

Appendix 4

<p>Project:</p> <p>Tackling Social Isolation: Accessible New Brighton</p>	<p>Amount:</p> <p>Contribution to refurbishment: Up to £49,843</p> <p>Shop Mobility service: £7,525 (12 months)</p> <p>Total £57,368</p> <p>Rounded up to nearest £</p>
<p>Proposal:</p> <p>Bring back into use an empty former bowling pavilion in Marine Park and fund Shop Mobility provision for residents and visitors for 12 months.</p>	
<p>Rationale:</p> <p>Registered Charity, Wired, operates Shop Mobility services in Birkenhead and Liscard shopping centres, providing a place where members of the public who are often isolated due to disability, age or frailty can hire mobility equipment to enable them to access the local community and feel they are still part of society. No such provision is available in New Brighton, which has become one of Wirral's premier destinations and a key contributor to Wirral's tourism economy.</p> <p>New Brighton has seen a significant increase in footfall following the 2011 Marine Point development by Promenade Estates (formerly Neptune Developments). This increased usage is by residents from the local area, wider Wallasey Constituency wards, other wards across Wirral and from across the Liverpool City Region, North-West England and beyond.</p> <p>There is demand for Shop Mobility services in New Brighton, including from many existing Wired clients which have had to be declined due to the lack of provision. Despite having only two sites, Shop Mobility members come from every main postcode within Wirral (CH41-CH63 inclusive), CH46 with the most members, plus others out of the area. The Birkenhead site in 2014 saw 6,523 hires of equipment (5,913 members and 610 non-members).</p> <p>The provision of Shop Mobility services in New Brighton will enable greater access to retail, leisure and cultural facilities and extensive coastline, reducing social isolation and contributing to improved physical and mental health. This provision will also attract increased visitors impacting positively upon the local economy. A survey conducted by Wired in Birkenhead in 2014/15 showed that the majority of people questioned (2,053) spent between £50-£100 in local shops on the day of their visit.</p> <p>New Brighton Coastal Community Team (a partnership of local traders, community/voluntary groups and Wirral Council) is developing an economic plan for New Brighton funded by central government. Improved accessibility has been identified as a key priority. The work of this Team is also focused upon celebrating and restoring New Brighton's heritage. Marine Park is over a century old. It overlooks Marine Point and houses tennis courts, two bowling greens and small pavilion accommodating two long-standing bowling clubs. The Park also houses a</p>	

single storey building, formerly used as secondary bowling pavilion, containing one large room with a 'serving hatch' to the outside and recessed roof-covered area. Two former public toilet blocks form part of the building. At the rear is a fenced off workshop area (secure garage), which up until recently was occupied by the Council's Parks & Countryside service but is now vacant. Neither buildings have power.

This main building will continue to fall into disrepair if not refurbished, negatively affecting the visual aspect of this historic park and risking vandalism. The cost of demolition is approximately £10,000 plus the cost of making good the land beneath (and the loss of a much needed facility).

Elements of New Brighton's infrastructure have not kept pace with its regeneration. The only public access toilets available are on the Marine Point complex, although the Floral Pavilion does not restrict use of its toilets solely to its users. The limited public conveniences have been raised by local residents and visitors. Refurbishing the building will also bring back into use much needed public toilets.

A presence in the park, which has suffered anti-social behaviour and criminal damage, will also provide natural surveillance and contribute to a reduction in reported issues.

This proposal will also link to activity to support people with dementia, a symptom of which is issues with mobility.

Detail of proposal:

Funding is sought to restore the single storey building in Marine Park to bring this back into operational use. This will include the replacement of the flat roof, internal plasterwork and refurbishment of the toilet blocks. Electricity will be provided to both the building and separate garage (cabled from Kings Parade); the latter will be used for storage of the mobility aids and their electrical charging. Any shortfall in funding will be sought from other sources and the contribution from the Committee used as match funding.

The building will be leased to Wired at a peppercorn rent. Wired will reconfigure its current service to release mobility equipment from its two other sites to relocate in New Brighton. Funding is sought to provide staffing in New Brighton on Saturdays and Sundays for a 12-month period. Funding applications will be made by Wired to other sources if this provision needs to be extended to weekdays.

Staff and volunteers will help people to decide what equipment to hire and ensure that they receive training to use it safely. These services are available to all with limited mobility (for example, a temporary injury, pregnancy, etc.). A membership scheme is in operation whereby an annual joining fee enables a discounted fee each time a piece of equipment is used. Casual users/visitors are welcome and pay for the use of equipment as and when. Wired also provides this service to people with double incontinence, a condition that often results in social isolation due to embarrassment, upset and fear. The service will also signpost users to appropriate support services, as and when additional needs are identified.

Wired will provide public access to the toilets when on site. These will undergo a monthly deep-cleanse (and minor repair work) undertaken by the Council's Environmental Health service, met through existing resources.

Opportunities will be explored to identify income generating options and/or further community activity at the site. This will form part of an overall plan to regenerate Marine Park, in line with the economic plan for New Brighton.

Anticipated breakdown of spend:	Shop Mobility Service (Weekends, 52 weeks)	£7,525
	Cable electricity	£20,000
	Replace roof	£20,000
	Internal works including refitting of public toilets	£20,000

Other options considered:

There are many good examples both locally and nationally of projects to tackle social isolation. Options were considered for funding bespoke project/s. Wirral South Constituency Committee has recently undertaken an exercise to commission a service to a) tackle existing social isolation (focusing upon older people, people from black and ethnic minorities, people who have substance misuse problems, people with mental health issues and carers) in Wirral South and b) prevent further social isolation within the above strands in Wirral South. Collaborative bids have been encouraged. This approach has been considered, but there is merit in waiting for this to progress and identify any lessons learnt before giving thought to replicating.

Shop mobility is a much needed service in New Brighton for the benefit of local residents and visitors. No other suitable premises for a Shop Mobility site have been identified in New Brighton. Wired, as a registered charity, is not in a position to take on the costly lease of shop premises.

The use of a converted Portacabin/shipping container (similar to the site in Liscard), connected to a power source, has been costed at approximately £45,000.

Committee Priorities impacted:	<ul style="list-style-type: none"> • Improving personal wellbeing • Improving economic wellbeing • Improving neighbourhood wellbeing
Wirral 2020 pledges impacted:	<ul style="list-style-type: none"> • Older people live well • People with disabilities live independently • Assets and buildings are fit for purpose • Thriving small businesses • Vibrant tourism economy • Wirral residents live healthier lives • Leisure and cultural opportunities for all • Wirral's neighbourhoods are safer • Attractive local environment
Public Health Outcomes impacted (Y/N):	Yes

Lead Officer/s:	Caroline Laing (Constituency Manager - Wallasey) Jacqui Canning (Wired Resource Centre Manager)
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