

EXTRAORDINARY COUNCIL MEETING – 17TH OCTOBER 2016

RESIDENTS' PUBLICATION

1. This Council recognises that regular communication is a key attribute of a successful relationship between a local authority and strong communities.
2. Council acknowledges the findings of the Residents' Survey, conducted by IPSOS/MORI in 2015, which identified that six out of ten local residents did not feel well informed about the Council and its services.
3. Council also notes that while Wirral is served by two free weekly newspapers and a dedicated Wirral edition of the leading regional newspaper, important information about the services and opportunities offered to residents by Wirral Council and other public agencies is still not reaching every resident.
4. Council notes that the distribution of free weekly newspapers is not uniform across the borough and evidence suggests poorer and more disadvantaged neighbourhoods appear to be the areas where these publications do not reach.
5. Council recognises its responsibility to ensure all of the Borough's residents and businesses are kept informed about services, job opportunities or other community announcements, especially those residents and communities who rely on Council services the most.
6. Council recognises the tremendous work performed on behalf of our residents by a wide range of organisations, working hard to make Wirral a wonderful place to live, and regrets that sometimes these endeavours and their successful impacts and outcomes are not being widely celebrated, promoted and acknowledged across the whole borough.
7. Council is proud of the contribution its residents, businesses, and private, public and voluntary sector organisations are making and wants to ensure their success, energy and commitment is better understood by residents.
8. Council supports the creation of a new monthly publication, distributed free to every home and business in the borough, supported by a new online portal for those comfortable with digital technology, focused on building greater awareness of the services the Council and its partners offer and building confidence, resilience and pride not just in some communities and neighbourhoods but across the whole of Wirral.
9. Finally, Council notes that the publication will be funded from existing budgets and will not require any additional resources.

Proposed by: Councillor Phil Davies

Seconded by: Councillor Matthew Patrick