

WIRRAL COUNCIL

BIRKENHEAD CONSTITUENCY COMMITTEE

28TH MAY 2015

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 EXECUTIVE SUMMARY

- 1.1 Section 2.0 of this report provides an update on progress in relation to agreed schemes of work from the budget devolved to the Constituency Committee to date. A finance summary sheet for Constituency Committee budget and expenditure can be found in Appendix 1.
- 1.2 Section 3.0 of this report details 2015-16 budget allocations and makes recommendations around how they may be committed. Details of 2015-16 Constituency Committee available allocations are set out in the finance summary in Appendix 1.

2.0 UPDATE ON BUDGET FOR BIRKENHEAD CONSTITUENCY COMMITTEE

2.1 Constituency Committee budget 2013-14 £50,000

The Committee was given a budget of £50,000 for the new neighbourhood working model with a focus on tackling inequalities. Below is an update on each of the schemes of work that were agreed by the committee to be developed utilising this budget allocation:

1. 'Town Talk' newsletter was allocated £20,000 to improve communication in the Birkenhead community. Lairdsid Communities Together (LCT) secured the tender to deliver three publications over one year to 40,000 households in the Birkenhead constituency area.

LCT set up an editorial group made up of community representatives, constituency committee representatives and statutory partners. The first edition of 'Town Talk' went to print in February 2015. The content of the newsletter included details of local events, updates on community activities and services.

At the constituency meeting on 28th February 2015, there was both positive and negative feedback relating to the first edition of 'Town Talk'. There was a discussion around the format of the newsletter, content and long term sustainability.

Feedback was given to LCT after the meeting, Representatives from the Constituency Committee will meet with LCT as part of the editorial group and will review and steer regarding format, content, future support and contributions to the newsletter from other partners. Other public sector partners will be invited to contribute to future editions to support financial sustainability and this will be explored through the Birkenhead Public Service Board.

Recommendations:

The Constituency Committee is requested to:

- **Give the editorial group approval to progress the next edition of Town Talk;**
 - **Approve the editorial group to report back to the meeting on 24th September 2015 with an update.**
2. 'Improving the Environment' or 'grotspot' project was allocated £20,000 to develop a service to improve sites in Birkenhead that have been left open, poorly maintained and disused, therefore looking unsightly in the area, often attracting litter and fly tipping.

Lairdside Communities Together (LCT) won the contract for one year which ends in December 2015 to clean up a number of 'grotspot' areas around the Birkenhead constituency. Locations for clean ups have been identified by Local Councillors and have been prioritised by LCT following a site visit. LCT is undertaking clearance and will engage with nearby residents to complete satisfaction surveys.

LCT has provided an update report which can be found in Appendix 2. The report shows the clearances that have been completed so far. LCT has worked with site owners to put in place preventative measures to avoid problems recurring in the future.

Recommendation:

The Constituency Committee is requested to:

- **Note progress made by the LCT 'grotspot' project as reported in Appendix 2.**

3. Anti-Social Behaviour Data Analysis was commissioned by the constituency Committee in 2014-15 and £10,000 was allocated for this purpose. At the last meeting on 26th February 2015, Tony Kinsella was invited to the Committee meeting to report on data collation around Anti-Social Behaviour spend across agencies in Birkenhead. The Constituency Committee asked him to continue his ASB analysis and his further findings can be found in Appendix 3 of this report. The report is made up of four elements:

- Executive Summary
- Briefing May 2015 Anti-Social Behaviour in Birkenhead
- Evidence Review of Anti-Social Behaviour Interventions
- Appendix 1 - table reviewing ASB interventions

Recommendations:

The Constituency Committee is requested to:

- **Note the ASB reports in Appendix 3;**
- **Ensure the proposed ASB task and finish group use the data to determine how the 2015-16 ASB funds are allocated.**

2.2 Public Health outcome Fund 2013/14- £25,000

2.2.1 The Committee were given this budget allocation to deliver against specific priorities identified by Public Health. It was agreed by the Committee to utilise the funding to focus on one priority of 'Reducing the Impact of Child Poverty'. It was agreed to develop a 'Community Hub' at a local primary school based on a model that has been delivered in two other sites in Wirral through the Child Poverty Working Group.

St Paul's Roman Catholic Primary School in Beechwood was successful in their tender to develop a community hub focussing on school readiness. The Task and Finish group has made recommendations around the operating of the hub and ensuring the hub is linked with the already established hubs in Leasowe and Woodchurch.

The head teacher has submitted an action plan for the project attached in Appendix 4. The project has a steering group, chaired by the head teacher and they have now received their first tranche of funding. The Community Hub steering group will submit a monitoring report to the Community Hub Task and Finish group and will report back to the Constituency Committee meeting in September 2015 detailing activity to date.

Recommendation:

The Constituency Committee is requested to:

- **Note the action plan in Appendix 4 and progress made by St Paul's Community Hub.**

2.3 Voluntary Sector Support Fund- £25,000

2.3.1 Birkenhead received an allocation of £25,000. Below is an update on each of the schemes of work that were agreed by the Constituency Committee to be funded in 2014-15 through this allocation.

1. £15,000 was allocated to increase Breast Feeding initiation rates in Birkenhead by developing an antenatal support programme. The antenatal project has now successfully completed its work and the group would like to come and present the impact on local individuals in the area, at the next constituency meeting in September 2015.
2. £5,000 was allocated to increase and develop the use of the Wirral Well website through improved and targeted promotion. The website (wirralwell.org) is designed to be an online directory for health, social care, well-being and local events.

The artwork and content has been agreed through market testing with residents and the following products have been purchased to promote the website:

- Banner stands
- Leaflet Vinyl's for shop windows
- Fold out credit card
- Stickers

Work has been ongoing with Community Action Wirral to agree a broad marketing plan and marketing materials have been designed by the Council's in-house Graphics Section. Posters and cards are being delivered to libraries, community centres and GPs to promote the website.

3. £5,000 was allocated to provide additional support with the development of a local publication detailed in point 2.1 of this report.

At the last constituency meeting on 26th May 2015, it was agreed that the £5,000 allocation should be reviewed and it was recommended that it is put towards the ASB allocation for 2015-16 in the light of the ASB data analysis that was presented at the meeting.

Recommendation:

The Constituency Committee is requested to:

- **Note progress on the Voluntary Sector Support fund projects above.**

2.4 Constituency Committee budget 2014/15- £50,000

2.4.1 The Constituency Committee were given a further £50,000 in 2014-15 to develop projects to deliver against agreed priorities. The following projects were agreed:

1. It was agreed by the committee to use £10,000 of this allocation to give a grant to Rock Park Trust Company to carry out the repairs to the Esplanade. The specification for the works has now been agreed and the Rock Park Trust Company has invited tenders and appointed their chosen contractor. The funds have been processed and the works will take place imminently.
2. An allocation of £2993.24 to improving the environment by increasing the signage in Birkenhead to act as a deterrent for environmental crime and increase awareness of enforcement proceedings. This project has commenced and signage has been installed across Birkenhead from March 2015.
3. An allocation of £35,000 was allocated to reduce Anti-Social Behaviour. £2000 of this funding was approved at the 26th February 2015 Constituency Committee to be spent on a youth engagement project with Liverpool Football Club and the Fire Service. The project has been running for three weeks and football sessions have taken place on a Thursday night at Ridgeway School in Noctorum. Turnout so far has been positive with up to 14 young people per night. The remainder of this funding has been carried forward to 2015-16 so it can be allocated by the proposed ASB task and finish group.
4. An allocation of £2000 was committed to develop Community Researchers in Birkenhead to increase the engagement with residents. The Community Research project is being steered by the Handbook task and finish group. Councillors have confirmed which research topics they would like to focus on. The first topic they have chosen is black and ethnic minorities, to understand the community's needs better, and the research will take place over the Summer and come back to September 2015 meeting.

Recommendation:

The Constituency Committee is requested to:

- **Note the progress on the projects above which have been funded by the Constituency Committee budget 2014-15**

2.5 'Love Wirral' Funding 2014/15- £10,000

It was agreed that for 2014/15 each Constituency Committee had an allocation of £10,000 of Love Wirral that they could use how they wished in order to improve the local environment.

It was discussed and agreed by the Priorities and Budget Task and Finish Group on 12th September 2014 to recommend to the Constituency Committee to utilise this funding to deliver a reactive fly tipping service to improve the environment. It was then approved at the Committee meeting on 30th October 2014. The aim was for Councillors to identify environmental issues and enter them on the CRM system for additional funds to support enhanced services.

However, none of the £10,000 has been spent because all requests for fly tipping or other clean ups were funded within the existing core service from Biffa. The

£10,000 Love Wirral funding has now been carried forward to be spent on environmental projects in 2015-16.

Recommendation:

The Constituency Committee is requested to:

- **Agree that the 2014-15 £10,000 Love Wirral funds be carried forward to 2015-16 and be allocated by the proposed Environmental 'Task and Finish' group.**

2.6 'Your Wirral' 2014/15- £75,000

Birkenhead Constituency Committee was given an allocation of £75,000 for 2014/15. After the meeting on 30th October 2014 and discussions with Magenta Living, it was agreed that the Birkenhead Constituency 'Your Wirral' funding 2014/15 should be allocated to feeding Birkenhead's children. The fund was open to schools and other interested groups, with the aim of supporting families.

In March 2015, £30,950 was awarded to 15 food poverty and cookery education projects. The projects that have been funded are detailed in Appendix 5. The remainder of the funding will be carried forward to 2015-16 'Your Wirral' allocation. The priorities of the fund will continue as child poverty and feeding Birkenhead's hungry children and the next launch of the funding programme will be July 2015.

Recommendation:

The Constituency Committee is requested to:

- **Note the projects funded by Birkenhead's 'Your Wirral' as set out in Appendix 5.**

2.7 Integrated Transport Block Capital Programme 2014/15- £77,500

The Integrated Transport Block Capital Programme for 2014/5 agreed by Cabinet on 13th March 2014 (minute 178 refers) provides an allocation of £77,750 to each Constituency Committee to be distributed in relation to two objectives; Improving Road Safety and Promoting Active Travel and Health (£38,875).

The Task and Finish group met on 19th January 2015 and agreed to spend £32,000 on dropped kerbs and to specifically focus on medical centres to improve access to wheel chair and motorability users. The list of proposed dropped kerbs can be found in Appendix 6 for information.

£29,000 was allocated to signs around local schools to try and reduce speeding. The remaining £10,000 was allocated to a larger £50,000 scheme to implement traffic

calming measures around Birkenhead High School Academy, which will also impact on St Anselm's College and Red Court School.

Recommendation:

The Constituency Committee is requested to:

- **Note the progress of the road safety project and note the list of drop kerbs in Appendix 6.**

3.0 ALLOCATION OF BIRKENHEAD CONSTITUENCY COMMITTEE FUNDS 2015-16

3.1 Anti-Social Behaviour Funding 2015-16

3.1.1 £15,000 has been allocated to Birkenhead Constituency Committee 2015-16 to address Anti-Social Behaviour (ASB) in the area. There is also an underspend from last year's ASB allocation, carried forward to 2015-16, of circa £39,000. This year the Constituency Committee have in total £54,000 to allocate to ASB projects. Details of this 2015-16 allocations are set out in the finance summary sheet in Appendix 1.

Recommendations:

The Constituency Committee is requested to:

- **Nominate representatives to set up and attend an ASB task and finish group;**
- **Utilise the ASB data analysis that has been commissioned by the Constituency Committee in Appendix 3 to develop projects to address specific issues;**
- **Delegate responsibility to the ASB task and finish group to allocate the ASB funding 2015-16 and report back on spend and activity to the next Constituency Committee on 24th September 2015 for information.**

3.2 Environmental Funding 2015-16

3.2.1 £10,000 has been allocated to Birkenhead Constituency Committee 2015-16 to improve the environment in the Birkenhead area. There was also an underspend of £10,000 Love Wirral fund from last year which has been carried forward. Therefore, in total there is £20,000 to allocate to 2015-16 environmental projects.

Recommendations:

The Constituency Committee is requested to:

- **Nominate representatives to set up and attend an Environmental task and finish group and include the Council's Birkenhead Environmental Team Area Manager who has evidence of need and proposals to address specific problems;**
- **Task the Environmental task and finish group to review existing fly tipping and waste reporting to seek to improve efficiencies and report back to Constituency Committee on 24th September 2015;**
- **Delegate responsibility to the Environmental task and finish group to allocate the Environmental funding 2015-16 and report back on spend and activity to the next Constituency Committee in September 2015 for information.**

3.3 Your Wirral 2015-16

3.3.1 For the final year, Birkenhead Constituency Committee has been allocated £75,000 of Your Wirral funding. The underspend from last year of circa £34,000 has been carried forward as agreed by Magenta Living. For 2015-16 the total allocation for Your Wirral is £109,000. After discussions at the previous meeting, it was agreed that the funding would continue to target child poverty and feeding hungry children in Birkenhead. The next Your Wirral funding round will take place in July 2015.

Recommendations:

The Constituency Committee is requested to:

- **Note the progress in relation to Your Wirral spend 2014-15 as set out in Appendix 5;**
- **Note 2015-16 Your Wirral fund will continue with the same priorities;**
- **An evaluation of existing projects will take place and reported back to the committee.**

3.4 Birkenhead Constituency Committee Funds 2015-16

3.4.1 The Committee has been allocated a further £50,000 to be committed against identified priorities this year 2015-16.

Recommendation:

The Constituency Committee is requested to:

- **Consider the allocation of the Constituency Committee funding at the 24th September 2015 meeting in the light of commissioned data analysis and project evaluation of existing projects.**

4.0 Other Updates

- 4.1 Sixty one applications were received for the second round of the Wirral Wide allocation of 'Your Wirral' funding of £20,000 in total. The panel which is made up of Local Councillors and Magenta Living representatives assessed the applications and successful projects have been notified. Please find details of funded projects in Appendix 7.
- 4.2 The Seven Beats project supports additional neighbourhood police resources in the Birkenhead area. The team have provided a comprehensive update on the last three months activities and it can be found in Appendix 8.
- 4.3 It was resolved at the Birkenhead Constituency Committee meeting on 24th July 2014 the Constituency Manager, on behalf of the Chair be requested to write to the Chief Executive of Wonga Loans to request information as to how many loans had been issued in Birkenhead. Unfortunately the Constituency Manager did not receive a response as the letter was returned.

Wonga Loans replied to Frank Field MPs office, that they did not hold the historical data requested, however, in 2015 up until 3rd March, they issued 639 loans in Birkenhead, totalling £109,777. The average loan size is therefore £171.79.

Wonga continued to report that they access a range of data sources in order to make a decision on an applicant's ability to reasonably afford to repay a loan. A key source is the data is from the credit reference agencies Callcredit and Experian, who include in their reports whether an individual is registered on the electoral roll. This then serves as a factor in credit-scoring an applicant, as does the amount of time that they have been on the electoral roll.

- 4.4 There has been other community engagement activities taking in place in Birkenhead and some of these activities are detailed in Appendix 9.

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

- 5.1 All resource implications detailed within this report are related to budgets aligned or devolved to the Birkenhead Constituency Committee for their recommended use.

6.0 LEGAL IMPLICATIONS

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

7.0 EQUALITIES IMPLICATIONS

7.1 An Equality Impact Assessment will be completed for each of the proposals.

8.0 CARBON REDUCTION IMPLICATIONS

8.0 This report has no direct carbon reduction implications.

9.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

9.1 This report has no planning and community safety implications.

10.0 RECOMMENDATIONS

The Committee are asked to:

- 10.1 Note and approve the content of the updates detailed in Section 2 related to schemes of work and approve for progress to continue.
- 10.2 Approve the setting up of ASB and Environmental task and finish groups, as detailed in Section 3, to delegate responsibility for allocating 2015-16 ASB and Environmental Funds, and also task the groups to report back to the Constituency Committee with an update on spend, activity and progress in September 2015.
- 10.3 Note Your Wirral progress, and approve that the priorities of child poverty and feeding Birkenhead's children will continue 2015-16.
- 10.4 Delegate the 2015-16 £50,000 Constituency Committee funding to Budget and Priority task and finish groups to allocate to the Constituency Committees, or delegate to proposed ASB, Environmental task groups to allocate funds and report back to Constituency Committee in September 2015 with details of spend, activity and progress.

11.0 REASON FOR RECOMMENDATIONS

11.1 To continue to progress the targeted schemes of work identified within the constituency to develop the new approach to neighbourhood working.

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APPENDICES

APPENDIX 1 - Constituency Committee Finance Summary

APPENDIX 2 - 'Improving the Environment' project update

APPENDIX 3 - Anti-Social Behaviour Briefing Paper

APPENDIX 4 - St Paul's Community Hub Action Plan

APPENDIX 5 - Birkenhead Your Wirral Project Summary

APPENDIX 6 - List of dropped kerbs funded through Integrated Transport Board funds

APPENDIX 7 - Wirral Wide Your Wirral Summary of Projects

APPENDIX 8 - 7 Beats Update, Birkenhead Police Project

APPENDIX 9 - Community Engagement Activity

