

CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Matthew Patrick
CABINET PORTFOLIO FOR	Communications & Engagement
CO-ORDINATING CHIEF OFFICER	Fiona Johnstone, Strategic Commissioner – Health 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. COMMUNITY ENGAGEMENT

I am pleased to inform members that The Liverpool Institute for Performing Arts (LIPA) is working in partnership with the Council's constituency teams. The Theatre for Democracy eight week module involves community drama students from LIPA meeting regularly with community groups to research and create performances that are delivered locally, with a focus on identifying ideas and solutions for sustainable change and improvement. During December 2016, local performances will be followed by a presentation on the 14th, delivered to key Wirral decision-makers aimed at influencing their strategic thinking.

I am also proud to announce that 16 environmental projects in Birkenhead swept the board at a regional North West In Bloom awards ceremony. Residents, Councillors and representatives of a variety of agencies attended the ceremony to collect their awards. Each project had to show how it fared against a range of criteria, including planting, community involvement, sustainability, biodiversity and recycling. These projects were all led by residents, supported by council teams including housing, waste and recycling and the Birkenhead constituency staff, Magenta Housing and other social housing associations.

Also of note is the work recently undertaken to transform a sports pavilion near to New Brighton's promenade into a base where people with mobility issues can hire equipment to help them get out and about more easily. This was made possible with funding from the Wallasey Constituency Committee with the aim of tackling social isolation. Shopmobility staff and volunteers will operate the center every weekend and hopefully will make New Brighton more accessible to people with physical disability or mobility issues.

Wirral South Constituency Committee will be funding bursaries for young people to take part in the National Citizenship Service (NCS), enabling them to embark on exhilarating challenges and build skills for work and life. The programme is locally delivered by a

number of service providers including the Council's Sports Development Team. With Sports Development, young people get to experience one "away" residential element across the country and one "Home" residential at Wirral Country Park in Thurston. The bursary scheme will be available to young people from deprived areas in Wirral South.

2. COMMUNICATIONS AND CONSULTATION

The council's new resident publication – Wirral View – was launched in October 2016. Containing 32 pages of informative, useful information about the council and its partners, Wirral View was developed to respond to the findings of the 2015 Residents' Survey, which told us we were not communicating well enough with local people.

The council has received very positive feedback about Wirral View, with many residents, community organisations and partners welcoming its launch and looking to share positive news and information about their activities in the borough. The council did experience some initial problems with distribution, with work ongoing to ensure every resident and every business receives Wirral View in future months.

Also launched during October was www.wirralview.com, a new website to help Wirral Council, its partners and all community organisations in Wirral to celebrate their work and promote the many positive activities and events which are taking place all across the borough. In just its first week online, the website received over 10,000 hits and its popularity and use continues to grow.

I am confident our new focus on keeping Wirral residents better informed about the services and support available to them will prove incredibly powerful and help to support the delivery of all 20 Pledges in the Wirral Plan.