

‘Constituency Options’ Fund - Allocation: £30,000

Project: Smokefree Community Champions	
Summary:	Amount: £500
<p>This project aims to increase the skill base of the local community through an Asset Based Community Development (ABCD) approach. The community ‘assets’ would deliver to their local community early intervention in smoking cessation and referral to support services. Provision of smoking cessation will see a significant reduction in levels of smoking related illnesses such as coronary heart disease, stroke, lung cancer, asthma and chronic obstructive pulmonary disease, disability, premature death and health inequality. This approach would also help build a stronger and more cohesive society, empowering communities to help shape their area.</p> <p>Smoking is the single largest preventable cause of health inequalities in Wirral. Reducing smoking in deprived populations through pricing, national policy measures, changing social norms and supporting people to quit, will significantly reduce health and social inequalities. The Integrated Household Survey estimates the number of adults who reported smoking in Wirral is 21.2 per cent (2013). However, it is estimated that in these most deprived neighbourhoods in Wirral, approximately 32% of the population smoke.</p> <p>Through the Constituency team a cohort of active community members/groups would be recruited in each of the six wards to become Smokefree Community Champions and deliver Very Brief Advice on Smoking within their community. They would also act as ambassadors raising awareness and promote smoking cessation services within communities. The aim is to increase referrals to local stop smoking services. Training would be delivered by the NHS Community Trust’s Stop Smoking Service/Livewell Team at nil cost.</p> <p>Funding would enable the production of a small amount of marketing materials to help promote the project, providing vinyl window stickers and posters for display in the respective venue in which any Champions operate from, highlighting their role and commitment to the project. Funding would also be required for room hire. Where possible nil cost venues for training will be identified, however there may be a fee for the use of venues directly within local communities.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Personal wellbeing • Neighbourhood wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <ul style="list-style-type: none"> - Tackling health inequalities - Promoting community cohesion
	<p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p>
	<p>Anticipated funding breakdown:</p> <p>£400 – room hire £100 – marketing materials</p>
	<p>Lead Officer(s):</p> <p>Public Health Manager</p>

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Project: Illegal and Illicit Tobacco Campaign	
Summary:	Amount: £5,540
<p>This project aims to regulate and restrict the supply of tobacco products and decrease demand of illegal and illicit tobacco.</p> <p>The project will achieve this through:</p> <ul style="list-style-type: none"> • Providing training to retailers on the of the risks and penalties associated with the sale of illegal/illicit tobacco • Carrying out underage test purchasing exercises with retailers in areas of deprivation • Increase awareness of legislation amongst retailers of niche tobacco products (i.e. smokeless tobacco products such as chewing tobacco and nasal snuff and smoked tobacco products such as water pipe/shisah/hookah) <p>Resources are targeted to work within areas of deprivation (20% LSOAs) as this is where illegal and illicit trade is most prevalent therefore the project will address health inequalities. The project has an important part to play in safeguarding those who are most vulnerable to the illicit trade. Illicit tobacco trading creates a cheap source for children and young people and encourages adults to continue smoking. It is also linked to organised crime and contributes to an underground economy worth hundreds of millions of pounds. Cancer Research UK estimates that it is a scourge which kills four times more people than smuggled illegal drugs.</p> <p>Age restricted sales enforcement is not part of Trading Standards core statutory duties and would be provided as additional activity. This activity is required to enhance local enforcement around illegal trade. Enforcement activities around underage sales would be carried out outside of core hours provision as a child volunteer is required. Training for retailers would be provided after close of business/off peak business times and therefore outside of trading standard core office hours.</p> <p>The project would see an area within the Constituency with the highest levels of deprivation targeted. Tobacco retailers within the area would be encouraged to attend training sessions and the focus would be on those retailers who had not engaged with the project before. Funding would be used to cover the cost of training for participating premises and underage test purchasing to identify if the retailers are compliant with the training. The project would be evaluated.</p> <p>The project will provide:</p> <ul style="list-style-type: none"> • 3 training sessions a year • 5 Under Age Sales Operations 	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Personal wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <p>- Tackling health inequalities</p>
	Wards benefiting:
	<p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p>
	Anticipated funding breakdown:
	<p>Training £430 x 3 = £1,290 Under Age Sales 5 underage sales operations £850 x 5 = £4,250</p>
	Lead Officer(s):
	<p>Public Health Manager and Trading Standards Operations Manager</p>

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Project: Reducing Super Strength Alcohol Campaign	
Summary:	Amount: £2,500
<p>This project aims to reduce the number of retailers selling high strength alcohol (6.5% ABV and above) cheaply. This will assist in tackling health inequalities. With young people being a key consumer of super strength alcohol, this project has the potential to improve community cohesion and raise aspirations of young people through reductions in alcohol misuse by young people and potential resulting reductions in alcohol-related anti-social behaviour and crime and other risk taking behaviour.</p> <p>This campaign, which was pioneered in Ipswich, has seen anti-social behaviour and crime levels fall around the locations of shops and chain stores who signed up to the scheme and a reduction in its numbers of street drinkers by more than half. Also, the way the scheme is thriving in Ipswich with more retailers joining as time goes on (53 at launch rising to 94 twelve months later) suggests it is not harmful to business and profits.</p> <p>The project would see an area within the Constituency with the highest levels of alcohol-related crime and disorder targeted. Licensed premises within the area would be encouraged to voluntarily seek minor variations in their respective licence prohibiting the sale of super strength alcohol. Funding would be used to cover the cost of waiving the application fees to vary the licences and participating premises would receive a plaque and window sticker to signify their commitment; supported with a marketing campaign. The project would be evaluated.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Personal wellbeing • Neighbourhood wellbeing • Economic wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <ul style="list-style-type: none"> - Reducing health inequalities - Promoting community cohesion - Raising aspirations of young people
	<p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p>
	<p>Anticipated funding breakdown:</p> <p>£1,500 – application fees £1,000 – marketing, plaques, window stickers and evaluation</p>
	<p>Lead Officer(s):</p> <p>Public Health Manager</p>

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Project: Inspirational Community Volunteer Intergenerational Project	
Summary:	Amount: £5,000
<p>This is an intergenerational pilot project that seeks to raise the aspirations of young people whilst having the added benefits of increasing engagement in the Council’s Youth & Play Service (increasing participation) and increasing the number of recorded outcomes for young people (both performance indicators). The proposal is to recruit local community volunteers with passion and expertise through the Constituency team to deliver sessions in Wallasey Youth Hub. This programme of activity would be managed by the Council’s Youth & Play Service.</p> <p>This may be an initial taster session to whet young people’s appetites, provide an insight into a particular area or field and/or be a series of workshops on a particular subject matter. This programme would be shaped by both the community volunteers that come forward and the input of young people who would participate in the recruitment campaign. By way of example and to illustrate the breadth, this may include the delivery of sessions or workshops in photography, graphic design, computer coding, crafting, sales techniques, auctioneering, politics and a ‘day in the life of x’. There may also be practical sessions that can help young people develop skills for life such as washing and ironing, budgeting and baking; supplementing those delivered by the Youth & Play Service.</p> <p>Whilst nil and low cost methods of marketing would be used to promote this timetable of activity, a small amount of funding would support the production of posters, etc. Funding would enable the payment of out-of-pocket expenses to volunteers, ID badges and the purchase or hiring of materials and equipment to assist in delivery and attracting young people. It is important that the timetable is innovation and sessions interactive to appeal to as many young people as possible.</p> <p>This is an example to demonstrate how this project might work: <i>Session: Astronomy A volunteer with an amateur interest or professional expertise in this area is recruited. In addition to the provision of information and discussion with young people, one session might include the use of online resources such as those provided by NASA. One session may also include the hire of telescopes or a mobile inflatable planetarium. If there is a large interest in this subject matter, this may be embedded into mainstream youth work, such as organising a trip to a location with limited light pollution to stargaze. Young people who were interested in pursuing a career in this field would also be signposted.</i></p> <p>Volunteers would be subject to the necessary checks. The programme could also develop to see young people delivering sessions for adults and other young people (e.g. the use of technology). This programme may also help to reduce anti-social and other risk taking behaviour. This 12-month pilot project will be used to inform future service delivery across the borough and consider extension to the voluntary sector.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Economic wellbeing • Neighbourhood wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <ul style="list-style-type: none"> - Raising aspirations of young people - Promoting community cohesion <p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p> <p>Anticipated funding breakdown:</p> <p>£ 400 - Marketing £ 2,500 - Tools, materials and equipment £ 600 - Out of pocket expenses £ 1,500 – Activities</p> <p>Lead Officer(s):</p> <p>Team Manager (Wallasey) – Youth & Play Service Constituency Engagement Officer</p>

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Project: Little Sparks Fund	
Summary:	Amount: Minimum £2,000
<p>This proposal is for a small grants programme specifically tailored towards children and young people (aged 11-18 inclusive) for community based projects that meet one or all of the three areas of focus set by the Constituency Committee (i.e. tackling health inequalities, raising the aspirations of young people and/or promoting community cohesion).</p> <p>Groups of young people would be invited to bid for funding to support activities that they wish to deliver within their communities. As such groups would likely not be formalised through constitution, etc, they would therefore only be required to provide a professional adult sponsor for their application (such as a teacher, youth worker, etc).</p> <p>Young people would still be required to provide monitoring information which would help them gain additional skills.</p> <p>A maximum bid level would need to be set by the Committee and an amount allocated to the Fund.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Personal wellbeing • Economic wellbeing • Neighbourhood wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <ul style="list-style-type: none"> - Reducing health inequalities - Raising aspirations of young people - Promoting community cohesion
	<p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p>
	<p>Anticipated funding breakdown:</p> <p>Minimum £2,000 – Small grants</p>
	<p>Lead Officer(s):</p> <p>Constituency Engagement Officer</p>

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Project: LGBT youth provision and Navajo Merseyside LGBT Charter Mark status	
Summary:	Amount: £2,005
<p>This is the proposed extension of a project that would seek to support Lesbian, Gay, Bisexual and Transgender (LGBT) young people within the Constituency.</p> <p>The LGBT community are often victims of bullying, harassment and hate crime and as a result can present with a number of additional needs such as homelessness, depression and/or poor mental health, drugs and alcohol addiction, self harm issues and suicidal thoughts. This makes the LGBT community very vulnerable and they will often avoid mainstream provision though fear of bullying and victimisation. It is important to have specific provision where the young people can feel safe and accept their own identity without fear of ridicule. This enables them to work through any issues that they may be facing and socialise freely.</p> <p>Wirral Youth & Play Service consulted with young people and identified the need for LGBT provision for under 16 years olds in particular across the borough; the only other provision being delivered by Brook one evening a week in Birkenhead. In March 2014, the Service set up a 13-19 LGBT Group which runs once a week from Wallasey Youth Hub in partnership with Terrence Higgins Trust who provides specialist advice and support and referral pathways.</p> <p>Funding would enable the young people to develop an identity for the group and strengthen, expand and promote its operation. Marketing and promotional materials would include printed t-shirts for group members, information leaflets and cards, Pride flags and a banner stand for the young people to use at events such as mainstream events, in schools and during the LGBT calendar such as International Day Against Homophobia and Transphobia (IDAHOT).</p> <p>The young people would also work towards, with the support of Wirral Youth & Play Service, seeking Navajo Charter Mark status for Wallasey Youth Hub in March 2015. The Charter Mark is a signifier of good practice, commitment and knowledge of the specific needs, issues and barriers facing LGBT people in Merseyside. There is a set criteria that must be met in order to achieve the status. The funding above would help achieve this, together with the purchase of training materials for staff based at the Hub.</p> <p>Accessing a new service can be daunting for young people and travelling to and from services can be an added worry. If a young person has concerns about travelling to Wallasey Youth Hub to access the LGBT Group, a Saveaway ticket would be offered and them supported to use public transport. This would also encourage and enable the young person to become more confident and independent accessing other services that are located across Wirral. By offering young people this support and guiding them through the process of using public transport it will help develop life skills and also break down a barrier that they might have accessing the LGBT group. These would be targeted at young people within Wallasey Constituency.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Neighbourhood wellbeing • Personal wellbeing • Economic wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <ul style="list-style-type: none"> - Promoting community cohesion - Tackling health inequalities - Raising aspirations of young people <p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p> <p>Anticipated funding breakdown:</p> <p>£1,330 – Marketing and promotion £200 – Training materials £475 – 150 x Saveaway tickets (100 x £3.70 aged 16+; 50 x £2.10 under 16).</p> <p>Lead Officer(s):</p> <p>Team Manager (Wallasey) – Youth & Play Service</p>

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Project: Young People’s Community Clean Up Project	
Summary:	Amount: £830
<p>This proposed project seeks to break down intergenerational barriers and promote young people positively.</p> <p>A number of young people within Wallasey Constituency would like to ‘give back’ to their community and undertake environmental improvements to benefit the whole community. By helping to clean up ‘grot spots’ and install planters young people would also gain a sense of achievement and pride in their community.</p> <p>Working with existing community group(s), a location within each of the Constituency’s six wards would be identified for the young people to target. The Council’s Targeted Prevention Service would support the young people to make the planters, which would introduce them to a new skill and help build their confidence. The Council’s Youth & Play Service would work with the young people to make each identified area better by planting plants, putting up bird boxes, painting, etc.</p> <p>This project would also be run in partnership with young people engaged with the Youth Offending Service who would assist in cleaning up areas as part of their reparation to the community.</p> <p>After the young people have completed the project a plaque would be erected at the location to mark their achievement. The young people would work with the existing community group(s) to secure the maintenance and sustainability of the improvement. Following completion, the young people would celebrate with a small activity of their choice.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Neighbourhood wellbeing • Economic wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <ul style="list-style-type: none"> - Promoting community cohesion - Raising aspirations of young people
	<p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p>
	<p>Anticipated funding breakdown:</p> <p>£370 – Plants, wood and consumables (e.g. soil) £210 – Plaques £100 – Refreshments £150 - Activity</p>
	<p>Lead Officer(s):</p> <p>Team Manager (Wallasey) – Youth & Play Service</p>

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Project: Facilitating the provision of diversionary activities for young people	
Summary:	Amount: £835 / £1,670 / £2,505
<p>Many activities for young people require transportation to other locations and venues. Due to staff turnover within Wirral Youth & Play Service there are a very limited number of workers who are authorised to carry young people in a minibus. Within Wallasey Constituency there are none. Drivers are required to have a D1 classification on their driving licence and pass an internal test. Drivers who passed their driving test after 1 January 1997 do not automatically have a D1 classification and are required to undertake an external course. Across the service the cost of this has been prohibitive, resulting in far fewer activities being organised.</p> <p>Funding would allow the Youth Work Manager (Wallasey Youth Outreach Team) and/or another two identified workers from Wirral Youth & Play Service operating within Wallasey Constituency to undertake this external training. This would enable an increase in activities for young people within the Constituency area.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Neighbourhood wellbeing • Economic wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <ul style="list-style-type: none"> - Promoting community cohesion - Raising aspirations of young people
	<p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p>
	<p>Anticipated funding breakdown:</p> <p>£835 (Per 16-hour course including a practical test, theory test and hazard perception test and study material).</p>
	<p>Lead Officer(s):</p> <p>Team Manager (Wallasey) – Youth & Play Service</p>

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Project: Pop Up Talent Events	
Summary:	Amount: £2,400
<p>This project aims to create opportunities for young people to showcase their talents to employers/providers; to explore where their talents lie; to excite curiosity and help them make good career choices and to allow employers/providers to scout for talented individuals to join them in the future.</p> <p>Such events have been previously pitched at young people aged 16-24/18-24, however there is research that advocates seeking to raise young people’s career aspirations before they reach Years 10 and 11 (14-16 years old). All or some of these events will where possible be pitched at Years 8 and 9 (12-14 years old).</p> <p>This project would seek to run up to six Pop Up Talent Events across the Constituency, where possible these would be in partnership with the Constituency’s secondary schools and Wallasey Youth Hub. The events may also be themed such as focusing on a particular employment sector.</p> <p>Funding would enable events to be marketed, refreshments and snacks to be provided to encourage participation and a contribution to be made to materials for demonstrations, etc.</p>	<p>Priority/Priorities met (from those set by the Committee):</p> <ul style="list-style-type: none"> • Economic wellbeing <p>Area(s) of focus met (from those set by the Committee):</p> <p>- Raising aspirations of young people</p>
	<p>Wards benefiting:</p> <p>Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey</p>
	<p>Anticipated funding breakdown:</p> <p>£400 – per event</p>
	<p>Lead Officer(s):</p> <p>Constituency Engagement Officer / Business Development Manager (Department for Work & Pensions)</p>