

APPENDIX 1

Vision and Aspirations - January 2014

Following the action from the first Constituency Committee meeting research was conducted with residents within the Birkenhead Constituency area as to what their visions and aspirations for Birkenhead are.

These were collated using a number of methods.

1. Contacting every member of the public who attended the Constituency Committee meeting on the 28th November.
2. Contacting all the third sector organisations detailed in the Birkenhead Directory. Responses were received from a number of groups such as Wirral Older Peoples Parliament and Prenton Ridge Community Association
3. Speaking to residents face to face in various locations around Birkenhead including
 - Rock Ferry Library and One Stop Shop
 - Church Road Neighbourhood Resource Centre
 - The Lauries Centre
 - St James Centre and Library
 - Claughton Village shopping area
 - Rock Retail Park
 - Oxton Village
 - Beechwood shopping area

In total 44 responses were gathered.

Below are the responses to the two questions that residents were asked the responses have been ranked in order of the number of times they were given as a response.

Q. A vision statement communicates both the purpose and values of the organisation. What do you think the vision statement for the Birkenhead Constituency Committee should include?

- Birkenhead should continue to develop and look after the coastline and open spaces to improve the environmental quality of Birkenhead to make it a desirable place to live and work.
- The Committee should adopt a community engagement strategy where the community and statutory organisations would share the decisions, acquisition, disposition and delivery of resources.
- The Committee should listen to and put resident's views first when providing the most effective services possible.
- Local ward councillors should maintain regular contact with their constituents to ensure communication is a vital element of the Constituency Committee.

- To harness the human potential in the area.
- To make public policy more responsive to locally identified needs
- To plan locally to meet local needs within a wider strategic agreement with the other constituency committees
- To make peoples lives better through social inclusion, proactive healthcare and regeneration.
- It is essential to retain the status and dynamics of the constituency area by having Birkenhead as a separate local authority as it was prior to 1974. In order to maintain an open democratic view in local government that elected councillors maintain regular contact with their constituents (not just in the period of time before any election).
- That any policy decisions that benefit all constituency businesses and residents are made within the constituency and are not subject to central government jurisdiction without good reason

Q. Aspirations are the goals and objectives an organisation wants to achieve, the difference and impact it wants to make.

What do you think should be the Aspirations for the Birkenhead Constituency Committee?

- Reduce litter and fly tipping throughout Birkenhead.
- Reduce unemployment, increase trade and give people more work opportunities.
- Reduce the amount of empty shops by encouraging more independent traders to increase trade and employment. Lowering business rates was given as a possible way of achieving this.
- Continue to tackle issues around dog fouling.
- Increase the amount of activities for young people and play areas for 0-5 year olds.
- Increase Police presence on the street to reduce community safety.
- Reduce the issue around people drinking on the street and the problems associated with this.
- Abolish car parking charges in the shopping areas and the lack of parking around the smaller shopping precincts.
- Prepare a neighbourhood plan and reduce bureaucracy and politic debate
- To have a planning system which gives appropriate weight to residents views
- Improve the buildings that run along Borough Road by Birkenhead Central Library, possibly by demolishing and replacing them with landscaping.
- Adopt the aim of reducing isolation in the community.
- Continue to look after young, elderly and disabled people.
- Address the lack of development in the housing areas demolished through the HMRI scheme.
- Reintroduce health visits to all families with children under the age of 5 years old
- Increase the investment in Birkenhead Town Centre to attract more people to the area

- Enhance transport within the constituency area especially on Sundays and of an evening time.
- To encourage residents to use those public libraries and leisure facilities across the constituency
- To retain local control of all family & education establishments (schools & colleges etc) rather than outsourcing them to outside bodies