

WIRRAL Council

DELEGATED DECISION – CABINET MEMBER FOR ENVIRONMENT AND SUSTAINABILITY

20 FEBRUARY 2014

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

1.0 EXECUTIVE SUMMARY

- 1.1 'Love Wirral grants were launched on 28th October to encourage people who live, work and visit Wirral to take pride in our local environment.
- 1.2 Following the Love Wirral grant process 80 groups have been successful in applying for funding to improve the appearance of their local neighbourhood. (Appendix 1)
- 1.3 A total of £36,318.18 will be awarded to projects.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 On 7th October, £40,000 for Love Wirral grants and a framework for administering the grants was authorised. (Appendix 3)
- 2.2 'Love Wirral Grants' were available borough wide. This grant scheme is to encourage existing and new groups to get involved and improve the appearance of their 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.
- 2.3 The grants were promoted through contact and engagement with existing groups, a meet the funder workshop with VCAW, online via websites & social media platforms, press releases and media advertorial, the Council's Eco schools officer and posters and leaflets to the general community.
- 2.4 104 successful applications were received as part of the Love Wirral grant process.
- 2.5 Public voting for the grants ran for two weeks from 13th-24th January. The public could vote either online or by completing a paper form and returning it to a One Stop Shop or Wallasey Town Hall.
- 2.6 Groups were provided with supporting promotional materials and guidelines to help them generate votes for their projects. General promotion of the voting stage also took place via posters and online activity.

- 2.7 8,536 people voted as part of the process generating 33,769 votes for projects.
- 2.8 The results of the public voting were shared with Constituency Committees for Councillors to have final approval on awarding funding to projects.
- 2.9 The Constituency Committees returned the below decisions:
- Birkenhead – No objections received
 - Wallasey – No objections received
 - West Wirral – No objections received
 - South Wirral – No objections received
- 2.10 Funding for projects will be awarded in March 2014, when work on the projects will begin.
- 2.11 Progress on the projects will be promoted via the Love Wirral facebook page, which to date has 512 followers.

3.0 OTHER OPTIONS CONSIDERED

- 3.1 No other options considered

4.0 CONSULTATION

- 4.1 Applications for this funding were subject to public consultation via public voting. This took place online and via paper voting forms. 8,536 people voted as part of the process generating 33,769 votes for projects.

5.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 5.1 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.

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

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

7.0 LEGAL IMPLICATIONS

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

8.0 EQUALITIES IMPLICATIONS

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

9.0 CARBON REDUCTION IMPLICATIONS

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

10.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

10.1 None arising as a direct result of this report.

11.0 RECOMMENDATION/S

11.1 The Leader is recommended to approve payment of the funding 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 by projects 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 and beyond. The grants encourage the public to take pride in where they live.

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