

WIRRAL COUNCIL

WALLASEY CONSTITUENCY COMMITTEE WORKING GROUP

6 AUGUST 2014

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| SUBJECT: | REQUEST FOR PROBLEM SOLVING FUNDING: ENGAGEMENT AND MARKETING ACTIVITY |
| WARD/S AFFECTED: | LEASOWE & MORETON EAST; LISCARD; MORETON WEST & SAUGHALL MASSIE; NEW BRIGHTON; SEACOMBE AND WALLASEY. |
| REPORT OF: | CONSTITUENCY MANAGER |
| RESPONSIBLE PORTFOLIO HOLDER: | COUNCILLOR GEORGE DAVIES NEIGHBOURHOODS, HOUSING & ENGAGEMENT |
| KEY DECISION? | NO |

1.0 EXECUTIVE SUMMARY

- 1.1 This report requests that Wallasey Constituency Committee Working Group either recommends to Wallasey Constituency Committee or agrees (subject to the number of Elected Members present at the meeting) the allocation of Problem Solving Funding to help deliver engagement and marketing activity within its six wards.

2.0 BACKGROUND AND CURRENT POSITION

- 2.1 On 26 June 2014, Wallasey Constituency Committee adopted a Community Engagement Strategy and Communication Plan for the Constituency (minute 7 refers).
- 2.2 Marketing activity undertaken within the Constituency which has had a cost implication (such as the production of leaflets advertising the Committee and 'Have Your Say' meetings) was met during the last financial year through using unspent allocations of the central marketing budget, on an ad hoc basis. This budget for the 2014/2015 and 2015/2016 financial years is fully allocated to deliver campaigns related to corporate priorities and to support the Future Council consultation project and is therefore not available to support activity and projects specific to the Committee.
- 2.3 Therefore, to ensure the Committee is able to resource print, advertising and other costs associated with the Community Engagement Strategy and Communication

Plan it is necessary to allocate funding from the Constituency budget to support this activity.

- 2.4 It is anticipated that an allocation of £1,000 will be required for the remainder of 2014/15.

3.0 RELEVANT RISKS

- 3.1 Community engagement (and associated marketing activity) is a key element of neighbourhood working.

4.0 OTHER OPTIONS CONSIDERED

- 4.1 Where appropriate nil cost methods of engagement and marketing communications have and will continue to be utilised.

5.0 CONSULTATION

- 5.1 Community representatives have the opportunity to participate in Constituency Committee Working Groups.

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 6.1 Community representatives are part of Wallasey Constituency Committee and the voluntary, community and faith sector are integral to neighbourhood working.

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

- 7.1 A funding allocation is required to ensure that the Constituency's Community Engagement Strategy and Communication Plan are delivered as effectively as possible.

- 7.2 The identification of opportunities to co-ordinate engagement and marketing activities with colleagues and partners to reduce duplication and share resources will continue.

8.0 LEGAL IMPLICATIONS

- 8.1 Neighbourhood working helps the Council to deliver on the Localism Act 2011 and Public Services (Social Value) Act 2012.

9.0 EQUALITIES IMPLICATIONS

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

Yes and impact review can be found at the link below (Progressing Neighbourhood Working).

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/chief-executives>

10.0 CARBON REDUCTION IMPLICATIONS

10.1 This report has no carbon reduction implications.

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 This report has no direct planning and community safety implications.

12.0 RECOMMENDATION/S

It is recommended that:

12.1 Wallasey Constituency Committee Working Group either agrees or makes recommendations to Wallasey Constituency Committee (subject to the number of Elected Members present at the meeting) the allocation of £1,000 from its Problem Solving Fund for marketing and engagement activity to be delivered by Wallasey Constituency Team.

13.0 REASON/S FOR RECOMMENDATION/S

13.1 To create maximum opportunities for communities to be engaged and involved in the work of the Constituency Committee.

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REFERENCE MATERIAL

None.

SUBJECT HISTORY (last 3 years)

| Council Meeting | Date |
|--|------------------|
| Cabinet – Neighbourhood Working | 24 January 2013 |
| Council – Neighbourhood Working | 11 February 2013 |
| Cabinet – Neighbourhood Working – Proposed Operating Model | 23 May 2013 |
| Wallasey Constituency Committee – Committee Handbook | 26 June 2014 |