

WIRRAL PLAN OVERVIEW REPORT 2016-17 QUARTER ONE

PERFORMANCE SUMMARY

PLEDGE	INDICATOR	WIRRAL PLAN START	TARGET	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
OLDER PEOPLE LIVE WELL	Healthy Life Expectancy at birth: Males	59.8 2011-13	59.8 (Annual)	60.4 Green	↑	Higher is better
	Healthy Life Expectancy at birth: Females	61.8 2011-13	61.8 (Annual)	60.9 Amber	↓	Higher is better
YOUNG PEOPLE ARE READY FOR WORK AND ADULTHOOD	Percentage of schools rated 'good' or 'outstanding' by Ofsted	84% 2014-15 Acad Year	93.4% (Annual)	85% Amber	↑	Higher is better
REDUCE CHILD AND FAMILY POVERTY	Increase the employment rate in Wirral	66.7% Mar 2014 - Mar 2015	70.0%	69.7% Green	↑	Higher is better
PEOPLE WITH DISABILITIES LIVE INDEPENDENT LIVES	Employment rate aged 16-64 - Equality Act core or Work Limiting Disabled	37.1% Mar 2014 - Mar 2015	43.6%	46.6% Green	↑	Higher is better
ZERO TOLERANCE TO DOMESTIC VIOLENCE	Number of domestic abuse Wirral MARAC cases per 10,000 adult females	54 2014-15	13	23 Blue	↑	Higher is better (policy is to increase reporting before figures reduce)
	Children and young people experience domestic abuse (Wirral MARAC cases)	1289 2014-15	381	302 Green	↓	Higher is better (policy is to increase reporting before figures reduce)
	Percentage of incidents of repeat domestic abuse (Wirral MARAC cases)	16% 2014-15	25%	30% Amber	↓	Lower is better
GREATER JOB OPPORTUNITIES IN WIRRAL	Increase the number of jobs created and safeguarded via Invest Wirral	970 2014-15	60	74 Blue	↑	Higher is better
	Increase the employment rate in Wirral	66.7% Mar 2014 - Mar 15	70.0%	69.7% Green	↑	Higher is better

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PLEDGE	INDICATOR	WIRRAL PLAN START	TARGET	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
VIBRANT TOURISM ECONOMY	Increase visitor numbers each year based on the 2014 baseline	7.08m (2013)	7.87m (Annual)	8.20m Green	↑	Higher is better
	Increase the value of the tourism economy by at least 5% each year	£327.85m (2013)	£372.70m (Annual)	£385.80m Green	↑	Higher is better
TRANSPORT & TECHNOLOGY INFRASTRUCTURE FIT FOR THE FUTURE	Reduce the number of people killed or seriously injured in road traffic accidents	140 2014-15	24	29 Amber	↑	Lower is better
GOOD QUALITY HOUSING THAT MEETS THE NEEDS OF RESIDENTS	Bring 1,250 empty properties back into use	New indicator	349	388 Blue	N/A	Higher is better
WIRRAL'S NEIGHBOURHOODS ARE SAFE	Reports of anti-social behaviour (ASB) to Merseyside Police	11837 2014-15	3056	2764 Blue	↑	Lower is better
	Number of crimes recorded by the Police	19061 2014-15	5238	4906 Green	↑	Lower is better
ATTRACTIVE LOCAL ENVIRONMENT FOR WIRRAL RESIDENTS	Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti	New indicator	93%	94.2% Blue	N/A	Higher is better

Key

Trend

↑ Performance Improving ↓ Performance Deteriorating ↔ Performance Sustained N/A - No comparable data available

Based on Wirral Plan start date with exception of: Number of domestic abuse Wirral MARAC cases per 10,000 adult females, Children and young people experience domestic abuse (Wirral MARAC cases), Percentage of incidents of repeat domestic abuse (Wirral MARAC cases), Increase the number of jobs created and safeguarded by Invest Wirral, People killed or seriously injured in road traffic accidents, Reports of Anti-social behaviour (ASB) to Merseyside Police, Number of crimes recorded by the police - ALL compared to same period in previous year.

Target Rating (Blue, Green, Amber, Red) based on agreed tolerance range for individual measures

Blue - Above Target Green - Within Target Amber - Below Target Red - Significantly Below Target.

PLEDGE: LEISURE AND CULTURAL OPPORTUNITIES FOR ALL

Overview from the Pledge Sponsor

Good progress is being made in order to achieve the pledge and deliver leisure and cultural opportunities for all. Highlights include:

In June, the Active Wirral campaign was launched to encourage residents to get moving. The focus is on motivating people and suggesting the small and simple ways that people can make a big difference to their family's health. The month of June's focus was on cycling and in particular the benefits of 'getting back on a bike!' The campaign is backed by Tranmere Rovers and the first event 'Bike Breakfast' took place on 29th June at Prenton Park and offered people the chance to take part in organised bike rides and advice sessions with a free breakfast provided.

Footgolf has been introduced to three sites across the Wirral in order to attract a wider audience to our golf sites to bring in much needed revenue capitalising on Merseyside's 'hotbed' of football. With relatively minimal start-up and maintenance costs and easy accessibility Footgolf has already proven to be a great success already with over 6000 people playing throughout Wirral in just under four months, generating over £35k.

Love New Brighton Parade returned this year bigger than ever with this year's Astral Coast Festival taking place alongside the event. The Parade is the product of Love New Brighton and is a fantastic new partnership between New Brighton Community Centre, Brightside Young People's Project, Wallasey Youth Hub with the support of local schools, community organisations, businesses, traders, residents and local artists and also Wirral Council.

Now in its fifth year, Astral Coast is the focal point of the musical year of The Open Door Centre, taking the discussion of Depression, Anxiety and Mental Health in general outside of the medical, clinical world and into people's lives via the world of music, the arts and creativity.

The new Wirral Youth Zone, named by young people as 'The Hive' is making good progress. This is a purpose-built facility for the borough's young people aged 8-19, and up to 25 for those with disabilities. It will be located next to the fire station on Exmouth Street in the centre of Birkenhead and is expected to be completed in 2016.

Preparations are underway to create a mid-river firework display with some special added extras turning it into one of the most ambitious fireworks events in the country. It is hoped that by moving the city's event to the waterfront, it will reach a larger audience and have more of an impact on the local economy in both Wirral and Liverpool.

PLEDGE: WIRRAL RESIDENTS LIVE HEALTHIER LIVES

Overview from the Pledge Sponsor

Work is progressing across all elements of the pledge plan, key actions to note are:

Action to tackle tobacco use:

- One in five adults in Wirral continue to smoke, with higher rates in the more deprived communities meaning that they bear the majority of the harm caused. Current evidence reports that in the UK regular e-cigarette use among young people is almost exclusively confined to those young people who have already smoked with the number of young people who smoke continuing to fall.
- Following the release of Public Health England guidance 'Use of e-cigarettes in public places and workplaces' we will develop a vaping policy that will provide the key principles for an approach that maximises the potential for e-cigarettes to improve health while managing the risks in any particular setting.

Action to tackle alcohol misuse:

Reducing the Strength - this voluntary scheme working with local stores who sell alcohol continues to have high engagement with local retailers. 46 businesses have signed up to the scheme together with 20 affiliates who are compliant with reducing the strength criteria, we therefore have 66 retailers not selling super strength alcohol across the borough. Affiliates are verified long term non-venders of super strength alcohol.

Action to promote healthy eating:

- Both Wirral University Teaching Hospital NHS Trust and Clatterbridge Cancer for Oncology are working on the development of Food and Drink Plans for both patients and staff. This is a good opportunity to improve the food offer for patients, staff and visitors.
- Takeaway for a change is progressing well with good engagement with local schools and local takeaways to promote healthy eating options, in quarter one in depth work has taken place with 6 schools all in areas of high need.
- 75 businesses have signed up to the Eat Well Wirral scheme, these businesses have taken a number of steps to improve their healthy eating order e.g. using a healthier cooking oil e.g. rapeseed.

Quarter two will see further action to recruit local businesses to the reducing the strength and health eating initiatives. Work will also commence with local alcohol retailers who have asked for training to support customers who want help in changing their lifestyles particularly with regard to drinking too much.

PLEDGE: GOOD QUALITY HOUSING THAT MEETS THE NEEDS OF RESIDENTS

Overview from the Pledge Sponsor

Delivery of the Good Quality Housing that Meets the Needs of Residents pledge is progressing well with Wirral's Housing Strategy recently being signed off. Work started during 2015/16, the first year of the Wirral Plan, on the delivery of our highest priority outcome indicators, with many supporting measures and action plan activities commencing this year. Supported by partners and stakeholders we will deliver our pledge and provide improvements to living environments and the health and wellbeing of our residents and provide support to those in need of our help.

For Quarter 2 we will focus on progressing more of our action plan activities by working in partnership and by collaborating with colleagues internal and external to the Council such as the Liverpool City Region Authorities to deliver and enable access to quality, efficient and affordable housing to our residents.

During Quarter 1 good progress has been made in several areas:

- Empty homes being brought back into use have progressed rapidly during this quarter exceeding target expectations.
- A Soft Market testing Event took place with prospective partners for delivery of Extra Care provision.
- Three further funding agreements were signed for developments to commence as part of the Councils affordable homes programme.
- More than 760 home adaptations have been completed to help vulnerable people remain and live safely in their homes.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Bring 1,250 empty properties back into use	New indicator		349	N/A	388 Blue	N/A	Higher is better

PLEDGE: WIRRAL'S NEIGHBOURHOODS ARE SAFE

Overview from the Pledge Sponsor

As the sponsor for the Pledge to 'Ensure Wirral Neighbourhoods are Safe' I am delighted to report a 2% reduction in the total number of crimes and a 13% reduction in the number of incidents of anti-social behaviour reported by the Police for Q1 2016-17, compared to the same period the previous year.

The drop in anti-social behaviour is testament to the success of our strategy to further integrate crime reduction staff such as Police and Community Support Officers with the borough's Community Patrol and Anti-Social Behaviour Officers.

Working closely with the Chamber of Commerce and Constituency Managers (amongst many others) residents and the business community are involved in ensuring crime reduction resources are focussed where and with whom there is greatest need.

The media reports of increased crime centred on prejudice, (hate crime), following the EU referendum have not been evident in Wirral or elsewhere in Merseyside.

In the coming months:

- We will promote the reporting of under-reported crimes such as hate crime or domestic abuse where the victim may need specialist support before coming forward.
- We will increase the range of community organisations to support hate crime victims in reporting incidents and to reduce the risk of re-victimisation.

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Number of crimes recorded by the Police	19061 2014-15		5238	19956	4906 Green	↑	Lower is better

PLEDGE: ATTRACTIVE LOCAL ENVIRONMENT FOR WIRRAL RESIDENTS

Overview from the Pledge Sponsor

Through a partnership approach delivery is well underway and it is pleasing to note that many of the performance indicators and measures that can be reported this quarter are achieving anticipated targets and that activities underway are progressing well.

Highlights for Quarter 1:

- Our performance relating to dog fouling and littering enforcement activities has exceeded expectations, we will continue to focus on these as prime drivers to cultural changes across Wirral.
- We achieved our ambitious target for the number of prosecutions undertaken for environmental offences.

In Quarter 2 work is underway to introduce more localised supporting activities, with direct input from constituency based colleagues and Members, these will be focused on improving living environments for residents. Additional work will also be planned to support schools to recycle more which will contribute our overall recycling commitment and obligations.

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Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti	New indicator		93%	N/A	94.2% Blue	N/A	Higher is better