

CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Matthew Patrick
CABINET PORTFOLIO FOR	Communications & Engagement
CO-ORDINATING CHIEF OFFICER	Clare Fish, Strategic Director for Families and Wellbeing

EXECUTIVE SUMMARY

This report is an update from the Cabinet Portfolio Holder to Members of the Council on matters relevant to his portfolio.

1.0 COMMUNITY ENGAGEMENT

Our neighbourhood working programme continues to support local communities to deliver innovative, invaluable work in their local areas. Recent achievements include:

Income which is being generated from the Council's successful crack-down on littering is being put to good use, with constituency teams identifying 24 locations of neglected private land, allowing the waste & environment service to issue formal legal notices in order to enter the land and clean it up, funding the extra work through income raised from Fixed Penalty Notices.

A Mermaid trail is going to be created as part of a community art project in New Brighton, taking inspiration from the 'Black Rock Mermaid', who was said to have appeared to a local sailor in New Brighton in the 18th century. The project will feature a series of mermaid statues right across the resort, designed by local artists, schools and community groups.

Youth charity HYPE (Helping Young People Everywhere), the Wirral West Constituency Committee and other local groups have worked together to bring the Memorial Garden on Hoole Road back into use after it fell into disrepair. The garden was established to provide a place of reflection for people who have lost loved ones on the estate. Local school children will now work with Merseyside Police Community Support Officers to keep the garden tidy.

Arts Council funding has been awarded to Port Sunlight to develop a community hub. Residents, businesses, and community groups in New Ferry have come together to create a new local voice for the town. Wirral South Constituency Committee invited businesses and community organisations to a meeting to

discuss the setting up of a new Town Team for the area. The meeting was a success, with groups including Port Sunlight Village Trust, New Ferry Residents' Association, New Ferry Village Hall, and New Ferry Rangers FC, all turning up.

2.0 COMMUNICATIONS & CONSULTATION

Work continues to progress well on the new Wirral Council residents' publication. The Council's communications team is working to deliver the project – as scheduled – during Autumn 2016; creating a powerful, interesting and impactful new approach to keep Wirral residents well informed about the services, events and community activity which is happening to improve the borough and their lives.

A procurement exercise has recently been completed, which will lead to the Council appointing partners to work on the project to deliver print and distribution services.

A new website to support the publication will also soon be launched, helping the Council further improve its ability to communicate with residents and keep them well informed about the services and work of the organisation and the wider Wirral Partnership.

All of this work is in direct response to the findings of the Wirral Residents' Survey 2015, which told us a majority of residents did not feel well informed about the services available to them. I am proud we have responded to these findings in such a proactive and ambitious manner, and I am excited by the potential of the new approach to communications. I firmly believe Wirral residents will welcome the opportunity to become better informed about the services which are there to support them, and look forward to the first edition of our publication later this month.