

WIRRAL COUNCIL

WALLASEY CONSTITUENCY COMMITTEE

23 OCTOBER 2014

SUBJECT:	CONSTITUENCY PRIORITIES AND SPEND
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 provides an update on the Constituency Committee's committed spend for 2014/15 and outlines proposals for the remainder of the budget.

2.0 BACKGROUND

2.1 At Wallasey Constituency Committee on 26 June 2014 the principles of the distribution of its 2014/15 budget were agreed.

2.2 At the above meeting (26 June 2014), the Constituency Committee agreed to fund the development of new initiatives at Marine Point, New Brighton, to tackle impacts to the surrounding environment arising from increased tourism to the area. The sum of £4,050 was committed from the Problem Solving Fund.

2.3 The Committee also agreed (on 26 June 2014) to allocate £1,000 from the Problem Solving Fund for marketing and community engagement activity across the Constituency. It has since emerged that unallocated funding from the core communications and marketing budget is now available and could be used to support this activity, enabling the Committee to reallocate the £1,000 budgeted for this work to directly address priorities. Investigation will take place between now and year-end to identify the potential of establishing a base fund for communication work for each Constituency Committee.

2.4 At Wallasey Constituency Committee Working Group on 17 September 2014, a decision was made to award Wallasey Bright Ideas Fund grants amounting to a total of £15,460.85 to local voluntary, community and faith groups. The Fund was under spent by £3,930.15.

2.5 At Wallasey Constituency Committee Working Group on 1 October 2014 a decision was made to allocate £77,750 from the Integrated Transport Block Capital Programme Fund and £10,000 carried forward from 2013/14, to a range of specified schemes across the Constituency that would improve road safety and/or promote active travel and health. This includes a small contingency should unexpected additional work be required in relation to these schemes.

2.6 At the above Working Group (1 October 2014), a decision was also made to award Your Wirral (Wallasey) grants amounting to a total of £61,733.42 to social sector groups. This includes bids number YW4 (New Brighton Baptist Church), YW30 (The Friends of Vale Park) and YW31 (The Parish Church St Thomas' Revival) which were agreed for funding subject to certain information being confirmed; which now has been. A decision in relation to bid number YW2 (Digital & IT Skills for Employability) for £2,485 was deferred for further information; this is considered further in 3.1 below. The Fund was therefore overspent by £11,733.42 and the Constituency Manager requested to identify alternative funding to allocate to this overspend. This alternative funding is set out in the table below and explained in more detail in 2.7, 2.8 and 2.9 below.

Wallasey Constituency Committee: Funding of over-subscribed Your Wirral grants	
Your Wirral - Original grant allocation total	£61,733.42
Your Wirral Budget	£50,000
Total of alternative funding required	£11,733.42
To be funded from: <i>(Para 2.7 and Para 2.8 as per below)</i>	
Public Health Outcomes Funding to be used	
YW1 – Stick 'n' Step (Funding split, full value £1,200. £516 from Your Wirral)	£684
YW6 – Amy and Friends	£2,500
YW7 – The Open Door Centre	£2,476
YW13 – Mersey Counselling and Therapy Centre	£2,500
Total	£8,160
Balance to be funded from Wallasey Bright Ideas Fund	
£3,573.42	
<i>(Para 2.9 as per below)</i>	
Wallasey Bright Ideas Fund to be used	
YW10 – Moreton Community Lights Association	£500
YW12 – 4 th Moreton Scout Group	£500
YW15 – Seacombe Amateur Boxing Club	£500
YW17 – Leasowe Early Years Allotment Plot	£500
YW19 – SS Peter's Church New Brighton	£500
YW21 – Momentary Arts Project	£500
YW23 – West Wirral Boys Club	£500
YW29 – Wallasey Central Park Partnership (part funded to the amount of	£73.42
Total	£3,573.42

2.7 The approved Your Wirral bids for groups below meet the criteria as well for the Public Health Outcomes Fund (Voluntary Sector Support Fund). £8,160 was carried forward from this Fund (from 2013/14) into 2014/15.

YW1 – Stick ‘n’ Step (£1,200)

YW6 – Amy and Friends (£2,500)

YW7 – The Open Door Centre (£2,476)

YW13 – Mersey Counselling and Therapy Centre (£2,500)

2.8 Bids number YW1, YW6 and YW13 will now be funded in full from the above Fund. YW1 will be funded to the amount of £684 from this Fund. The Public Health Outcomes Fund (Voluntary Sector Support Fund) has now therefore been spent in full.

2.9 This reduces the shortfall set out in 2.6 to £3,573.42. The underspend of Wallasey Bright Ideas Fund set out in 2.4 above will be used to part fund the following bids approved under Your Wirral. These bids meet the criteria set out for Wallasey Bright Ideas Fund. Taking into account the maximum bid amount for the Fund each will be part funded to the amount of £500 from Wallasey Bright Ideas Fund (save for the last project), the remainder continuing to be funded through Your Wirral.

YW10 – Moreton Community Lights Association

YW12 – 4th Moreton Scout Group

YW15 – Seacombe Amateur Boxing Club

YW17 – Leasowe Early Years Allotment Plot

YW19 – SS Peter’s Church New Brighton

YW21 – Momentary Arts Project

YW23 – West Wirral Boys Club

YW29 – Wallasey Central Park Partnership (part funded to the amount of £73.42).

The shortfall is now met.

2.10 Taking into account the spend at 2.9 above, this leaves a underspend on Wallasey Bright Ideas Fund of £356.73.

Wallasey Bright Ideas fund total	£19,391
17 September Grant allocation	£15,461
Funding of oversubscribed Your Wirral bids	£3,573.42
Total allocated	£19,034.42
Remainder	£356.73

2.11 Appendix 1 summarises the committed and uncommitted spend for Wallasey Constituency Committee for 2014/15. The Committee has **£46,306.73** currently uncommitted for this financial year.

3.0 PROPOSALS

3.1 Deferred bid for Your Wirral funding

3.1.1 .

3.2 Officer and partner proposals

3.2.1 Partners engaged through Wallasey Public Service Board have been consulted on projects that based on their professional knowledge and experience would assist Wallasey Constituency Committee in tackling its priorities and areas of focus. Research was also conducted relating to improving community cohesion and raising the aspirations of young people (two of the Committee's areas of focus) by a university student undertaking work experience with the Constituency team over the summer period, which has been factored into the development of a number of these proposals. The proposals are summarised below and further information set out for each in Appendix 2.

Project name	Cost
Smokefree Community Champions	£500
Illegal and Illicit Tobacco Campaign	£5,540
Reducing Super Strength Alcohol Campaign	£2,500
Inspirational Community Volunteer Intergenerational Project	£5,000
Little Sparks Fund	Min £2,000
LGBT youth provision/Navajo Merseyside LGBT Charter Mark status	£2,005
Young People's Community Clean Up Project	£830
Facilitating the provision of diversionary activities for young people	Up to £2,505
Pop Up Talent Events	£2,400
Maximum commitment	£23,280

3.2.2 *The Committee is requested to consider each of these proposals and make a decision as to any it wishes to fund from the Committee's Constituency Options Fund (£30,000).*

3.3 Christmas Lights

3.3.1 The erection of Christmas lighting displays and associated festive events, can help drive footfall into town centres and shopping areas, contributing positively to the local economy and helping to improve community cohesion and well being. In this financial year the cost of the electricity to run the lights will be met by the Council, however in future years it is anticipated that the cost will be not.

3.3.2 Officers have conducted site visits with elected members to ascertain minimum requirements for each ward in preparation for this Christmas in order to obtain estimated costs for the Committee to consider further. This work is ongoing and the amount requested will be presented as an Appendix to this report (Appendix 3) at the Committee meeting on 23 October, however in the interim a summary of requirements is set out below. *The Committee is requested to consider the requests and make a decision as to any funding it wishes to*

allocate from the Committee's Constituency Options Fund (£30,000) and/or Love Wirral fund (£10,000) outlined in 3.4 below.

3.3.3 Liscard

3.3.3.1 Liscard is the second largest town centre in the borough. Whilst the town centre remains relatively busy, it has in recent years been subject to long-term decline. The town centre's comparison retail offer is now focussed on the 'value' end of the market, with many middle-market retailers moving out of the centre, although there are a large number of independent retailers still located in the centre. Liscard's Town Centre Action Plan (2013) identified a need for the town centre to adapt and develop in order to grow and one of the key recommendations was to improve the environmental quality and feel for the town centre, through enhanced public realm and streetscene. Complemented with a year round programme of events it is believed that this approach would bring in new consumers, whilst increasing the length of stay for existing shoppers.

3.3.3.2 Integral to success of the town centre is the Cherry Tree Centre. Privately owned the centre boasts 43 retail units and a market hall and is home to a number of high street chains. The owners of the centre (West Bromwich Commercial) are currently looking at investing circa £80k of resources into the centre via a re-branding exercise, which will raise the profile of the centre, create a unique identity and help enhance any events run during the course of the year. One of the biggest events run by the centre is its Christmas Fayre, which includes an indoor grotto and attractive festive decorations and lighting and equates to £22k of investment from the owners.

3.3.3.3 Lighting was erected in the vicinity of the Centre around three years ago which has remained in situ since but has not been tested within this time period. Funding is sought to pay for an electrical contractor to test all sixty rope lights on the lighting columns and the decorative lights in the five trees at the entrance of Liscard Way on the junction with Wallasey Road. Funding will also enable the removal of any damaged lights and a limited amount of repair work (to power sockets for example).

3.3.4 New Brighton

3.3.4.1 Neptune Developments Ltd has ensured the provision of festive lighting and the installation of a large Christmas tree at the Marine Point development on the promenade. The Council is currently investing £1.1million to improve the seafront between the bottom of Victoria Parade and Rowson Street and to improve access from the promenade to the Victoria Road area of the resort.

3.3.4.2 Funding is sought to test electrical boxes currently installed on lampposts in Victoria Road from its junction with Rowson Street to the former Peggy Gadfly's public house and make a limited number of repairs if required. There is no current Christmas lighting provision in this location and funding is therefore also sought to purchase and install (and subsequently remove) lighting displays on a number of the lamp columns identified above.

3.3.5 Seacombe

3.3.5.1 There are a number of shops located in and around the intersection of Mainwaring Road and Poulton Road; this is the main shopping area for local residents.

3.3.5.2 There is no current Christmas lighting provision in this location, nor any electrical boxes installed on lampposts. Funding is sought to install power boxes and purchase and install (and subsequently remove) lighting displays on a number of the lamp columns at the intersection.

3.3.6 Wallasey

3.3.6.1 Wallasey Village roundabout is located in the heart of the village and a key route to New Brighton and other locations. It has a traders' group that is active in seeking to increase footfall into the area and is currently planning festive event/s for this Christmas.

3.3.6.2 There is no current Christmas lighting provision in this location, nor any electrical boxes installed on lampposts. Funding is sought to install power boxes and purchase and install (and subsequently remove) lighting displays on a number of the lamp columns surrounding the roundabout and on the lighting column in the centre of the roundabout.

3.3.7 Moreton West & Saughall Massie and Leasowe & Moreton East

3.3.7.1 Moreton Cross is a key route through to West Wirral, the M53 and other locations. Moreton Community Lights Association was successful in the award of a Your Wirral (Wallasey) grant of £2,500 at Wallasey Constituency Committee Working Group on 1 October 2014. This was the maximum bid amount available and was sought to contribute towards the cost of new Christmas lights and the installation and removal of them, however there still remains a shortfall in the funding required.

3.3.7.2 Further funding of £2,500 is required to support the erection of festive lights at Moreton Cross.

3.4 Love Wirral

3.4.1 In 2013/14, each Constituency area was allocated £10k Love Wirral funding. This was to support a borough wide campaign to encourage people who live, work and visit Wirral to take pride in their local area. This was distributed by way of a grant scheme which was open to applications from individuals, groups, schools and businesses for projects that improved the appearance of the local environment; for amounts between £20 and £500. Eligible projects were subject to online public voting and Wallasey Constituency Committee agreed the allocation of this funding at its meeting on 19 February 2014.

3.4.2 A further allocation of £10,000 has been made available to each Constituency Committee for 2014/15. It is at the discretion of each Committee as to how it allocates this funding.

3.4.3 *The Committee is requested to decide how it wishes to spend this allocation.*
The use of this funding to create and/or enhance Christmas lighting displays in local areas would meet the criteria for this funding.

4.0 RELEVANT RISKS

4.1 Failure to agree the distribution of funding may result in a loss of funding allocation.

5.0 OTHER OPTIONS CONSIDERED

5.1 Learning has been taken from the approach to this spend in 2013.

6.0 CONSULTATION

6.1 Elected members and community representatives have the opportunity to participate in all Constituency Committees and Working Group meetings.

7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

7.1 Both Wallasey Bright Ideas Fund and Your Wirral funding has been allocated to a number of voluntary, community and faith groups and 'not-for-profit' organisations.

7.2 The neighbourhood working model will strengthen the Council's relationship with the voluntary, community and faith sector.

7.3 Tackling the priorities of the Constituency will benefit communities directly.

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

8.1 This report has implications for the expenditure of budget allocated to Wallasey Constituency Committee.

8.2 Funding may assist in greater use of and/or access to community assets.

9.0 LEGAL IMPLICATIONS

9.1 The arrangements will help the Council to deliver on the Localism Act 2011 and Public Services (Social Value) Act 2012.

9.2 Advice has been taken from Internal Audit regarding the operation of the small grants programmes.

10.0 EQUALITIES IMPLICATIONS

10.1 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).

11.0 CARBON REDUCTION IMPLICATIONS

11.1 The funding creates opportunities to encourage the sharing of community assets, therefore supporting carbon reduction.

12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

12.1 A number of the priorities and areas of focus set by the Committee will likely have a positive impact upon community safety.

13.0 RECOMMENDATIONS

It is recommended that:

13.1 The Committee decides the allocation of the remainder of its 2014/15 budget giving consideration to the proposals outlined in Section 3 above.

13.2 Learning from the various small grants programmes is used to revise the criteria and terms and conditions for future programmes operated by Wallasey Constituency Committee.

14.0 REASON/S FOR RECOMMENDATION/S

14.1 To enable the work of the Constituency Committee to be focused upon the needs of the local area and spend to be distributed accordingly.

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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
Cabinet – Public Health Outcomes Funding	10 October 2013
Wallasey Constituency Committee – Constituency Priorities and Spend	11 December 2013
Wallasey Constituency Committee – Constituency Priorities and Spend	19 February 2014
Cabinet – Local Transport Capital Funding & The Integrated Transport Block (ITB) Programme 2014/15	13 May 2014
Wallasey Constituency Committee – Constituency Priorities and Spend	26 June 2014

Wallasey Constituency Committee Working Group – Wallasey Bright Ideas Fund	17 September 2014
Wallasey Constituency Committee Working Group – Integrated Transport Block Capital Programme Fund	1 October 2014
Wallasey Constituency Committee Working Group – Your Wirral	1 October 2014