

WIRRAL COUNCIL

BIRKENHEAD CONSTITUENCY COMMITTEE

27TH MARCH 2014

SUBJECT:	CONSTITUENCY MANAGERS UPDATE
WARD/S AFFECTED:	WARDS WITHIN THE BIRKENHEAD CONSTITUENCY BOUNDARY. BIRKENHEAD AND TRANMERE BIDSTON AND ST JAMES CLAUGHTON OXTON PRENTON ROCK FERRY
REPORT OF:	HEAD OF NEIGHBOURHOODS AND ENGAGEMENT
KEY DECISION?	NO

1.0 BACKGROUND AND KEY ISSUES

- 1.1 Section 2.0 of this report provides an update on progress in relation to actions from the previous Committee meeting on 30th January 2014.
- 1.2 Section 3.0 of this report details an update on the data collection related to services for children aged 0-5 years.

2.0 PROGRESS TO DATE

The Priorities Task and Finish Group met on 5th March 2014 to discuss proposals in relation to the discussion and actions agreed at the Committee meeting on 30th January 2014. These proposals included a project description, evidence of need, and projected costings. Councillor Stuart Kelly was unable to attend this meeting therefore there was a telephone discussion between Councillor Kelly and the Constituency Manager on 14th March 2014. A summary regarding each action is below:

- 2.1 **Action:** Improving the Environment was approved as a priority for 2013/14 spend in Birkenhead with an allocation of £20,000. The Constituency Manager to develop a proposal on how to deliver a project to tackle the high levels of waste in alley ways and this was to be discussed with the Task and Finish Group

Update: At Council Budget meeting on 25th February 2014 it was agreed to allocate £400,000 to address the concerns of many residents that fly-tipping is a significant problem in many parts of the Borough, the allocation will be used to reinstate the monthly cleaning of entries. A two year programme is to be developed to tackle the issue of fly-tipping which is aligned with the work undertaken in taking forward the Recycling and Waste Strategy. This allocation will reinstate monthly clean ups but the programme includes a strategy and interventions to change residents behaviour

related to this problem, project outline detailed in report to Cabinet member for Environment on 27th February 2014 (Appendix 1). Due to this development progressions of the above action from the committee meeting on 30th January 2014 related to this identified need have been delayed to ensure the resource allocation from the committee meeting is not a duplication and will address a particular need and gap in Birkenhead, we also need clarity that we are not at risk of breaching any contractual commitments to the existing service provider. A proposal is now being developed to work in the Birkenhead area to tackle land of indeterminate or unknown ownership they are an eyesore and attract litter or fly tipping. A service is needed that will clean up these areas so they look more attractive, work to investigate the instigator or owner of the land and working with enforcement teams ensure formal actions are followed when required. The Constituency Manager is meeting with Environmental and Waste Services Manager on 18th March 2014 to clarify the current contractual delivery to ensure the project for Birkenhead will be independent from it. A proposal will then be presented to the Priorities Task and Finish Group for discussion to progress the initiative to begin in April 2014. As discussed at the committee meeting on 30th January 2014 the work carried out specific to Birkenhead will have clear branding to identify it as funded with resources from the committee and consultation with Ward Councillors will take place to identify areas of land that are effecting the appearance of Birkenhead.

The committee requested details of prosecution rates in Wirral. Where any person is found to have not secured their waste, the Council can serve a legal Notice in accordance with Section 46 of the Environmental Protection Act 1990. Appendix 2 details the prosecution rates in each constituency over the last five years, details of why they have not progressed to Fixed Penalty Notices and plans to make amendments to the current policy.

2.2 Action: The Constituency Manager to work with Ward Councillors to collate other issues within Birkenhead related to Improving the Environment to contribute to the Constituency Plan for 2014/15

Update: Councillors in each ward have been contacted to arrange to do this through a meeting or via completing an electronic form. Meetings have been arranged for Birkenhead and Tranmere and Rock Ferry wards.

A meeting has also been arranged with the traders at Grange Road and Charing Cross on 25th March to discuss issues effecting the environment in this area and solutions to improving it.

2.3 Action: Improving Services for Young People was approved as a priority for 2013/14 in Birkenhead. The Constituency Manager to develop proposals on how to deliver against this priority and to be discussed with the Task and Finish Group

Update: The Task and Finish Group discussed and approved two proposals for this priority.

The first was a project to increase Breast Feeding initiation rates in Birkenhead by developing antenatal support programme specific to the area. Appendix 3 details the proposal and a service specification that has been written to deliver this initiative.

The second was a project to work towards addressing high Child Poverty levels in Birkenhead and reducing risk taking behaviour based on a model currently being delivered in Wallasey and Wirral West. This will develop a community hub at a local

primary school. Appendix 4 details the proposal and Appendix 5 is an Expression of Interest submitted by Woodlands School as part of the original commissioning process, they were the only school in Birkenhead to express an interest. Councillor Phil Davies declared a conflict of Interest at the Task and Finish group as a governor for Woodlands Community School. The Constituency Manager and a Public Health Manager will meet with the school to write a specific action plan with outputs and outcomes to be achieved, which will link to prevention of risk taking behaviour, a reduction in isolation and improving community cohesion. Through consultation and the original commissioning process the school has a lot of pre planned implementation to build on their existing work.

2.4 Action: Improving Communication was approved as a priority for 2013/14 in Birkenhead. The Constituency Manager to develop proposals on how to deliver against this priority and to be discussed with the Task and Finish Group

Update: The Task and Finish Group discussed and approved two proposals for this priority.

The first was a project to develop the Wirral Well website to include support available for Digital Exclusion for residents in Birkenhead and to also promote and increase the use of Wirral Well, Appendix 6 details the proposal. This will be developed working with Voluntary and Community Action Wirral (VCAW). The promotion of the Wirral Well will be maximised by following Asset Based Community Development (ABCD) principles and recruiting Voluntary Community Connectors to carry out the promotion and research with residents to inform the Constituency Plan for 2014/15. A social sector partner are in support of this initiative and developing ABCD approach in Birkenhead, therefore they are going to resource the development with a Community Connector post being designated to Birkenhead one day per week for 5 months. A group from Wirral, including Councillor Phil Davies and the Birkenhead Constituency Manager visited a provider in Cheltenham on 28th February 2014 who have carried out some similar work. A follow up meeting is planned for 9th April 2014 to discuss developing this further in Birkenhead.

The second proposal was to develop a pilot of a local publication in Birkenhead. This would be a community based approach informing residents of what they want to read about and know about in the area. The pilot will include 3 editions over a 6 month period (bi-monthly). The proposal in Appendix 7 outlines the need and delivery mechanism to produce this. Councillor Phil Davies declared a conflict of Interest at the Task and Finish Group as the Chair of the Board for Lairdsid Communities Together who are working in partnership to produce this publication. A consultation exercise has been carried out with local residents regarding this publication asking the following 5 questions:

1. Do you read your local free newspapers?
2. What do you like about your free local newspaper?
3. Why don't you read your free local newspaper?
4. What information would you like to see in a Birkenhead Community Newspaper?
5. Would you like to find out about services and activities offered in your area?

These were asked through an online survey and through face to face questioning at community locations, Appendix 8 summarises the responses.

A further meeting took place on 13th March 2014 with Lairdside Communities Together, Councillor Paul Doughty and the Constituency Manager to discuss in further detail the content, editorial processes and distribution. A more detailed brief is being finalised with this detail. Two steering groups will be formed to manage this development; one will oversee the content of the publication, ensuring it remains in line with the brief and community focused. The other steering group will progress the financial sustainability of publication for it to continue after the pilot if it meets the purpose outlined.

Regarding producing the publication the Constituency Manager met with the Head of Legal and Democratic Services as there is a section in the 'Local Audit and Accountability Act 2014, Chapter 2' that includes a 'Code of recommended practice on Local Authority Publicity'. As the publication will be produced using funding from Wirral Council this guidance needed to be considered. The Constituency Manager will produce a protocol detailing the rationale for the publication and with regard to the legislation why it is still appropriate for the production to continue. This will also detail how it can support the aims of the corporate plan and priorities for the Birkenhead Constituency Committee.

- 2.5** Following the committee meeting on 30th January 2014 a member of the public contacted the Chair and stated the enthusiasm for a local publication and suggested the development of a 'Time Bank' (a community service exchange) alongside it. The Constituency Manager met with the resident to discuss this and has since met with a local provider (Forum Housing) to discuss developing a pilot system.
- 2.6** Based on the strategic direction from the committee the Constituency Manager discussed with the Birkenhead Public Service Board the local priority of Improving Communication. The aim of this is to develop a more effective and efficient method of utilising communication tools, reducing duplication and maximising resources by working together. The information currently being collated by public sector partners includes:
1. Who do you communicate with?
 2. How do you communicate with people?
 3. How can people communicate with you?
 4. What staffing resource do you have for communicating with people? Do any of these visit residents in their homes?
 5. What is your current budget spent on communication?

Once this information is collated the next meeting of the Public Service Board will discuss how we can share resources and develop an improved communication system.

- 2.7 Action:** A Task and Finish Group to be formed to discuss and devise an action plan to develop community engagement in Birkenhead to support the work and priorities of the Constituency Committee in 2014/15.

Update: The majority of members who had volunteered to be part of this Task and Finish Group were also part of the Handbook Task and Finish Group. Due to this and Community Engagement being a section of the handbook, it was decided to merge the

two groups together. There was an initial planning meeting on 10th February 2014, to discuss the content for the Handbook. A follow up meeting is planned for 19th March 2014; an update from this will be given to the committee on 27th March 2014.

- 2.8** Appendix 9 details a budget summary based on the proposals detailed in section 2.0 of this report.

Recommendation 1: The Constituency Manager continues to work with Ward Councillors and the Task and Finish Groups to progress the proposals detailed to work towards the priorities identified at the Constituency Meeting on 30th January 2014. The Constituency Manager will monitor each project based on the proposal and update the Constituency Committee on progress at future meetings.

3.0 UPDATE ON DATA COLLECTION

- 3.1** The Constituency Manager has worked with public sector partners to collate data on current spend of services for under 5's (including pre-birth services) on a Constituency basis. The main providers of services for families are Wirral Council and Health Providers. The following information has been collected to date:

Wirral Council Children's Services Department- Appendix 10 details an overview of all services paid for through this department, provided by the Director of Finance. Where it can be done accurately the overall budget has been proportioned to Birkenhead, for other Wirral wide service they have been averaged. There is still further collation to do with this as part of the Councils Future Council project currently being carried out. This project will review every service within the Council. The Constituency Manager is meeting with commissioners within this department to determine:

- What outputs and outcomes are achieved for the spend?
- How service delivery is determined for each constituency?
- How outcomes are measured?
- Any identified gaps in service delivery?
- Referral routes to access the service?

Wirral Council Public Health- The services directly commissioned by Public Health are Breast Feeding Support and an antenatal support programme (Me Time, My Time). Appendix 11 includes the proportion of spend of these services in Birkenhead for 2012/13 and 2013/14 and the outputs and outcomes achieved/ monitored for the Health Visitor Service. A new specification is being written on this service to go out to tender for a new contract to start on 1st February 2015. The request has been made for the outputs to be gathered on a constituency basis.

Wirral Clinical Commissioning Group (CCG) - The CCG are responsible to commission Maternity Services, Acute Services and Community Nursing. Included in Appendix 12 details spend on Maternity Services on a Constituency basis. Further consultation is to be carried out to discuss support offered to expectant mums who do not access these services.

The CCG could not provide a breakdown on Acute Services, this is being pursued. They could not provide a breakdown on Community Nursing, this is being pursued through the provider (Wirral Community Trust) to detail spend and outcomes of this service.

NHS England- this is a new Area Team which formed in April 2013. They are responsible for the budgets provided to GP's, Dentists, Pharmacists, Health Visitors and the Family Nurse Partnership.

Appendix 13 details the spend on GP's, this has been calculated from practice lists statements from January 2014 and multiplying the number of registered patients aged under 5's by the Global Sum Price of £66.25 per person. Similar data and activity levels are being collated from the Business Support Unit in relation to dentists and pharmacists, this is not currently available in such a format.

Appendix 14 details current spend on Health Visiting (including the Family Nurse Partnership Service) on a constituency basis and an overview of the outcomes and delivery of this service. The next steps are for providers to breakdown the collation of outputs on a constituency basis. Currently Wirral has 71.8 Health Visitors as part of The Health Visitor Implementation Plan 2011-15 – 'A Call to Action', Wirral should have 84.8 by March 2015. Wirral currently use a system developed by Cowley and Bidmead (2005) to determine how the various teams are constituted and resources they have in terms of staffing.

Recommendation 2- The Constituency Manager will continue to collate this information to summarise overall for all services spends, outputs, outcomes report back to the Constituency committee.

3.2 A Birkenhead Constituency Profile of Children aged 0-4 has been produced by the Public Health Intelligence Team, Appendix 15.

3.3 Sharing Data and Cost benefit analysis is now one of the transformation projects for Wirral Council, with support from the Public Service Transformation Network. The business case outline for this will be finalised at the end of March and progress will be presented to the committee at the next meeting.

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

4.1 The proposals to be progressed will be funded from the £100,000 budget allocation for Birkenhead Constituency Committee in 2013/14 detailed in Appendix 9.

5.0 LEGAL IMPLICATIONS

5.1 The Constituency Manager will produce a protocol detailing the rationale for a Birkenhead publication and with regard 'Local Audit and Accountability Act 2014, Chapter 2' that includes a 'Code of recommended practice on Local Authority Publicity'.

6.0 EQUALITIES IMPLICATIONS

6.1 An Equality Impact Assessment will be carried out for each proposal detailed in Section 2.0.

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 The Constituency Manager continues to work with Local Councillors and particularly the Task and Finish Groups to progress the proposals detailed to work towards the priorities identified at the Constituency Meeting on 30th January 2014. The Constituency Manager will monitor each project based on the proposal and update the Constituency Committee on progress at the future meetings.

9.2 The Constituency Manager will continue to collate this information to summarise overall for all services spends, outputs, outcomes report back to the Constituency committee.

10.0 REASON/S FOR RECOMMENDATION/S

10.1 To progress the initial work and priorities identified by Birkenhead Constituency Committee for 2013/14 and start to form a Constituency Plan for 2014/15.

REPORT AUTHOR: Dawn Tolcher, Constituency Manager (Birkenhead)

Telephone: (0151) 691 8295

Email: dawntolcher@wirral.gov.uk

APPENDICES

APPENDIX 1- Report to Cabinet Member for Environment, 27th February 2014

APPENDIX 2- Report of Prosecution rates related to Waste

APPENDIX 3- Proposal and Specification for Breast Feeding Service

APPENDIX 4- Proposal for Child Poverty Project

APPENDIX 5- Child Poverty Project Action Plan

APPENDIX 6- Proposal for Wirral Well website Development and Promotion

APPENDIX 7- Proposal for local publication

APPENDIX 8- Feedback from residents regarding local publication

APPENDIX 9- Budget 2013/14 Summary

APPENDIX 10- Wirral Council Children's Department spend on services for under 5's

APPENDIX 11- Wirral Council Public Health spend on services for under 5's

APPENDIX 12- Summary of Health Agencies Commissioning Children's under 5's Services

APPENDIX 13- GP's practice lists and budget

APPENDIX 14- Overview of Health Visitors Service spend

APPENDIX 15- Birkenhead Constituency Profile of Children aged 0-4

