



Constituency Committee - Birkenhead
Thursday, 27 September 2018

REPORT TITLE:	Birkenhead Constituency Committee
REPORT OF:	Executive Director for Strategy

REPORT SUMMARY

Section 3 and 4 of this report provide an update on progress in relation to agreed schemes of work from the budget devolved to the Constituency Committee to date. It also details other Birkenhead Constituency Committee neighbourhood projects in progress.

RECOMMENDATION/S

The Constituency Committee is requested to:

- Note the partnership work undertaken and clean-up days funded by the skip fund
- Note the contribution of Community Pay Back to Birkenhead clean-ups
- Note the 2018 Birkenhead in Bloom successful projects
- Note the updates from the food hubs and Summer holiday food projects
- Note the updates from BID team, Connectors, Pathfinder and Assets

1.0 REASON/S FOR RECOMMENDATION/S

Please see section 3.0 background information for details

2.0 OTHER OPTIONS CONSIDERED

Please see section 3.0 background information for details

3.0 BACKGROUND INFORMATION

3.1 Keeping Birkenhead Clean

Love where you Live Litterpick Kits

Birkenhead Constituency has 5 Love Where You Live hubs. This means any members of the public can book out litter pick kits using the contact telephone numbers below and use the litter pick kits for local clean-ups.

We have organised litter pick bag collections through Biffa over the Summer. The clean-up days are highlighted in the section below.

Please contact the Community Centres below for further details if you would like to use the kits.

- Beaconsfield Centre: 07447 913888
- Gautby Road Centre: 652 5645
- St James Centre: 670 9974
- Beechwood Trust: 677 8008
- Livingstone Street Centre: 653 5223

£1K was allocated to each ward in April 2018 for 'In Bloom' projects which included the following:

1. Birkenhead YMCA – planters and hanging baskets in Borough Road
2. Beechwood in Bloom – partnership work transformed Beechwood
3. Ballantyne in Bloom - hanging baskets improve Ballantyne
4. The Beechwood Little Centre in bloom
5. Bidston Village in Bloom – hanging baskets improve Bidston Village
6. Gautby in Bloom – youth club, play scheme and staff flower up Gautby Road
7. Williamson In Bloom
8. Bidston Rise in Bloom – residents and Magenta worked to have hanging baskets and planters.
9. Bluewood in Bloom – Magenta and residents planted up wild flower Areas
10. Oxtan in Bloom – secret gardens, Williamson and hanging baskets
11. Wezzie Gardens in bloom
12. Beaconsfield in Bloom – developing community garden next to the centre
13. Prenton in Bloom x 2– continued improvements on Woodchurch Road and Prenton Dell Road
14. Birkenhead Park in Bloom (HYPE project)
15. The Woodlands in Bloom – enhancing the local park
16. Arno Rose Gardens – enhancing the park
17. Refreshment Rooms – hanging baskets and planters

18. Tomorrow's Women – developing the garden supported by user groups
19. Neston Gardens – Magenta tenants developing their garden
20. Caithness Gardens - Magenta tenants developing their garden

The projects are great examples of agencies putting in time and funds, working with schools and residents to improve their areas. Big Local, Probation, Magenta and Tesco are making valuable contributions to projects, along with residents, agencies, schools, the Environmental Team and the constituency team.

The projects have been invited to attend the North West in Bloom awards on 1st and 2nd November 2018 at Southport Convention Centre.

In Bloom projects have had a number of positive outcomes:

- Makes retail areas more inviting so encourages local economic growth
- Provides volunteering opportunities
- Probation and residents will also give time and resources to the project
- Draws in external funds to Birkenhead and in kind contributions from other sectors
- Improves the environment through better landscaping
- Probation and Biffa cleanse, remove flytipping and paint areas
- Involves schools in teaching about recycling and growing
- Supports numerous Wirral pledges
- Provides an excellent platform for partnership working and a support network for volunteer groups in different areas to exchange ideas
- Provides a target to work towards – judging day - and an event to celebrate the good work done at the awards ceremony in Southport.

Skip Fund, Community Partnership Days and Clean-ups

Since the last Birkenhead Constituency Committee meeting in June 2018, the Constituency Team has provided a further **31 skips** and given officer support at various Community Clean Ups and Action Days at the cost of circa **£4079** from the skip fund budget.

While it is difficult to calculate exactly how much waste the constituency team has removed this quarter, a rough estimate has been calculated based on information from the skip hire company and Biffa. **We estimate that it equates to at least 17 tonnes of waste removed.**

In total the Birkenhead Constituency Committee has provided **136 skips** since 2017 and given officer support at more than **65 Community Clean Ups and Action Days** at the cost of circa **£17,009** from the skip fund budget. We estimate that this equates to at least **70 -80 tonnes of waste removed in total.**

The Love where you Live litter picking kits were used at all the events below. The Community Pay Back team support has been a vital element in alleyway clearance.

The skip days bring local residents, Councillors, partner agencies like Merseyside Police, The Community Pay Back Team, Connectors, Environment and Recycling Team, WASB, Public Health and Birkenhead First together. They improve the environment and provide a platform for closer working.

Clean-up dates June- September 2018

Police Action Day Oriel Road

- Date 13th June
- Household waste removed: 2 skips (1 tonne)

-Partner Involvement:

The action day was organised and led by Merseyside Police with support from the Birkenhead Constituency Team, the Council's Anti-Social Behaviour Team and Waste and Recycling, Connectors, Waste and Environment Team and Community payback.

As well as a number of warrants issued by the police, the event also allowed partners to engage with local residents to address issues faced in the area

Beaconsfield Community Clean-up

- Date: 15th June
- Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

Neo Café led a litter picking event in the local community around Beaconsfield Community Centre. The day allowed residents to discard of household items and improve the local environment.

Westbourne Gardens

- Date: 28th June
- Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

Organised in partnership between the Wessy Avenue Resident Association, ConnectUs and Birkenhead Constituency Team the event was a follow on previously successful 'Good Neighbour Days' and was designed to continue the environmental improvements in the area.

Since the residents association was formed significant improvements have been made in terms of community cohesion, reduced litter and increased pride. All the partners working with the resident association will continue to provide support to residents in the area.

Rock Ferry High School and area

-Date: 14th July

-Household waste removed: Biffa provided support and removed the waste which was collected from the clean-up.

-Partner Involvement:

Organised in partnership between the Rock Ferry High Residents' Association., Councillors, Merseyside Probation Service and the Birkenhead Constituency Team the event saw the site occupied by the old Rock Ferry High School cleared of litter and fly tipping.

Biffa also provided support to the event by removing all the litter and waste collected at the site.



Harcourt Street

-Date: 20th July

-Household waste removed: 2 skips (1 tonne)

-Partner Involvement:



The community action day at Harcourt Street evolved from residents raising their issues with their local Councillors into an event supported by a number of partner organisations.

Merseyside Police, the Probation Service as well as the Council's Anti-Social Behaviour, Connectors, Fire Service, Blood pressure testers, Wirral Ways 2 Recovery, Waste and Recycling and Birkenhead Constituency

Team all came together with the local residents to improve the appearance of the street, remove litter, fly tipping and educating residents on the importance of recycling.

Woodlands Estate and Park

-Date: 21st July

-Household waste removed: Litter picking activities

-Partner Involvement:

The fun day at the Woodlands estate was supported by the Police, Deen Centre, Merseyside Probation Service, St Johns Ambulance, ConnectUs, Wirral Change, Gautby Road, Neo Café, The Hive, Wirral Change and Birkenhead Constituency Team.

A number of the organisations also came together to litter pick the estate, plant flowers and carry out a cleanse of the park area and green space.

Beechwood Estate

-Date: 29th July

-Household waste removed: 2 skips (1 tonne)

-Partner Involvement:

As part of the preparation for the Northwest In Bloom competition partners such as Onward Housing, jigsaw, ConnectUs, Big Local and the local Councillors all came together to improve the appearance of the area by planting flowers, removing litter and completing an environmental cleanse.

Ilchester Square

-Date: 3rd August

-Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

The Ilchester Square Community Day was led by the Police and the local community put on a fun day involving Merseyside Police, Merseyside Probation Service, Public Health, The Hive Youth Zone, Gautby Road Community Centre, St James Centre and Neo Café.

The event was a huge success and allowed residents and organisations to come together in a fun and engaging way.

St Anne's Street

-Date: 7th August

-Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

Supported by Birkenhead First, Magenta Housing, Merseyside Probation Service and the Birkenhead Constituency Team the action day focused on removing litter

and fly tipping from St Anne Street after it was highlighted as an area in need of improvement.

Bentinck/Craven/Patterson Street Police Action Day

- Date: 15th August
- Household waste removed: 2 skips (1 tonne)

-Partner Involvement:

Led by Merseyside Police due to on-going issues in the area, the event was supported by a large number of partners including the Hive Youth Zone, Magenta Housing, Public Health's Heartbeat Team, ConnectUs, Merseyside Probation and the Birkenhead Constituency Team.

The event was an advertisement for what can be achieved by organisations working together in partnership with residents.

Raffles Road/Willmer Street/Whalley Road

- Date: 20th August
- Household waste removed: 4 skips (2 tonnes)

-Partner Involvement:

The Deen Centre, Waste and Recycling, ConnectUs, Police, Merseyside Probation Service and the Birkenhead Constituency Team came together to litter pick around the roads, engage with residents and improve the appearance of the area.

Gilbrook Square

- Date: 24th August
- Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

Unfortunately the day was affected by the weather but saw the Fire Service, Magenta Housing, the Birkenhead Constituency Team and Merseyside Probation Service come together to remove litter and fly tipping from the square.

The day also allowed organisations to engage with local residents to discuss other ways of making improvements in the area, keeping litter and fly tipping to a minimum. Had the weather been better a fund day had been arranged with additional key partners.

Westbourne Gardens

- Date: 28th August
- Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

Organised in partnership between the Wessy Avenue Resident Association, ConnectUs and Birkenhead Constituency Team the event was a follow on previously successful 'Good Neighbour Days' and was designed to continue the environmental improvements in the area.

Since the resident association was formed significant improvements have been made in terms of community cohesion, reduced litter and increased pride. All the partners working with the resident association will continue to provide support to residents in the area.

Beaconsfield Community Centre

-Date: 5th Sep

-Household waste removed: 2 skips (1 tonne)

-Partner Involvement:

Neo Café led a litter picking event in the local community around Beaconsfield Community Centre. The day allowed residents to discard of household items and improve the local environment.

Ivydale Road

-Date: 11th September

-Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

Merseyside Probation Service has provided their support in cleansing the alleyway and removing waste that has been building up and 16 disused planters. Items removed have included old flower planters, household items and litter.

Wycliffe Street

-Date: 12th September

-Household waste removed: 3 skips (1.5 tonnes)

-Partner Involvement:

Another event including a number of partners the event focused on the environmental issues in the alleyways. The Police and Merseyside Probation Service, Council's Waste and Recycling Team, Birkenhead Constituency Officers and Councillors all supported the day.

Grange Road Precinct

-Date: 19th September

-Household waste removed: 1 skip (0.5 tonne)

-Partner Involvement:

This event evolved from the partnership work with the Birkenhead First Team which has focused on improving the environment around Birkenhead Town Centre.

The partnership work with the Merseyside Probation Service, Merseyside Police, Constituency Team and Birkenhead First has resulted in benefits for all of the area.

Operation Sparkle

Building on from the success of the community action days and the benefit of working in partnership a series of 'clean ups' were organised between Birkenhead First, Merseyside Probation Service, Merseyside Police and the Birkenhead Constituency Team.

The clean-up days allowed all partners to contribute by cleansing the areas of weeds and vegetation, litter picking and removing fly tipping.

Below is the list of areas Operation Sparkle focused on. All the clean-up days proved to be highly successful with everyone coming together to improve the environment and physical appearance of the below locations.

-Location: Oxton Rd/Grange Rd West/Barton St Car Park

-Date: 10th July

-Household waste removed: 1 skip (0.5 tonne)

-Location: Menai Street, Birkenhead

-Date: 17th July

-Household waste removed: 1 skip (0.5 tonne)

-Location: Wood Street/Park Street

-Date: 24th July

-Household waste removed: 1 skip (0.5 tonne)

-Location: Trinity Lane/Russell Street

-Date: 31st July

-Household waste removed: 1 skip (0.5 tonne)

-Location: Borough Precinct CH41 (Wirral Mobility Shop car park)

-Date: 8th August

-Household waste removed: 1 skip (0.5 tonne)

-Location: Hinson Street, Birkenhead
-Date: 14th July
-Household waste removed: 1 skip (0.5 tonne)

-Location: Grange Road/Salisbury Street
-Date: 3rd September
-Household waste removed: 1 skip (0.5 tonne)

The 'Community Pay Back' Team

The 'Community Pay Back' team have delivered a programme of alleyway weed clearing and cleansing for Birkenhead. They have supported 'In Bloom' projects by doing clean ups and a range of other cleansing in each area. They have completed over 100 jobs for the Birkenhead Constituency Committee, including the key action days above. They have played a vital part in keeping Birkenhead clean.

Recommendations:

The Constituency Committee is requested to:

- Note the partnership work for clean-up days for the skip fund
- Note the contribution of Community Payback to Birkenhead clean ups
- Note the 2018 Birkenhead in Bloom completed projects

3.2 Feeding Birkenhead

a) Beechwood Update

The Big Local programme is a Big Lottery Fund initiative. Across England it is investing at least £1 million in 150 neighbourhoods which have been overlooked for funding in the past. Big Local encourages local people to identify their own priorities and invest in activities and ideas that are aimed at making their own area a better place to live, both now, and in the future. Local people shape and drive Big Local in their area.

Big Local has funded a Customer Service apprenticeship for The Little Centre, Beechwood to support the Management Board, with the Manager, in the development of The Little Centre, Beechwood, through the provision of customer services. This has gone live today (12th September) and is an opportunity for local residents in the Big Local area of Beechwood, Ballantyne and Bidston Village.

In connection with residents, The Little Centre, Onward Homes and Wirral Council, Big Local have worked together to enter Britain in Bloom. A local clean-up day was organised in conjunction with this. Community members and organisations worked together to clean up the area ready for judging day. Judges were impressed with the efforts put in by our community. The efforts generated positive community buzz and lead to a valuable community member seeking to engage in future environment meetings, which we excitedly welcomed.

Big Local supported a group of local single mums to get back into employment. This group has evolved to being self-sufficient and actively run community fun days for local children and their families. The group ran a successful fun day in the summer

with different organisations coming together with local families. For further details on Big Local activity, please see appendix 1 for a full report.

The Little Centre Beechwood

The Little Centre, has now been open for 9 months, and is going from strength to strength with the following activities already taking place.

- Community Café
- Food Pantry
- CA office
- Playscheme
- Softplay
- Bingo groups
- Room hire for meetings and parties

A Manager has been recruited and has been in post for 4 months, who is looking forward to working with the Management Board to make it bigger and better, for the Community of Beechwood. A new playground has been built at the rear of the centre with all new equipment that the young people used throughout Summer holidays.

The Centre has provided holiday food and activities throughout the Summer.

Volunteers

It has been proving difficult to recruit volunteers for the Centre, and a new project funded by Big Local. The Volunteer Brokerage project is being organised with Community Action Wirral and Community Connectors.

Ballantyne Community Centre

There have been several meetings, to look at a new community partnership to take over the running of the Ballantyne Centre. Ownership of the land is still being established. Meanwhile, 18 raised beds have been built in the grounds and with support from Onward Housing & Big Local and community is busy planting them up

Apprenticeships

Beechwood Community trust has successfully secured a Non Levy Apprenticeship contract from the Education Skills Funding Agency to the value of £257,000, being the only prime provider for such a contract on the Wirral. Providing apprenticeships in Childcare, Sport , Hairdressing and Barbering. This demonstrates a bright future for Beechwood Community Trust who are now eligible to tender for further contracts and the young people and employers of Wirral.

Digital Plan/Twenty Pledges

Beechwood is eager to develop Wirral's Digital Strategy, Big Local funding Free Wi-Fi in Beechwood Community Trust and the Little Centre Beechwood. Coupled with Free Wi-Fi in Beechwood Recreation Centre and Beechwood Library the Beechwood Digital Hub is now a reality and not a dream.

b) Gautby Road Community Centre

Gautby Road Community Centre has been offering a discounted supermarket weekly to local residents since January 2016. The Centre subscribes to Fareshare, His Church and get surplus food from Tesco's through the icloud app. Gautby

is ordering pallets from His Church and has negotiated a good price from Fareshare for surplus food and received pallets.

The Centre has refurbished the kitchen in order to offer holiday food to local children and a food offer as part of the ASB youth project. They have worked with local children to grow and cook their own vegetables and flowers as part of Gautby in Bloom 2018, building on the 'Thriving' award they received last year.

Gautby Road is working with St James, Merseyside Police, YIP and the Sports Development team to provide food and activities across the North end for young people including a Thursday night and Saturday night session. As part of the project Gautby has taken on two ILM work placements and updated its CCTV. Gautby has extended the ILM placements until September 2018. The Centre has delivered youth activity and holiday food provision throughout the Summer through the Fit and Fed Summer programme.

Luke O'Dowd: luke@gautbyroad.co.uk

c) Livingstone Street Centre – BEE Wirral Council

Bee Wirral have been busy bees this Summer. We have participated in two Community Involvement days in the local community, supporting with tea, coffee and food. We also carried out a consultation with NBDT.

We were the first community organisation in Merseyside to register with Toiletries Amnesty, an organisation that helps people to find Beauty Banks locally to them. We set up our Beauty Bank as a way for those who are experiencing hygiene poverty to access free toiletries, all they have to do is ask at reception and we will see what we have in. Our toiletries have been kindly donated by local residents and regular visitors to the centre, and we have also had some amazing donations from Lush Stores in Liverpool and Hamilton Square Dental in Birkenhead.

Our social supermarket currently provides dog and cat food, as it had been requested by many users, so we made sure that their pets needs are met.

Our Bee Kids Holiday Club got busy learning how to cook with four weeks of cookery lessons. They learnt about dishes from around the world and how to make them. Among those tasty dishes was a Mexican chilli and an Indian curry, all participants were allowed to take home to eat and enjoy with their family.

On the 23rd of August we had a Free Family Fun Day which was a great success. The fun day raised money for the centre, and also gave local volunteers a chance to showcase their talents. We had some of our regular visitors (who have now set up their own businesses) selling hand-made bows, jewellery, crafts and one even demonstrated Body Shop products. There was face-painting, a bouncy castle, freshly made smoothies and hot dogs. The hotdogs were provided by Tesco who even sent their community champion to help us serve them on the day. There was a raffle with some huge prizes like trips to Blue Planet and Gulliver's World, and we even had a volunteer in to teach the children some French through songs and fun games.

We are leaving Summer by welcoming our new timetable, with some activities aimed at babies only (as requested by our users) and with an emphasis on training

opportunities. We are starting our Level 3 Award in Education and Training this week, by the end of the course Bee Wirral will have a pool of teachers who can be employed across centres. Our free English Skills course (which also has a creche) is also this week, and we endeavour to continue creating opportunities and meeting the needs of our users.

3.3 Community Connectors Project

The commission for community connectors is a joint commission between the Public Health and Investment teams from Wirral Council and was awarded to Involve North West for a period of two years, commencing the 1st February 2017. There are 13 community connectors employed across the east and north of the borough with 7 of the 13 connectors based within the Birkenhead Parliamentary Constituency. They are all in post and have been working hard in their areas during the last quarter.

The following wards are covered by the contract based on insight research, worklessness and health inequality data; New Brighton, Moreton West and Saughall Massie, Leasowe and Moreton East, Wallasey, Liscard, Seacombe, Bromborough, Eastham, Bidston and St James, Claughton, Oxtun, Prenton, Birkenhead and Tranmere and Rock Ferry.

The Connectors role is to provide support for individuals to access local community activity to improve their wellbeing and as appropriate their readiness for employment. Interventions will include providing them with up to date information regarding local opportunities available in relation to community activity as well as signposting/referring participants to mainstream services as appropriate. They are tasked with building on the asset mapping exercise that has already been undertaken ensuring that it is kept up to date and provide a platform to identify gaps in community provision. They are enablers for people providing individuals with “hand holding” to community activities/groups or mainstream services and supporting participants to build/extend their individual personal networks and friendship groups and neighbourhood. Examples of this could include organising days out, environmental and/or community participation projects.

The project has a target to engage with 1,885 across the specified wards, it is expected that 1,015 of the participants:

- Are at least 18 years old and of working age;
- In receipt of employment support allowance with priority given to those in the employment support allowance work related activity group (owing to the continued expansion of DWP’s Universal Credit payment system this eligibility may be subject to future expansion with prior agreement and at the absolute discretion of the commissioner),
- A minimum of 75% reside in the parliamentary constituency of Birkenhead (this figure can be subject to flexibility in consultation with and at the absolute discretion of the Commissioner).

3.4 Birkenhead First Activity Update: 2018

Since May 2018, we have had two of our Town Hosts leave the team, this has opened up an opportunity for us to re-evaluate the strengths of the team and review where our strategic focus needs to be aligned in terms of moving the BID forward.

The Birkenhead BID team structure is made up of as follows:

Gemma Nichols – Head of Birkenhead BID

- Role – To oversee the operational and strategic delivery of Birkenhead BID

Kerry Murphy – Business Engagement Coordinator

- Role – To manage, develop and support all of the BID Levy Payers

Arfon Williams – Commercial Safety Coordinator

- Role – To manage and develop the Birkenhead BID Commercial Safety Partnership database and Intranet for Safer Communities [DISC], with all BID Levy Payers and joint agencies [Merseyside Police, WBC etc.]

Ian Davies – Commercial Safety Coordinator

- Role – To manage and develop the Birkenhead BID Commercial Safety Partnership database and Intranet for Safer Communities [DISC], with all BID Levy Payers and joint agencies [Merseyside Police, WBC etc.]

Tanya Leary – BID Project Coordinator

- Role – To manage and develop the BID events programme and campaigns such as Christmas and the 2019 public events programme

CLEAN AND ATTRACTIVE

The Birkenhead BID team have recently implemented Operation Sparkle across the BID area. Working with a pool of local volunteers and community partners we are working our way across the BID area to make a difference to our local community. So far Operation Sparkle has been a great success as the team have tackled issues such as clearing up fly tipping, litter and maintaining our street furniture to improve our public realm. We have been spreading our sparkle in locations such as Grange Road, Menai Street, Clayton Place, Oxton Road and Grange Road West with many more locations still to come. The work that we have completed with the Community Payback team is key in terms of the development of this programme and will be moving forward.

SAFETY AND SECURITY

Keeping Birkenhead safe and secure is a key priority for the team at Birkenhead BID, as a result of this we have been working hand in hand with our colleagues from Merseyside Police, Wirral Borough Council and other delivery partners such as Wirral Ways to Recovery and YMCA in order to work together to combat the challenges that our Town Centre and surrounding areas face with anti-social behaviour. In light of this we have recently re-positioned the DISC information sharing facility which is now available to all security teams across the BID area, this has been launched as the Birkenhead BID Commercial Safety Partnership [BBCSP]. In addition to this we now have a dedicated team in place who will be supporting the use, management and development of the information that is collated. Arfon Williams and Ian Davies are the Birkenhead BID's Commercial Safety Coordinators and are here to support you with any challenges that you face as a local business with regards to anti-social behaviour.

MARKETING AND PROMOTION

Promoting our location and town's assets are integral to the economic development of the Birkenhead BID area and is something that the team are working to develop on a continued basis. We have recently agreed a 26-week marketing campaign that

aims to increase the awareness of Birkenhead as a place to visit and do business in. This is hot off the press with the initial coverage currently being created. In addition to this the team are hard at work planning a creative and engaging Christmas Campaign that will span the Birkenhead BID area giving us the opportunity to increase footfall and provide an event for all within our local community. Thinking to the future already, on the back of the recent success of the Be in Birkenhead Festival the team are hard at work as we carve out a 2019 events programme that will attract audiences to Birkenhead. Watch this space for more information.

SUPPORTING BUSINESS

Helping and supporting our Birkenhead BID businesses is a service that we offer to all of our BID Levy Payers. We understand that maintaining a consistent relationship and presence across the business community of Birkenhead is essential when it comes offering our support. In order to do this, we have listened to your feedback and now have a dedicated Business Engagement Coordinator, Kerry Murphy. Kerry will be visiting all of your businesses to offer any support, guidance and sign posting. Offering you support for new business start up's, advise on what business properties are available within the BID area, supporting you with staff training and promoting your business and services through our social media channels. The team are currently working on Birkenhead's Small Business Saturday event which forms part of a national campaign across the UK in supporting the development and creation of small businesses. The Small Business Saturday bus will be making its way to Birkenhead on Friday 26 October. Our key objective is to promote Birkenhead as a destination for business, giving us the opportunity to share success stories from some of our local businesses and promote the available space that we have in and around our Town Centre.

3.5 Birkenhead Assets update

Beaconsfield Centre, Rock Ferry

The Beaconsfield Centre is being operated by Neo Community Café. They are providing office space for the Early Years Trust. They have a food hub, youth club, residents association, Bingo, advice and guidance, community garden and much more. They have developed their business plan which is being assessed by the Council and are accessing funding whilst working towards asset transfer in the very near future.

3.6 Pathfinder Project

The Pathfinder Project is a partnership between the Police, Council, YOT, local schools, CELLS project, Army and Leisure Services. The project has received £7K funding from the Police and Crime Commissioner's fund for activities 2017-18. The pilot project has engaged with 5 schools so far years 9 and 10: EMA, Kilgarth, Woodchurch High School, Prenton High School for Girls and Bebington High School. Over 140 young people who have offended or are at risk of offending have been engaged into the project.

The project offers 4 or 5 days of intervention activities to deter offending including, CELLS project which outlines the consequences of a range of offending, army assault course which promotes problem solving, confidence building and team work, orienteering, mountain biking, foot golf, gym induction day and an awards ceremony. Successful young people have received a certificate and a 6 weekly gym pass.

The project encourages involvement of credible role models in the support team who have been involved in ASB in the past but who have turned their lives around and are currently involved in youth work. The project applicant is Gautby Road Play and Community Centre which is the centre of the North end of Birkenhead where ASB rates have been historically high. Research shows that projects embedded in a community setting show the best chance of success.

Evaluation of the project has shown that the project is improving young people's confidence, skills, attitude to the Police and Council as well as acting as a deterrent from reoffending. It is demonstrating a high impact on changing young peoples' attitudes to committing ASB in the future.

- *46% Changed their attitudes towards the police in a more positive way*
- *73% were deterred from committing crime by understanding consequences*
- *91% reported increased confidence*
- *60% reported increased knowledge about crime and consequences*

Some quotes taken directly from the participants about the police:

- *'They are actually sound'*
- *'I realise they are just normal people doing a job'*
- *'Yes cause they're sound'.*
- *'They are actually quite sound'*
- *'I respect them a bit more'*

The project has just secured a further £10K from the Police and Crime Commissioner Fund for 2018-19 to deliver Pathfinder 2.

3.8 Rock Ferry Exhibition 8th September 2018

The Rock Ferry exhibition launch was extremely well attended with over 60 people attending including Councillor Moira McLoughlin, Councillor Meaden and the Mayor.

MP Frank Field visited the Friday before, during setting up, and he is coming back to look properly on Friday 14th September.

The exhibition launch consisted of over 40 photographic images, newspaper articles, books and maps relating to the Rock Ferry locality. Working in partnership with staff from Wirral Libraries, photographs were curated from constituent Robin Craig's collection and the collections at Birkenhead reference library. The main focus being on images from around the turn of the century.

The launch and exhibition had been promoted via social media, word of mouth, eventbrite and flyers. The flyers and photographs were kindly printed with funding from the constituency committee.

After refreshments for the launch event, Councillor McLoughlin introduced the exhibition and then local historian Mary Ward gave a talk about the history of Rock Ferry. This was well received and stimulated conversations from local residents about their own homes and the surrounding area.

Exhibition runs from 8th-22nd September and feedback so far had been very positive.

4.0 FINANCIAL IMPLICATIONS

There are no financial implications.

5.0 LEGAL IMPLICATIONS

There are no legal implications.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

There are no staffing implications.

7.0 RELEVANT RISKS

There are no relevant risks.

8.0 ENGAGEMENT/CONSULTATION

No consultation

9.0 EQUALITY IMPLICATIONS

There are no equality implications.

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