

WIRRAL COUNCIL

WIRRAL WEST CONSTITUENCY COMMITTEE

26TH FEBRUARY 2015

SUBJECT:	LOVE WIRRAL BUDGET
WARD/S AFFECTED:	WARDS WITHIN THE WIRRAL WEST CONSTITUENCY BOUNDARY <ul style="list-style-type: none">▪ GREASBY, FRANKBY AND IRBY▪ HOYLAKE AND MEOLS▪ PENSBY AND THINGWALL▪ WEST KIRBY AND THURSTASTON▪ UPTON
REPORT OF:	CONSTITUENCY MANAGER (WIRRAL WEST)
RESPONSIBLE PORTFOLIO HOLDER:	COUNCILLOR GEORGE DAVIES NEIGHBOURHOODS, HOUSING & ENGAGEMENT
KEY DECISION?	NO

1.0 PURPOSE OF THIS REPORT

1.1 The purpose of this report is to present recommendations to the Committee in respect of the Constituency Committee's Love Wirral funding allocation for 2014-15.

2.0 BACKGROUND

2.1 In 2013/14, each constituency area was allocated £10,000 Love Wirral funding. This was to support a borough wide campaign to encourage people who live, work and visit Wirral to take pride in the local area. This was distributed via 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).

2.2 A further allocation of £10,000 was made available to each Constituency Committee for 2014/15. It is entirely at the discretion of each Committee as to how it allocates this funding within the broad aim of encouraging people who live, work and visit Wirral West to take pride in the area.

2.3 Wirral West has recently opened up an opportunity for local groups through the Community Fund to apply for funding for projects with criteria which broadly duplicates the aims of the Love Wirral campaign. It is therefore proposed that, instead of a grants programme as was the case previously, the £10,000 budget allocation is used to fund two constituency initiatives developed and delivered in partnership by the constituency team and other areas of the Council including the eco schools team and Parks and Countryside service. The proposed projects are:

- The Wirral West Big Picnic Project;
- The Wirral West Special Places Project.

2.4 Both projects would be delivered with due regard to allocate the funding equitably across the five wards in Wirral West.

3.0 PROJECT PROPOSALS

3.1 Project Proposal 1 - The Wirral West Big Picnic Project (Spring - Autumn 2015)

3.1.1 The Big Picnic Project would be aimed at encouraging and supporting schools and voluntary, community and faith sector groups in Wirral West to develop school and community gardens and grow their own produce, culminating in a Big Picnic at Wirral Country Park in Autumn 2015.

3.1.2 The initiative would be co-ordinated by the constituency and eco schools teams within existing staffing resources with the Love Wirral funding being used to:

- Purchase and distribute 'grow your own' baskets with seeds and basic gardening equipment to schools and voluntary, community and faith sector groups in Wirral West;
- Provide an opportunity for schools and groups to attend an 'introduction to growing' course;
- Put on a Big Picnic event in Autumn 2015 at Wirral Country Park where Wirral West schools and voluntary, community and faith sector groups would come together to share and celebrate their produce, with prizes for best in show. Partner organisations would be encouraged to support this event, for example by providing staffing resources on the day.

3.1.3 As a legacy of the project, schools would be encouraged to develop their relationships with Wirral Country Park to support their learning activities given its status as one of the borough's key environmental assets. A small amount of the funding available would be used for a schools competition to re-design and improve the Country Park's exhibition space.

3.1.4 Working with the eco schools team, the constituency team would seek to ensure that as many Wirral schools and community groups as possible engage in the project. Sharing best practice would be a key element of the initiative, recognising the work already undertaken by schools and groups in all parts of the constituency in line with the aims of the project. Schools and groups with the relevant expertise will for example be asked to contribute to the training courses provided as part of the project.

3.2 Project Proposal 2 – The Wirral West Special Places Project (Autumn 2015 – Spring 2016)

3.2.1 The Special Places project would be aimed at celebrating places in all parts of Wirral West which are special to local people through the installation of benches. The community would be asked to make suggestions about special places where a bench might encourage others to sit and appreciate them also. Special places could

include parks, open spaces, somewhere where there is a particular view which is worth celebrating or somewhere which is a natural meeting place for the community.

- 3.2.2 The Committee would review the ideas put forward by the community as to which special places should be selected and make recommendations as to the 'winning' suggestions. Due regard will be given to the proximity of other benches at the sites selected and the need to ensure that any installation meets health and safety and any other requirements. Funding awards made previously by the Constituency Committee in respect of the installation of benches at local sites will also be taken into account, as will any planned works by the Council in respect of the special places suggested.

4.0 RELEVANT RISKS

- 4.1 Should the above project proposals be agreed, full risk assessments for the projects will be put in place. There is a risk of losing this funding allocation should the budget be uncommitted by the end of the current financial year.

5.0 OTHER OPTIONS CONSIDERED

- 5.1 The Love Wirral funding is to be allocated at the Constituency Committee's discretion. The proposals set out above have been put forward to maximise the impact of the funding in respect of engagement with local people.

6.0 CONSULTATION

- 6.1 Consultation with local communities will be key to the successful delivery of the proposed projects. The proposed projects also seek to respond to the feedback from local people gathered as part of the Community Fund voting process.

7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 7.1 This report has positive implications for voluntary, community and faith groups in Wirral West.

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

- 8.1 Any activity resulting from this report will be funded within the Committee's available budget.

9.0 LEGAL IMPLICATIONS

- 9.1 There are no legal implications relating arising from this report.

10.0 EQUALITIES IMPLICATIONS

- 10.1 An impact review relating to neighbourhood working can be found at the link below:

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

11.0 CARBON REDUCTION IMPLICATIONS

11.1 There are potential positive carbon reduction implications relating to this report given the nature of the proposed activity.

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are no direct planning and community safety implications relating to this report.

12.0 RECOMMENDATION

12.1 The Constituency Committee is requested to approve that the Committee's Love Wirral budget be used to fund the project proposals outlined in section 3 of this report.

13.0 REASON/S FOR RECOMMENDATION

13.1 To ensure that the Committee's Love Wirral allocation is utilised within the broad aim of the Love Wirral campaign.

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APPENDICES

None

REFERENCE MATERIAL

None

SUBJECT HISTORY (last 3 years)

Meeting	Date
Wirral West Constituency Committee – Constituency Manager's Report	12th December 2013