will be updated with key messages and news as relevant.

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

4.1 This budget for the recommended priorities will be from the allocation for Birkenhead Constituency Committee in 2013/14.

### **5.0 LEGAL IMPLICATIONS**

5.1 This report has no legal implications.

### **6.0 EQUALITIES IMPLICATIONS**

6.1 Not required as this is a research task.

### **7.0 CARBON REDUCTION IMPLICATIONS**

7.1 This report has no direct carbon reduction implications.

### **8.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

8.1 This report has no planning and community safety implications.

### **9.0 RECOMMENDATIONS**

9.1 Constituency Committee members are asked to approve the following recommendations:

**Recommendation 2.3a:** Birkenhead Constituency Committee approves *Improving the Environment* as a priority for 2013/14 in Birkenhead and an allocation of £20,000 from the £50,000 to tackling inequalities. The constituency manager will form a proposal on how to deliver this project which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**Recommendation 2.3b :** The Constituency Manager will work with Ward Councillors to collate other issues within Birkenhead related to waste and Improving the Environment. These identified issues can contribute to the Constituency Plan for 2014/15.

**Recommendation 2.3c:** To allocate £10,000 of the £50,000 allocated to the committee from Wirral Council to support a data audit to be carried out detailing the current spend of public funding in Birkenhead on services.

**Recommendation 2.3d:** Birkenhead Constituency Committee approves as a priorities for 2013/14 in Birkenhead *Improving Services for Young People*. The constituency manager will form a proposal on how to deliver this project which will be discussed

with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**Recommendation 2.3e:** Birkenhead Constituency Committee approves Improving Communication as priority for 2013/14 in Birkenhead. The constituency manager will form a proposal on how to deliver this project in which will be discussed with the task and finish group and presented back to the committee as a recommendation at the next meeting on 27<sup>th</sup> March.

**Recommendation 3:** As Task and Finish Group is formed to discuss and devise an action plan to recruit Community Builders in Birkenhead to support the work and priorities of the Constituency Committee in 2014/15.

## **10.0 REASON/S FOR RECOMMENDATION/S**

10.1 The recommendations at 9.0 are to kick start the work of Birkenhead Constituency Committee with the budget allocation for 2013/14.

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## **APPENDICES**

APPENDIX 1- Vision and Aspirations feedback

APPENDIX 2- Budget Allocation for Birkenhead Constituency Committee 2013/14

