



COUNCILLOR
STUART WHITTINGHAM

CABINET
MONDAY, 27 JUNE 2016

WIRRAL PLAN: A 2020 VISION -
UNDERPINNING STRATEGIES:
CONNECTING WIRRAL

Councillor Stuart Whittingham said:

“Transport is essential for every resident, business and visitor to Wirral: it connects people to services, employment, education and healthcare and is a fundamental part of our daily lives. Having access to safe and accessible transport is a right for all our residents and crucial to all that we aspire to in the delivery of our Wirral Plan. We need to ensure that transport protects the vulnerable members of our community, supports economic growth and helps to improve the local environment. One of our key pledges is to ensure that Wirral has safe, affordable, well maintained and efficient transport networks for resident to access community services, enjoy our leisure facilities and commute to work”.

REPORT SUMMARY

The Wirral Plan: A 2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the plan are underpinned through the development and implementation of a set of key strategies and a delivery plan.

This report provides Cabinet with the Connecting Wirral strategy, a key strategic transport document which articulates how Wirral’s transport network and transport services are fundamental to supporting the delivery of every priority of the Wirral plan;

People

‘Wirral is a place where the vulnerable are safe and protected, every child gets a good start in life and older residents are respected and valued’.

Business

‘Wirral is a place where employers want to invest and businesses thrive’.

Environment

‘Wirral has an attractive and sustainable environment, where good health and an excellent quality of life is enjoyed by everyone who lives here’.

This matter affects all wards within the Borough and is therefore a key decision.

RECOMMENDATION

Cabinet is recommended to approve the Connecting Wirral strategy which is appended to this report.

SUPPORTING INFORMATION

1.0 REASON FOR RECOMMENDATION

1.1 The Connecting Wirral strategy has been developed to deliver the Wirral Plan pledge to *'ensure that Wirral has safe, affordable, well maintained and efficient transport networks for residents to access community services, enjoy our leisure facilities and commute to work.'*

2.0 OTHER OPTIONS CONSIDERED

2.1 No other options have been considered.

3.0 BACKGROUND INFORMATION

A five year Wirral Plan received unanimous approval at the meeting of the full Council on 13th July 2015 and has been adopted by all strategic partners from the public, private and third sectors.

The plan contains twenty pledges to be achieved by 2020 and one of the pledges under the Business theme sets out to *'ensure that Wirral has safe, affordable, well maintained and efficient transport networks for residents to access community services, enjoy our leisure facilities and commute to work.'* It is important to note that due to the cross-cutting nature of transport the pledge also cuts across the Business and People themes.

The strategy will deliver this through the following;

- Residents, business and visitors will be engaged through consultations, forums and user groups and we will work in partnership;
- We will use engineering to improve our road networks, to build new cycle routes, improve pedestrian facilities and take advantage of new technology to make it easier to travel efficiently, safely and sustainably;
- People will feel confident to change their travel habits and try healthy, environmentally friendly ways of getting around;
- Residents, businesses and visitors will know how to get around and where to find information;
- Enforcement will be required where people do not comply with driving laws, or do not consider other road users in their driving or parking habits.

The Connecting Wirral strategy is the first of its kind for Wirral and its purpose is to bring partners together, to focus our plans and our funding, to continue improving our network and services, and achieving even better outcomes for Wirral.

The delivery of the Connecting Wirral strategy will be overseen by a steering group which will have representation from all relevant partners, and will have clear linkages to the

Constituency Committees and voluntary groups to ensure locally addressed priorities are addressed.

The strategy will be reviewed on an annual basis with regular performance reporting taking place through appropriate governance arrangements.

4.0 FINANCIAL IMPLICATIONS

The key themes of the Connecting Wirral strategy will be delivered through a range of initiatives and schemes; these will be funded through existing resources and additional grant funding, which will be sought as appropriate.

Due to the cross thematic nature of the Connecting Wirral strategy consideration will be given to reviewing internal funding available for transport to ensure we maximise outcomes with our resources.

5.0 LEGAL IMPLICATIONS

There are no legal implications arising directly from this report. As the strategy's key priorities are developed the legal implications will be identified as part of the project plan.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

The Connecting Wirral strategy will be co-ordinated by existing staff resource, mainly from Highways and Transport, and Integrated Transport, but due to the cross cutting nature of transport support will also be needed from other staff across the Council. Partners such as Merseytravel and Police will also play a key role in the delivery of the strategy, as well as transport operators. Other partner resources will be sought where possible to support specific aspects of the strategy.

7.0 RELEVANT RISKS

The Corporate Risk Register will be refreshed in line with the new Wirral Plan to ensure that any risks to delivery are understood and mitigating actions are put in place as appropriate.

8.0 ENGAGEMENT/CONSULTATION

The report is consistent with the principles of the Wirral Plan: A 2020 Vision which was developed following full consultation with partner organisations and residents. The Connecting Wirral strategy has also been informed by the results of the Wirral Residents Survey of 2015, the Wirral Residents element of the National Highways and Transport Network Survey of 2015, and following consultation which was undertaken as part of the development of the Wirral element of the Liverpool City Region Transport Investment Pipeline work which was undertaken by Mott MacDonald.

9.0 EQUALITY IMPLICATIONS

The potential impact has been reviewed with regard to equality and the impact review can be found at:

<http://wbcnet.admin.ad.wirral.gov.uk/governance-equality/equality-impact-assessment>

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APPENDICES

Appendix 1 – Connecting Wirral Strategy

REFERENCE MATERIAL

All reference material contained within the strategy appended to this report

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Not applicable	