



**COUNCILLOR ANN MCLACHLAN**

**CABINET MEMBER FOR  
TRANSFORMATION, LEISURE  
AND CULTURE**

**CABINET**  
**27 MARCH 2017**

**WIRRAL PLAN PROGRESS UPDATE:**  
**2016/17 QUARTER 3**

**Councillor Ann McLachlan, Cabinet Member – Transformation, Leisure and Culture, said:**

*“The Wirral Plan was created to change people’s lives for the better: the 20 Pledges are our contract with the people of Wirral, and we will deliver as promised. Combined, they will have a huge impact – improving the quality of life every one of our residents can enjoy.*”

*“We are now well into the delivery phase of our Plan, and we are seeing some real results – concrete evidence which demonstrates the impact we are having all across the borough. We are also clear about where our challenges still exist.*”

*“We promised Wirral residents we would be open and honest with them about our progress and this report is an important part of this process.”*

## **REPORT SUMMARY**

This report provides a progress update on the ongoing delivery of the Wirral Plan and 20 Pledges. It focusses on key activities and successes in Quarter 3 (October to December 2016) and the progress which has been made.

The report affects all wards within the borough. It is not a key decision.

## **RECOMMENDATION/S**

Cabinet is requested to note the contents of this report.

## **SUPPORTING INFORMATION**

### **1 REASON/S FOR RECOMMENDATION/S**

- 1.1 To ensure Cabinet has the opportunity to review progress towards achieving the Wirral Plan.

### **2 OTHER OPTIONS CONSIDERED**

- 2.1 The Wirral Plan was agreed at Council in July 2015, creating a long-term vision for the borough alongside 20 Pledges which would be delivered by 2020. This report provides Cabinet with an update on the progress towards those pledges and therefore other options were considered.

### **3 BACKGROUND INFORMATION**

- 3.1 This report provides a summary update of progress in delivering the Wirral Plan. Performance of the Wirral Plan is monitored by the Council's Overview and Scrutiny Committees and the Wirral Plan Partnership Delivery Group.
- 3.2 A Wirral Plan Performance Management Framework is in place and ensures robust monitoring arrangements. Information made available each quarter includes a Wirral Plan overview report and detailed performance reports associated with each Pledge.

### **Performance Highlights – Quarter Three**

Delivery of the Wirral Plan is driven by all partners working with residents to make a difference. The points highlighted below provide some examples of where work towards the 20 Pledges is driving improvements in the lives of Wirral residents.

The list is not exhaustive, nor does it cover all 20 Pledges. More substantial performance data and key information related to the 20 Pledges is reported through the Council's overview and scrutiny committees.

### **Performance Highlights: Business**

- The number of jobs created/safeguarded continues to exceed target and Wirral Council supported the submission of 11 Single Investment Fund applications to the City Region in December 2016 to support our jobs growth pledge.
- The Wirral Ways to Work Programme has engaged almost 600 clients since starting in April 2016 with over 100 people finding work or training.
- We have launched a 'Skills for Growth' Advisers programme across the City Region to work alongside our Business Growth Hub Advisers. This will provide businesses with funding and advice on skills to support our 'Workforce Skills Match Business Needs' pledge.

- Wirral received a National Highways and Transport (NHT) Network award at the NHT Annual Conference in recognition of being the only authority in England who has shown significant improvement in all the Road Safety elements of the Public Satisfaction Survey.
- The roll out of superfast broadband was completed at the end of October 2016 ahead of schedule and resulted in the deployment of 494 superfast structures offering services to an additional 60,120 premises across Merseyside.
- The Travel Solutions' Programme to support residents to access employment and training continues to gain strength with 1,250 referrals being handled between April and December 2016. The project is supporting Wirral residents to overcome barriers to accessing employment and over 75% of residents who are assisted are still in employment 6 months after receiving support. Unfortunately funding for this project will conclude March 2017.
- Although most performance indicators are making good progress, the number of road traffic collisions resulting in death or serious injury being reported at this time is slightly higher than we anticipated. However, it is likely the year-end figure will have reduced bringing it in line with the hopes of the Road Safety Partnership.

### **Performance Highlights: Environment**

- The Council's Sports Development Unit delivers a programme of activities to get young people involved in sport and their communities. The National Citizens Service (NCS), is a voluntary personal and social development programme for 15-17 year olds. During Quarter 3 57 young people successfully engaged in a number of activities including working with homeless people and taking part in a 'sleep out' in Birkenhead.
- By the end of quarter three, the local stop smoking service had supported 1,396 people to set a quit date, 691 clients were still smoke free after 4 weeks (a quit rate success of 49%). 61% of the 4 week quitters remained smoke free at 12 weeks.
- Over 90 fast food take-ways in Wirral now have at least a bronze level 'Eatwell Wirral' award meaning they have made a series of healthy improvements to their overall offer such as using a different cooking oil or directly promoting healthier options.
- Five targeted schools have now completed their Takeaway For a Change intervention resulting in highly positive feedback on their involvement. 5 further schools have been targeted (using National Child Measurement Programme data) for the next round of activity.
- The Council has been successful in securing £7M of funding to support the building of affordable homes. 88 more affordable homes have already been delivered since April 2016.

- Between April and December 2016 we have seen the installation of 2,290 home adaptations in response to referrals from Health & Social Care. These interventions have helped to prevent hospital admissions and readmissions as well as supporting hospital discharges.
- Wirral's overall crime rate and levels of anti-social behaviour reported to the Police have continued to fall in year. The current emphasis on restorative justice practises, hate crime and domestic violence is helping to support the most vulnerable victims and reduce repeat victimisation.
- Tomorrow's Women Wirral (TWW) have been commended by the Butler Trust for their work on a Community Payback project commissioned to address Domestic Abuse and Harmful Practices. The results are impressive, with breach rates low and the majority of the women completing their hours and achieving additional qualifications. TWW are due to receive their commendation from HRH Princess Anne in March 2017.
- Environmental enforcement remains a very high priority for the Council in partnership with Kingdom Limited and we continue to exceed targets relating to littering. In terms of dog fouling, we have achieved a 78% improvement when compared to the same period last year. Local areas are benefitting from the increased cleanliness and fewer concerns are being raised by residents. The longer term goal is to encourage behavioural change.
- During the last quarter, Wirral Council was nominated for a Most Improved Council award for Street Cleansing, and while we did not win the category it was an acknowledgement of our endeavours to provide excellent and wide ranging frontline services and recognised our continuous improvement.

### **Performance Highlights: People**

- A new borough-wide advice service was commissioned in December 2016. 'Ask Us Wirral' will provide information and sign-posting to both basic and detailed legal advice for Wirral residents. It is a multi-agency approach targeted to ensure isolated and vulnerable groups are able to access support.
- A second 'Wirral Door Knock' event was delivered in Woodchurch at the beginning of December. Together, the team knocked on almost 900 doors and were able to reach isolated residents to inform them of the various Christmas Day lunches in their area and other regular activities offered in their community. A further door knock is planned in Rock Ferry in March.
- The early year's foundation stage profile results have increased from 69.5% to 69.8%. Wirral's performance remains one of the highest both regionally and nationally. Wirral's performance has improved by 5.8% since the start of the Wirral Plan and is 2.9% higher than the North West average and 0.3% higher than performance nationally. The achievement gap between pupils eligible for free school meals and their peers has reduced compared to the previous academic year and further support is being provided to 22 targeted schools to ensure children are reaching their potential.

- In this quarter the latest Ofsted figures have been published with 91% of Wirral schools rated as good or outstanding which is an improvement of 7% from the previous academic year.
- The 2016 annual Youth Parliament was held on 8 November 2016 which supports young people to improve their knowledge and engage in youth matters. The event had a focus on mental health and provided the opportunity for young people to raise and debate issues important to them with local elected members.
- A delivery plan has been developed for the three Community Pilots being delivered in Seacombe, Beechwood and Birkenhead North with the aim of improving life chances. Each of the areas met with local partner organisations to shape these plans and delivery is now underway. In December 2016 over 2500 Christmas hampers were delivered across the pilot areas targeting vulnerable and isolated people and families.
- The Live Well Wirral website went live in October 2016. This service supports people with disabilities to gain access to the full range of services available to them.
- The employment rate for people with disabilities at Quarter 3 has achieved the target set. A range of activity is being delivered to continue to enhance this outcome. This included a Pathways to Employment event delivered in November for partners and provider organisations to find out more about the support offer available to help people with disabilities into work. This was followed by a 'Disability Confident' event in December specifically targeting employers.
- A new Advocacy Hub contract was awarded in October to provide Independent Mental Capacity, Health Advocacy and Care Act Advocacy as well as general advocacy and the promotion of self and peer advocacy. These services will ensure that people with disabilities are effectively represented and supported in relation to decisions made about them and their care provision.
- Disabled audits have been completed at locations across the borough including Council buildings, Leisure Centres and across the transport network. Over 550 access reviews and 150 access guides have been completed and will be made available to people living in and visiting Wirral. This will provide increased opportunities for people with disabilities to access services and facilities and be better able to plan their visits to specific locations and attractions.
- The Tomorrow's Women Wirral Peer Mentor Project, managed by Wirral Connect, is delivering a highly effective community based support programme for survivors of domestic abuse. This has resulted in;
  - Providing mentoring support to 400 women affected by domestic abuse.
  - 32 women successfully achieving the Level 2 Award in Peer Mentoring.
  - 25 women pursuing the role of Domestic Abuse Mentor.

- 100 women disclosing domestic abuse for the first time.
- 250 women with improved awareness and access to domestic abuse support services, reduced levels of social isolation and improved levels of confidence and emotional wellbeing.

#### **4 FINANCIAL IMPLICATIONS**

4.1 There are none arising from this report.

#### **5 LEGAL IMPLICATIONS**

5.1 There are none arising from this report.

#### **6 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS**

6.1 There are none arising from this report.

#### **7 RELEVANT RISKS**

7.1 There are none arising from this report.

#### **8 ENGAGEMENT AND CONSULTATION**

8.1 The priorities in the Wirral Plan and underlying pledges were informed by a range of consultations carried out in 2015 and 2016, including the Wirral resident survey.

#### **9 EQUALITY IMPLICATIONS**

9.1 The Wirral Plan equality impact assessment was completed and is available online at [www.wirral.gov.uk](http://www.wirral.gov.uk).

**REPORT AUTHOR:** Kevin MacCallum  
Head of communications

#### **APPENDICES**

#### **REFERENCE MATERIAL**

#### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
Cabinet	8 December 2016
Cabinet	5 September 2016