

# **WIRRAL PLAN OVERVIEW REPORT 2016-17 QUARTER THREE**

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# PERFORMANCE SUMMARY

PLEDGE	INDICATOR	WIRRAL PLAN START	END OF YEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
<b>OLDER PEOPLE LIVE WELL</b>	Healthy Life Expectancy at birth: Males	59.8 2011-13	59.8		60.4 Green			↑	Higher is better
	Healthy Life Expectancy at birth: Females	61.8 2011-13	61.8		60.9 Amber			↓	Higher is better
<b>CHILDREN ARE READY FOR SCHOOL</b>	Foundation Stage - % achieving a good level of development	62.8% 2013-14 Acad Year	85.0%				69.6% Red	↑	Higher is better
<b>YOUNG PEOPLE ARE READY FOR WORK AND ADULTHOOD</b>	The % of children achieving 5 good GCSE's (or equivalent) at Key stage 4 (including English and Maths)	60.0% 2013-14 Acad Year	68.0%				62.2% Amber	↑	Higher is better
	Percentage of schools rated 'good' or 'outstanding' by Ofsted	84.0% Aug 2015	93.4%				91.0% Green	↑	Higher is better
<b>REDUCE CHILD AND FAMILY POVERTY</b>	The proportion of children in low income families	21.5% Aug 2013	21.4%			23.3% Amber		↓	Lower is better
	Increase the employment rate in Wirral	66.7 2014-15	70.9	70.6	69.7 Green	69.7% Green	69.0 Red	↑	Higher is better
	The achievement gap between pupils eligible for free school meals and their peers achieving at Key Stage 4 (5 or more good GCSE's including English and Maths)	35.7% 2013-14 Acad Year	23.0%			35.7% Red		↔	Lower is better
<b>PEOPLE WITH DISABILITIES LIVE INDEPENDENT LIVES</b>	Health related quality of life for people with long term conditions	0.698 2014-15	0.698			0.695 Green		↓	Higher is better
	Employment rate aged 16-64 - Equality Act core or Work Limiting Disabled	37.5% Jun 2015	43.6%	43.6%	46.6% Green	48.3% Blue	45.4% Green	↑	Higher is better

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PLEDGE	INDICATOR	WIRRAL PLAN START	END OF YEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
<b>ZERO TOLERANCE TO DOMESTIC VIOLENCE</b>	Number of domestic abuse Wirral MARAC cases per 10,000 adult females	54 2014-15	52	39	13 Green	27 Green	36 Green	↓	Higher is better (Policy is to initially increase reporting)
	Children and young people experience domestic abuse (Wirral MARAC cases)	1,289 2014-15	1,524	1,143	302 Green	579 Red	807 Red	↓	Higher is better (Policy is to initially increase reporting)
	Percentage of incidents of repeat domestic abuse (Wirral MARAC cases)	16% Apr 2014 - Mar 15	25%	25%	30% Amber	21% Green	25% Green	↓	Lower is better
<b>GREATER JOB OPPORTUNITIES IN WIRRAL</b>	Increase the number of jobs created and safeguarded via Invest Wirral	970 2014-15	979	475	74 Blue	193 Blue	480 Green	↓	Higher is better
	Increase the employment rate in Wirral	66.7 2014-15	70.9	70.6	69.7 Green	69.7 Green	69.0 Red	↑	Higher is better
<b>VIBRANT TOURISM ECONOMY</b>	Increase visitor numbers each year based on the 2014 baseline (m)	7.59 2014	7.87		8.20 Green			↑	Higher is better
	Increase the value of the tourism economy by at least 5% each year (£m)	£355.00 2014	£372.75		£385.80 Green			↑	Higher is better
<b>TRANSPORT &amp; TECHNOLOGY INFRASTRUCTURE FIT FOR THE FUTURE</b>	Increased the volume percentage of people cycling	0% Index for 2013/14	8%			19% Blue		↑	Higher is better
	Reduce the number of people killed or seriously injured in road traffic accidents	140 2014-15	96	72	29 (P) Amber	55 (P) Green	86 (P) Amber	↑	Lower is better
	Maintain the condition of Wirral's strategic network - Principal Roads	1.40% 2014-15	2.00%			1.40% Blue		↔	Lower is better
	Maintain the condition of Wirral's strategic network - Non-principal Roads	1.40% 2014-15	2.00%			1.30% Blue		↑	Lower is better

# PERFORMANCE SUMMARY

pledge	indicator	Wirral Plan Start	End of Year Target	Q3 Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	Trend	Direction of Improvement
Leisure and Cultural Opportunities for All	Adult (14+) participation in sport (at least once per week)	38.2% 2014 - 15	39.5%				35.8% Amber	↓	Higher is better
Wirral Residents Live Healthier Lives	Admission episodes for alcohol related conditions	853.0 2013-14	810.0				819.0 Amber	↑	Lower is better
	Smoking prevalence in adults (age 18 and over) in Wirral	17.2% 2014	16.5%			18.9% Red		↓	Lower is better
	Excess weight in adults	66.2% 2012-14	N/A				66.7%	↓	Lower is better
Good Quality Housing that meets the needs of residents	Bring 1,250 empty properties back into use	0 N/A	529	469	388 Blue	446 Green	524 Blue	N/A	Higher is better
Wirral's Neighbourhoods are Safe	Reports of anti-social behaviour (ASB) to Merseyside Police	11,837 2014-15	10,749	8,700	2,764 Blue	5,777 Blue	8,048 Blue	↑	Lower is better
	Number of crimes recorded by the Police	19,061 2014-15	20,954	15,716	4,906 Green	9,841 Green	14,839 Green	↑	Lower is better
Attractive Local Environment for Wirral Residents	Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti (Main Gateways and Retail Areas)	97.5% 2014 - 15	93.0%	93.0%	94.2% Blue	97.3% Blue	98.7% Blue	↑	Higher is better
	Achieve 50% kerbside recycling of domestic waste by 2020	36.30% 2014-15	40.00%	36.40%	35.70% Red	38.40% Green		↔	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, Achieve 50% kerbside recycling of domestic waste by 2020 - 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.

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# PLEDGE: OLDER PEOPLE LIVE WELL

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## Overview from the Pledge Sponsor

Since October 2016, there has been further progress to report across all areas of the strategy. Wirral Dementia Action Alliance was launched in early 2016 thanks to the enthusiasm of local people who want to work together to make the whole of Wirral a better place for people living with or supporting people with dementia. There are now plans for a public-facing campaign led by Age UK Wirral and the Alzheimer's Society challenging some of the assumptions people have around dementia. The Alliance now has 10 members.

More information can be found on their website:  
[www.dementiaaction.org.uk/local\\_alliances/15366\\_wirral\\_daa](http://www.dementiaaction.org.uk/local_alliances/15366_wirral_daa).

We know how important it is for older people to have access to the right information at the right time and in response to this a new advice service was commissioned in December 2016. 'Ask Us Wirral' will commence from the 1st April 2017 and will be a borough-wide service providing information and sign-posting, basic advice and more detailed legal advice. Some of the key benefits of the new service include improved digital access and a single telephone number for all enquiries.

Through the strategy, it is recognised that being and feeling safe is a priority for all of our residents, but especially for older people. It is positive to report the continued reduction in crime and anti-social behaviour in Wirral which illustrates the great partnership working and innovative programmes that are being delivered across the borough.

A second 'Great Wirral Door Knock' was held with partners in Woodchurch at the beginning of December. Together, the team knocked on almost 900 doors and were able to reach several residents who had been feeling lonely and made sure they knew 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.

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Healthy Life Expectancy at birth: Males	59.8 2011-13	England: 63.4 (2012 - 2014) North West: 61.1 (2012 - 2014)	59.8		60.4 Green			↑	Higher is better
Healthy Life Expectancy at birth: Females	61.8 2011-13	England: 64.0 (2012 - 2014) North West: 61.8 (2012 - 2014)	61.8		60.9 Amber			↓	Higher is better

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# PLEDGE: CHILDREN ARE READY FOR SCHOOL

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## Overview from the Pledge Sponsor

Development remains steady across each key priority area and associated actions against plans. Lead organisations continue to input appropriately to ensure outcomes are progressed, recorded and reported in line with the pledge 'children are ready for school'.

The take up of the 2 year old offer has seen significant improvements during the last quarter and is now reporting take up by 88.05% of eligible children, this is an increase from 75.40%. Attention will remain focussed in this area to ensure that the target of 90% take up is pursued. Take up across the respective constituency areas has also improved:

- Birkenhead - increase from 67.15% to 84.76% in the last term (an increase of 17.61% increase)
- Wallasey - increase from 77.96% to 89.27% in the last term (an increase of 11.31%)
- South and West - increase from 72.38% to 90.90% in the last term (an increase of 18.52%).

Whilst this improvement is good, and is the result of a whole partnership approach to tackling this persistent issue through the work of the pledge group, we can never be satisfied with this until we meet the challenge of all children taking up their offer, and if they do not, we understand the circumstances of each child and family not doing so. Our local position now exceeds the national expectation for reporting against this outcome and brings Wirral in line with other Local Authorities in the Liverpool City Region.

The early year's foundation stage profile results have increased slightly from 69.5% to 69.8%. This outcome still remains as one of the highest both regionally and nationally. The results across the North West for the highest attaining Local Authorities, Wirral being one of them, have remained relatively static from the

previous academic year. The end of year target is ambitious and despite Wirral's performance improving by 5.8% since the start of the Wirral Plan, with reporting 2.9% higher than the North West average and 0.3% higher than performance nationally, the outcome still reports red. The reporting target for next year will be adjusted. The focus locally remains to narrow the gap for those children who are still not reaching a good level of development at the end of reception class year. Targeted work with 22 schools continues and will be closely monitored.

Research and evaluation of what is in use across the North West region to successfully track children's development has informed the selection of a tool to track development of Wirral's children in their earliest years. Implementation of the tool locally will begin during the next academic year.

Health outcomes for the priority 'Children in Wirral will start life well' (infants who received a 6-8 week Development Check by the time they were 8 weeks, babies who received a 12 month Health Visitor review by the time they turned 12 months and children who received a 2-2½ year Health Visitor review), were low when compared to both the National target and North West regional neighbours, and challenging targets have been pursued during this reporting period.

Whilst some progress has been achieved it still remains that the indicators may remain rated red (or amber) against target for the duration of the reporting period (2016 /17). It was agreed to set the target high and make our expectation for compliance and improvement clear to providers, our partners and service users. Further development remains a clear focus.

A training programme (Cherish) has now been written for Early Years practitioners focussing on the attachment needs of young children in Early Years settings. The first training course will be delivered in March 2017 to 20 participants, initially targeting practitioners in settings/schools with 2 year olds and Foundation Stage 1 provision. The aim of the course is for participants to develop and understand the

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# PLEDGE: CHILDREN ARE READY FOR SCHOOL

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## Overview from the Pledge Sponsor

importance of promoting and developing secure attachments between themselves and children in their setting. It will also look at the impact this has on the child's development and long term well-being.

A successful workshop in December 2016 considered alignment across the priorities and actions, to both share the responsibilities against expected progress and to reduce any duplication. Work is already benefiting developments and is particularly evident in the take up of the 2 year old offer.

Learning from Ofsted in terms of our youngest children and their families has been a key driver for recent developments around safeguarding. Recent developments see a multi-agency pre-birth liaison meeting take place monthly to ensure that needs are identified as soon as possible and the right support is offered.

The 'my child can' is key to effective communication and has started to be used by wider partners to ensure key messages are translated and better engagement with parents/carers and the wider community is considered for the agenda.

Work in the next quarter will focus on: developing stretching targets and action plans to deliver these outcomes for the next reporting period.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OFYEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
Foundation Stage - % achieving a good level of development	62.8% 2013-14 Acad Year	England: 63.9% (2015-16 Acad Year) North West: 66.7% (2015-16 Acad Year)	85.0%				69.6% Red	↑	Higher is better

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# PLEDGE: YOUNG PEOPLE ARE READY FOR WORK AND ADULthood

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## Overview from the Pledge Sponsor

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. Performance figures for the rate of progress made by students from the end of primary school to the end of secondary schools (Progress 8 score) that form part of the Department of Education's (DfE) headline measures have also become available. For the 2015-16 academic year, Wirral's Progress 8 score was slightly below the national average but compared favourably to North West neighbours. Wirral is ranked 6 out of 23 North West Local Authorities.

Work is continuing to support schools that are below DfE floor standards and current school level data indicates that progress is being made. Extensive work is underway by the School Improvement Locality Boards to ensure all pupils are able to access the revised curriculum specifications with a view to improve the attainment gap between pupils in receipt of free school meals and their peers.

An analysis of the current and future population of children with special educational needs is being undertaken. These projections and forecasts will support planning to ensure there are sufficient of the right kind of places in mainstream, special school and resource base provision, which are responsive to the needs of Wirral children, young people and family's needs both now and in the future.

The new Electronic Personal Education Plan training has been delivered to designated teachers to allow closer monitoring of our most vulnerable children and review the impact of related interventions. In September twelve care leavers enrolled on the Employability Skills programme and eight have now completed the outward bound residential element with internship employer placement organised from January 2017.

A named primary mental health worker from the Child and Adolescent Mental Health Service (CAMHS) has visited most mainstream schools and a telephone consultation line is now available to all schools. Several secondary schools have

signed up to take part in the Team of Life project which will support pupils making the transition from primary to secondary school and a peer mentoring programme using mental health first aid has been delivered to nine high schools.

Public Health colleagues have continued to deliver the accredited Future Focus programme with emphasis on working with young people not in education or training. The programme includes motivational interviewing, building self-esteem, confidence, aspirations and resilience and has received positive feedback from young people. A Health Services in Schools Network group has been established to ensure any emerging issues are addressed and to ensure resources achieve the best outcomes for young people.

As part of the Young Chamber programme 'The Big Debate' was hosted by Birkenhead High School Academy (BHSA) featuring 5 senior private sector employer representatives plus the BHSA Headteacher making up the Question Time style panel. There have also been a further two 'behind the scenes' events with both Tranmere Rovers Football Club and Contessa Hotels. All activities have been focused on raising young people's aspirations and supporting them in making future career choices.

The 2016 annual Youth Parliament was held on 8 November 2016. This event enabled young people to raise issues important to them on the theme of mental health and debate them with local elected members. Staying safe and anti-social behaviour are key features of the Girls and Lads projects which are delivered by youth workers in schools and youth groups and target vulnerable and at risk young people.

In Quarter 4, a key area of focus for the Youth Service will be National Citizen Service programme for 15 to 17 year olds. In March the 2017 Wirral Careers and Skills Show will take place with over 40 employers committed to attend and provide 'have a go' opportunities for young people.



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## PLEDGE: YOUNG PEOPLE ARE READY FOR WORK AND ADULthood

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The % of children achieving 5 good GCSE's (or equivalent) at Key stage 4 (including English and Maths)	60.0% 2013-14 Acad Year	England: 53.3% (2015-16 Acad Year) North West: 56.6% (2015-16 Acad Year)	68.0%				<b>62.2%</b> <b>Amber</b>	↑	Higher is better
Percentage of schools rated 'good' or 'outstanding' by Ofsted	84.0% Aug 2015	England: 89% (Aug 2016) North West: 91% (Aug 2016)	93.4%				<b>91.0%</b> <b>Green</b>	↑	Higher is better

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# PLEDGE: REDUCE CHILD AND FAMILY POVERTY

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## Overview from the Pledge Sponsor

In Quarter 3 the Improving Life Chances Steering Group working with local agencies and communities has continued to make good progress in delivering the strategy action plan.

The Community Pilots took full advantage of the Christmas season to provide festive activities to engage families. 2,500 Christmas hampers were delivered across the pilot communities. This was made possible through volunteer support, 'in kind' contributions and a range of sourced external funding. Leaflets containing information on local support organisations were included in the hampers. The hampers provided an excellent means of engaging with local families. We have received a great deal of positive feedback and the following example illustrates how the hamper enabled us to reach families most in need; a single father with 3 young children was struggling financially, but was afraid to ask for help as he feared that his children would be taken off him. We were able to help with some of the more immediate hardship issues for him around food and bedding and also identify what additional support was available longer term. Engagement through community activities is enabling us to reach families that do not seek help from statutory organisations.

The pilots continue to evolve and include additional elements, for example in each of the areas the Sports Development Team have been delivering a project called 'fit and fed', which provides a meal and diversionary activity for young people at risk of anti-social behaviour. Delivery plans have been developed in each of the pilot areas to cover issues prioritised by each of the working groups, including local community representatives.

The child poverty awareness e-learning is being accessed by local professionals. We are going to target specific organisations to increase uptake and look at how we can deliver face to face for some key groups to increase signposting and support for the most vulnerable.

A Department for Work and Pensions Super Partners event was held in December; the focus of the event was to understand the particular needs and barriers to employment of parents with caring responsibilities. The Benefit Cap has now been fully implemented in Wirral. Some families are now taking up the additional support that is in place to find employment. The next Improving Life Chances Steering Group will explore what further support may be required.

In Quarter 4 we will be continuing to develop the community pilots, building on the relationships that they have already established.

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## PLEDGE: REDUCE CHILD AND FAMILY POVERTY

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The proportion of children in low income families	21.5% Aug 2013	England: 19.9% (Aug 2014) North West: 22.6% (Aug 2014)	21.4%			23.3% Amber		↓	Lower is better
Increase the employment rate in Wirral	66.7 2014-15	England: 74.1% (Oct 2015-Sep 2016) North West: 73.4% (Oct 2015-Sep 2016)	70.9	70.6	69.7 Green	69.7 Green	69.0 Red	↑	Higher is better
The achievement gap between pupils eligible for free school meals and their peers achieving at Key Stage 4 (5 or more good GCSE's including English and Maths)	35.7% 2013-14 Acad Year	England: 30.3% (2014-15 Acad Year) North West: 27.9% (2014-15 Acad Year)	23.0%			35.7% Red		↔	Lower is better

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# PLEDGE: PEOPLE WITH DISABILITIES LIVE INDEPENDENT LIVES

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## Overview from the Pledge Sponsor

There has been good progress in quarter 3 with the appointment of a Lead Commissioner - All Age Independence in November to lead on delivering this strategy and the implementation of an all age Integrated Disability Service in 2018.

In December a new Independence Bulletin was launched. This quarterly electronic newsletter will be distributed across the partnership and networks and will be made publicly accessible. The bulletin provides a means to share the latest information on policy, research and innovative projects for people with disabilities.

There is good progress in developing the marketplace of service providers. The Live Well Wirral website went live in October 2016. This service complements the Local Offer website (for Children and Young Peoples service providers) to support people with disabilities in having access to the full range of services available to them.

A pathways to employment event was delivered in November for partners and provider organisations to find out more about the support offer available to help people into work. This was followed by a Disability Confident event December specifically targeting employers. Further events will be scheduled in the coming year.

A new Advocacy Hub contract was awarded in October and the contract is due to start on 1st February and run for three years. The Hub will deliver the statutory advocacy services the Council is responsible for providing including Independent Mental Capacity and Health Advocacy and Care Act Advocacy as well as general advocacy and the promotion of self and peer advocacy. These services ensure that people with disabilities are effectively represented and supported in relation to decisions made about them and their care provision.

Disabled Go audits have now been completed at various 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. Merseytravel have expressed an interest in working with Disabled Go across their whole network to improve access for people with disabilities.

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Health related quality of life for people with long term conditions	0.698 2014-15	England: 0.741 (2015 - 16)	0.698			0.695 Green		↓	Higher is better
Employment rate aged 16-64 - Equality Act core or Work Limiting Disabled	37.5% Jun 2015	England: 51.2% (Oct 2015 - Sep 2016) North West: 46.6% (Oct 2015 - Sep 2016)	43.6%	43.6%	46.6% Green	48.3% Blue	45.4% Green	↑	Higher is better

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# PLEDGE: ZERO TOLERANCE TO DOMESTIC VIOLENCE

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## Overview from the Pledge Sponsor

A partnership approach to support victims of domestic abuse, reduce the acceptability of domestic abuse amongst the public and promote a zero tolerance attitude to domestic abuse continues through the Domestic Abuse and Harmful Practices Steering Group.

The Tomorrow's Women Wirral Peer Mentor Project, being managed by Wirral Connect, is delivering a highly effective community based support programme for survivors of domestic abuse, resulting in:

- Providing mentoring support to 400 women affected by domestic abuse
- 32 women successfully achieving the Level 2 Award in Peer Mentoring qualification
- 25 women pursuing the role of a 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

A short survey of the women that completed the course was conducted, with the following outcomes:

- 20 went onto further volunteering
- 32 had improved levels of employability, wellbeing and confidence, and the skills to support and identify someone affected by domestic abuse
- 5 had moved into work / further education

The Safeguarding Board Website has been developed to provide information, advice and guidance to help combat domestic abuse. It includes a full package of multi-agency safeguarding training that has been rolled out across the Partnership. A referral pathway has been established and promoted to the relevant professional agencies, and a brand and logo in support of Zero Tolerance and the Wirral Domestic Abuse Alliance has been adopted. Further work is to be undertaken to promote this to agencies, friends and families.

Early Help and Intervention programmes to support vulnerable children and young people have been commissioned and work is underway to enable engagement with domestic abuse victims presenting at accident and emergency.

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## PLEDGE: ZERO TOLERANCE TO DOMESTIC VIOLENCE

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Number of domestic abuse Wirral MARAC cases per 10,000 adult females	54 2014-15	National: 34 (Oct 2015 - Sep 2016) Similar Peer Group: 42 (Oct 2015 - Sep 2016)	52	39	13 Green	27 Green	36 Green	↓	Higher is better (policy is to initially increase reporting)
Children and young people experience domestic abuse (Wirral MARAC cases)	1,289 2014-15		1,524	1,143	302 Green	579 Red	807 Red	↓	Higher is better (policy is to initially increase reporting)
Percentage of incidents of repeat domestic abuse (Wirral MARAC cases)	16% Apr 2014- Mar 2015	National: 26% (Oct 2015 - Sep 2016) Similar Peer Group: 31% (Oct 2015 - Sep 2016)	25%	25%	30% Amber	21% Green	25% Green	↓	Lower is better

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# PLEDGE: GROWTH PLAN PLEDGES

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## Overview from the Pledge Sponsor

During Quarter 3 progress has been achieved in a number of key projects:

- 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 which is supporting our pledge to link our residents to economic growth.
- Through our Devolution Deals with Government we have launched a Skills for Growth Advisers programme across the City Region to work alongside our Business Growth Hub Advisers, providing businesses with funding and advice on skills to support our workforce skills pledge.
- To frame our inward investment offer we have consulted with businesses and key stakeholders to create a new inward investment narrative under the brand: Wirral Well Made which will fit within the wider Liverpool City Region investor collateral.
- We launched our procurement opportunity for our new Wirral Business Support Service in December 2016 which will see a new service created by June 2017 to support our thriving small business pledge.
- We delivered our first ever River of Light firework display with Liverpool City Council which attracted over 50,000 visitors to Wirral's coast, supporting our vibrant tourism economy pledge.

- Delivery of the Growth Plan is on target to complete activities to plan and achievement of key performance indicators (KPIs) with the exception of Employment Rate. Whilst this KPI is a useful known measure of employment at the local level, it is subject to constant and seasonal fluctuations as data is produced from National Statistics collected via the government's Office Of National Statistics (ONS) Annual Population Survey sampling with an 8 month reporting lag. Our activities to increase employment this year are designed to positively affect the performance of this indicator over the lifetime of the Growth Plan.

In Quarter 4 we plan to complete a number of our annual milestone activities such as:

- Finalise our Wirral Waters Investment Fund Collaboration Agreement in January 2017 to enable us to kick start applications in 2017/18.
- Launch our Health Related Worklessness Programme in February 2017 which will support almost 2,000 of our most isolated residents over its two year lifetime.
- Select a supplier for our Wirral Business Support Service which will enable us to launch a new service for businesses in June 2017.

# PLEDGE: GROWTH PLAN PLEDGES

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OF YEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
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Increase the employment rate in Wirral	66.7 2014-15	England: 74.1 (Oct 2015-Sep 2016) North West: 73.4% (Oct 2015-Sep 2016)	70.9	70.6	69.7 Green	69.7 Green	69.0 Red	↑	Higher is better
Increase visitor numbers each year based on the 2014 baseline (m)	7.59 2014		7.87		8.20 Green			↑	Higher is better
Increase value of tourism economy by at least 5% each year (m)	£355.00 2014		£372.75		£385.80 Green			↑	Higher is better



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# PLEDGE: TRANSPORT AND TECHNOLOGY FIT FOR THE FUTURE

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## Overview from the Pledge Sponsor

The Connecting Wirral Transport Strategy (CWTS) Steering Group has continued to work well together to share initiatives, encourage input and deliver the outcomes of this strategy. The group has been expanded to make sure we address disability concerns whenever possible during development and delivery phases.

In Quarter 3:

- Wirral received a National Highways and Transport (NHT) Network award at the NHT Annual Conference in recognition as 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.
- We have slightly improved all aspects of our residents overall satisfaction with our highways and transportation services and walking/cycling facilities - the figures all equal or above the national average.
- The formal Bus Alliance has now been signed focusing on growing the number of fare paying passengers, improving customer satisfaction and driving up investment for the benefit of all who use bus services.
- The Business Travel and Mind Your Business Team have continued to recruit new businesses whilst supporting existing businesses to encourage and support staff to travel safely and sustainably - a key focus of Q3 has been advance communication and planning to support the Merseytravel programme to replace the Liverpool rail track and the Wirral Partnership Road Safety Week initiative.
- The Travel Solutions' Programme to support residents to access employment and training continues to gain strength with 1250 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 the majority of 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 had hoped or anticipated; it is likely that once verified at year-end the figure will have reduced bringing it into line with the hopes of the Road Safety Partnership.

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## PLEDGE: TRANSPORT AND TECHNOLOGY FIT FOR THE FUTURE

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INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OF YEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
Increased the volume percentage of people cycling	0% Index for 2013/14		8%			19% Blue		↑	Higher is better
Reduce the number of people killed or seriously injured in road traffic accidents	140 2014-15	England: 0.741 (2015-16)	96	72	29 (P) Amber	55 (P) Green	86 (P) Amber	↑	Lower is better
Maintain the condition of Wirral's strategic network - Principal Roads	1.40% 2014-15	England: 4% (2014-15) North West: 4% (2014-15)	2.00%			1.40% Blue		↔	Lower is better
Maintain the condition of Wirral's strategic network - Non-principal Roads	1.40% 2014-15	England: 7% (2014-15) North West: 8% (2014-15)	2.00%			1.30% Blue		↑	Lower is better

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# **PLEDGE: ASSETS AND BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL'S BUSINESSES**

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## Overview from the Pledge Sponsor

Quarter 3 has seen significant activity within the established Assets and Capital Group and its governance; the formation of the Assets Transformation Board will ensure that all key asset decisions align with the Wirral Plan: a 2020 Vision. The newly formed Wirral Property Board which has members from the leading public services on Wirral will report progress to the Wirral Delivery Board (Wirral Partnership) and will play an increasing role in the shaping of the Borough and its service delivery.

A bid entitled 'Wirral Regeneration Enabling Project', was submitted to the One Public Estate Board in collaboration with our Liverpool City Region partners. The outcome of the bid, to be announced by March 2017, will influence the implementation of projects designed to improve the borough and enable the Wirral Property Board to maximise the potential to increase the commercial worth of Wirral's assets and buildings, ensuring the best value for money for our residents.

Work has commenced on the Pilot 'Re-Imagining Leisure' Project, a key service asset review incorporating all leisure spaces, and parks. to provide value for money leisure facilities for Wirral residents, and the results are to be included in a report scheduled for June 2017.

Work on the establishment of a Property Company by the end of 2017 is underway, and an options analysis report will be taken to Cabinet in February 2017 for approval. An Assistant Director of Commissioning will join the Council in mid-February 2017, to ensure the effective review of financial management provision and support the establishment of the Property Company.

Phase One of the implementation of a Commercial Optimisation Review will commence during Q4, holding Asset Management workshops to review assets identified for potential disposal, alternative use, development programmes, income generation etc.

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# PLEDGE: LEISURE AND CULTURAL OPPORTUNITIES FOR ALL

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## Overview from the Pledge Sponsor

We have continued to make excellent progress on achieving our pledge for residents to enjoy leisure and culture opportunities in Wirral.

The first 'Wirral Culture Tank' took place in December 2016 at Pacific Road, Birkenhead with the aim of promoting networking amongst those working in the creative sector and encouraging discussion and feedback about how we can continue to develop Wirral's cultural identity. The event was hosted by Wirral Chamber of Commerce and was attended by around 50 organisations. It is hoped that the networking forum will continue to grow through a further programme of events throughout 2017-18.

An integral part of this pledge was to promote what is happening across Wirral and the fantastic events taking place. Wirral View, our partnership publication, includes a dedicated 'What's on' section to highlight to residents the range of events and activities in Wirral and encourages organisations to use Wirral View to publicise their own events free of charge.

The Sports Development unit within Wirral Council delivers a programme of activities to get young people involved in sport and also encourage them to get involved with their communities. One of these programmes is the National Citizens Service (NCS), a government-funded voluntary personal and social development programme for 15-17 year olds. During quarter three the NCS programme was successful in engaging 57 young people to undertake citizenship activities which included working with homeless people and taking part in a 'sleep out' in Birkenhead.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OF YEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
Adult (14+) participation in sport (at least once per week)	38.2% 2014 - 15	England: 37.0% (2015-16) North West: 36.1% (2015-16)	39.5%				35.8% Amber	↓	Higher is better

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# PLEDGE: WIRRAL RESIDENTS LIVE HEALTHIER LIVES

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## Overview from the Pledge Sponsor

### Action to tackle tobacco use:

- By the end of quarter three, the local stop smoking service has supported 1396 people to set a quit date, 691 clients were still smoke free at 4 weeks (a quit rate success of 49%). 61% of the 4 week quitters remained smoke free at 12 weeks. The local service has provided bespoke training for midwives to increase referrals.
- Work has commenced with Cammell Laird ship builders to develop a smoke free site.
- Stoptober was promoted by the Council and partners to raise awareness of the benefits of quitting smoking.

### 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. 92 Businesses are now signed up to the scheme, the majority of these businesses are situated in our most challenged parts of the borough. Three 'Custodians' training courses have been run at which Reducing the Strength businesses are trained in identifying problematic drinking and signposting customers to support.

### Action to promote healthy eating:

- Excess Weight in Adults and Prevalence of Healthy Weight in Adults report a worsening picture across the country including Wirral on the number of people who are overweight and obese. Wirral Council commissioned weight management on referral service has proved both popular and successful with over 1,000 service

users accessing weight loss services provided by Slimming World and Weight Watchers. Data so far indicates good levels of weight loss along with high levels of user satisfaction.

- Over 90 Wirral fast food take-ways now have at least a bronze level 'Eatwell Wirral' award meaning they have made a series of healthy improvements to their overall offer e.g. using a different cooking oil and directly promoting healthier options.
- Better Food Wirral continues to move forward with a recent round of innovation funding giving grants to 6 local organisations for various schemes to promote a healthier local food culture e.g. the Family Trust's development of a healthy eating resource for carers of people with mental health problems. A whole range of original and innovative practice and thinking is captured by Better Food Wirral's online presence which encompasses an online magazine, Facebook page and Twitter feed.
- 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.

During quarter three a workshop was held to review the Healthier Lives Pledge to ensure a strong focus going forward on delivering this pledge. A further workshop is planned for March 2017 to identify any additional activity to be prioritised in 2017/18 to help local people stay healthy for as long as possible.

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# PLEDGE: WIRRAL RESIDENTS LIVE HEALTHIER LIVES

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INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OFYEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
Admission episodes for alcohol related crimes	853.0 2013-14	England: 645 (2013 - 2014) North West: 775 (2013 - 2014)	810.0				819.0 Amber	↑	Lower is better
Smoking prevalence in adults (age 18 and over) in Wirral	17.2% 2014	England: 16.9% (2015) North West: 18.6% (2015)	16.5%			18.9% Red		↓	Lower is better
Excess weight in adults	66.2% 2012-14	England: 64.8 (2013 - 2015) North West: 66.6 (2013 - 2015)	N/A				66.7%	↓	Lower is better

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# PLEDGE: GOOD QUALITY HOUSING THAT MEETS THE NEEDS OF RESIDENTS

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## Overview from the Pledge Sponsor

Further progress has been made during Quarter 3 to deliver our pledge to provide good quality housing to meet our residents' needs whilst supporting the Council's aspirations for economic growth.

During Quarter 3 we continued to support both the provision of quality housing and those who need our help:

- We successfully secured £7M of funding to support the building of affordable homes, 88 more affordable homes have already been delivered since April 2016.
- Work has continued at pace to develop our housing offer via a Housing Growth Plan which will accelerate housing growth, securing a Housing Zone status for Wirral Council with the benefits of associated capacity funding and working with partnerships at a Liverpool City Region level to support opportunities on both a regional and local level.
- We have been working with a variety of partners to develop targeted campaigns to address poor quality housing and fuel poverty, for example a Warm Home Discount mailshot was made to 760 private households who fell into specific criteria and therefore likely to be eligible for the £140 discount on their electricity bill and were offered support to apply. 107 households received the discount following the mailshot, helping to alleviate fuel poverty.
- By the end of December 2016, and following interventions, our Officers removed 698 hazards from private sector homes.

- The strategic review of sheltered housing services for older people has looked at the level of demand and undertaken an inspection of appropriate existing sheltered schemes. Proposals for pilot schemes will be developed for recommendation and approval by year-end.
- We have continued to see an increase in referrals linked to a drive from Health & Social Care to prevent hospital admission/readmission and aid hospital discharge and were able to respond to this with the installation of 2290 home adaptations between April and December 2016.

During Quarter 4:

- We intend to continue supporting priority actions that have longer term completion dates which will result in our ability to identify further sites and new opportunities for housing growth.
- Proposals for pilot schemes which could be reconfigured for additional domiciliary care services are being drafted for recommendation and approval by partners by March 2017.
- Rather than looking at groups in isolation, we will be addressing the needs of our vulnerable residents with the development of one commissioning plan for young people, children at risk and socially excluded groups.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OF YEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
Bring 1,250 empty properties back into use	0 N/A		529	469	388 Blue	446 Green	524 Blue	N/A	Higher is better

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# PLEDGE: WIRRAL'S NEIGHBOURHOODS ARE SAFE

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## Overview from the Pledge Sponsor

Wirral's overall crime rate has reduced after increases in previous years, justifying the integrated multi agency approach being introduced in Wirral. The crime categories not showing a reduction compared to the same period last year are violence and shoplifting. This is a widespread trend, but Wirral has improved it's ranking from 11th to 4th for shoplifting category and from 6th to 5th for violence with injury category in just over two years (October 2014 to December 2016) compared to similar authorities.

Anti-social behaviour reported to the Police continues to fall year on year and the emphasis put on restorative justice practises, hate crime and domestic violence is helping to support the most vulnerable victims and reduce repeat victimisation.

The Police 'Community First' reorganisation is now fully implemented, with teams based on function rather than location. The Local Policing Team will continue to deliver excellent services alongside it's crime reduction partners exploiting insight and intelligence to overcome the challenges in hard-pressed communities.

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.

In the coming months initiatives will be carried out to target cyber crime, using a social media campaign which will form part of the global 'Safer Internet Day' taking place on the 7th February 2017. A consultation for a Cumulative Impact Policy for the Central Birkenhead area will be completed by the end of February 2017 which, if implemented, will lead to alcohol licensing applications in the area being rejected unless a strong case can be made. This has the potential to make a marked improvement for members of the community in an area that has been the crime hotspot for Wirral for 30 years and has the highest rate of alcohol fuelled crime and disorder, and to reduce workloads for crime prevention agencies.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OF YEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
Reports of anti-social behaviour (ASB) to Merseyside Police	11,837 2014-15		10,749	8,700	2,764 Blue	5,777 Blue	8,048 Blue	↑	Lower is better
Number of crimes recorded by the Police	19,061 2014-15		20,954	15,716	4,906 Green	9,841 Green	14,839 Green	↑	Lower is better



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# PLEDGE: ATTRACTIVE LOCAL ENVIRONMENT FOR WIRRAL RESIDENTS

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## Overview from the Pledge Sponsor

Progress has continued during Quarter 3 to build on the positive impact of our achievements since April 2016 in neighbourhoods across the borough.

Highlights during Quarter 3 include:

- Over 98% of street cleanliness target has been achieved supported by 20 out of 28 locally identified hot spots being cleared. Clearances have been achieved in the main through working with private landowners and the results have been the provision of a much nicer and safer environment for our residents to enjoy.
- We have improved or maintained earlier performance for waste and recycling and remain positive that by year-end we will achieve our goals.
- Environmental enforcement remains a very high priority to the Council and in partnership with Kingdom Limited we continue to exceed targets relating to littering and within the first year of their work to enforce against dog fouling we have so far 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 we have been able to support community events where local people have got involved in their local area to improve the environment, for example work undertaken by volunteers from HYPE (Helping Young People Everywhere) who transformed a memorial garden back into use on the Woodchurch estate that had previously fallen into disrepair.

- We continue to work with Wirral's young people through the Eco Schools campaign; this quarter we delivered the 'Lights Out' project, with nine schools reusing some of the Council's old bell light fixtures, to produce a sculpture to highlight British species in decline due to climate change and urbanisation.

- Wirral Council was nominated for a "Most Improved" Council award at the end of 2016 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.

During Quarter 4:

- We will continue our long term goal to change the behaviour of residents and visitors to the borough so that our environment is protected and used appropriately.
- Through the use of targeted campaigns we will provide information and guidance to residents on ways to improve waste and recycling opportunities.
- We will develop a package of support and resource to be offered to uphold the work of volunteer groups to support the 'Love Where You Live' scheme due to be launched in March 2017.

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# PLEDGE: ATTRACTIVE LOCAL ENVIRONMENT FOR WIRRAL RESIDENTS

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INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	END OFYEAR TARGET	Q3 TARGET	2016-17 Q1	2016-17 Q2	2016-17 Q3	TREND	DIRECTION OF IMPROVEMENT
Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti (Main Gateways and Retail Areas)	97.5% 2014-15		93.0%	93.0%	94.2% Blue	97.3% Blue	98.7% Blue	↑	Higher is better
Achieve 50% kerbside recycling of domestic waste by 2020	36.30% 2014-15		40.00%	36.40%	35.70% Red	38.40% Green		↔	Higher is better