

**WIRRAL'S  
PARTNERSHIP  
AGREEMENT  
2008/9 to 2010/11**

**Submission to Communities and  
Local Government**

**Agreed 31 May 2008  
(Refreshed 25<sup>th</sup> March 2009)**

This document outlines the context and detail of Wirral's 2<sup>nd</sup> local area agreement, in line with the Local Government and Public Involvement in Health Act 2007.

## **Contents:**

<b>Foreword from Councillor Steve Foulkes.....</b>	<b>3</b>
<b>The Wirral Story: .....</b>	<b>4</b>
<b>How we selected our priorities for improvement:.....</b>	<b>5</b>
<b>Delivering our vision:.....</b>	<b>5</b>
<b>Supporting the vision: .....</b>	<b>8</b>
<b>Conclusion: .....</b>	<b>9</b>
<b>WIRRAL LAA 2008 – 2011: Improvement Targets.....</b>	<b>10</b>

## **Foreword from Councillor Steve Foulkes**

### **Chair of Wirral's local area agreement programme board**

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We have developed our local area agreement at the same time as developing and consulting on Wirral's sustainable community strategy. Wirral's local area agreement is intended to provide a clear sense of what Wirral is like as a place to live, work and visit. The document also captures our future ambition for the borough through a vision that is shared by Wirral's strategic partnership and forms the basis of our new local area agreement.

Wirral is fortunate to have good partnership working with a strong cross section of statutory and voluntary and community sector agencies. This partnership working has been significantly strengthened through the development and agreement of our vision for Wirral and priorities for improvement. We now have a common understanding of the big challenges in Wirral, and partners from all agencies have contributed significantly to the development of our local area agreement.

Wirral developed this local area agreement prior to the economic slowdown. The improvement targets within this document were already challenging and ambitious at the time of the original submission, however in recent months the impact of the economic downturn has started to emerge and we have entered into a recession making the achievement of many of the local area agreement improvement targets far more challenging. We will keep focussed on achieving these targets and we are introducing a wide range of measures to minimise the impact of the economic downturn in Wirral's communities. Wirral remains committed as a partnership to tackling these challenges.

As a partnership, the challenge now is to deliver these improvement targets and I look forward to the partnership making a real difference to Wirral and its communities.

*Steve Foulkes*

## **The Wirral Story:**

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Wirral is a borough of enormous opportunity but it also a place of sharp contrasts, with the overall picture masking stark inequalities for local people. The borough has some of the most affluent wards in the country and some that rate amongst the most deprived. Many of Wirral's citizens enjoy an excellent quality of life, with good quality housing, schools, employment opportunities and living environment. However, in Wirral's more deprived areas, which are mostly located on the east side of the borough, the lives of our citizens can be very different. These areas are characterised by pockets of high unemployment, low skills levels, poorer quality housing, unacceptable levels of anti-social behaviour and high levels of ill health.

Wirral's Local Strategic Partnership is committed to maximising Wirral's potential as a place where people want to live, work and invest. The partnership is also committed to tackling inequality. We have made progress since our first partnership strategy – *Getter Better Together* – was launched, but we want and need to do much more. The partnership is further committed to ensuring the approaches developed for solving Wirral's problems take into account the needs of all sectors of the broader community, promote fairness, accessibility and inclusion, and result in lasting improvements.

Our long term, partnership vision is:

***A more prosperous and equal Wirral, enabling all communities and people to thrive and achieve their full potential***

We know that in order to achieve this long-term vision, Wirral must play a more significant role in the city region economy, boost its overall economic vitality and tackle the significant inequalities that exist within health, housing, education, environment and crime. We must also plan ahead to ensure that the borough's infrastructure and services can meet future challenges such as an increasingly ageing population and maximise any opportunities they may bring.

We also need to build on our assets: a beautiful coastline, excellent housing in parts of the borough, an abundance of high quality green spaces, a well educated and skilled workforce, and a great track record in inward investment, overall educational attainment, leisure and cultural opportunities and low levels of crime and disorder.

Our vision for a more prosperous and more equal Wirral is underpinned by six delivery themes:

- Strong local economy
- Safer communities
- Health and wellbeing
- Living and working environment

- Life chances for children and young people
- Sustainable, appropriate housing

### **How we selected our priorities for improvement:**

In order to achieve the vision outlined above, the LAA focuses on the main priorities for improvement facing the borough. These are the big challenges that need to be tackled.

The priorities for improvement were developed through a robust process, using a needs analysis to identify broad improvement areas. Each of the block / thematic partnerships developed a long list of potential improvement areas. These were reviewed through the LAA development group. The local area agreement programme board then received a business case for each area. The partnership performance team analysed these cases and rated them with a traffic light system against the four key principles for inclusion. These principles, agreed by the board are:

- Is it a problem for Wirral or a part of Wirral?
- Is it in need of improvement?
- Does it need partnership working to achieve it?
- Does the evidence base exist to prove the above?

These business cases were challenged in a series of 'dragon's den' sessions involving key partners, including representatives from Government Office for the North West, against these criteria. Once these sessions were complete, block leads were tasked with identifying the best indicators to measure progress against the improvement areas and negotiating the improvement targets. The board received regular updates on progress and presentations on additional target areas suggested by GONW.

### **Delivering our vision:**

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A **strong local economy** is fundamental to our vision for a more prosperous Wirral. We want Wirral to be a thriving, prosperous, metropolitan area contributing to growth at the heart of the Liverpool City Region. We want to expand the number and type of jobs, to increase opportunities for income growth and wealth creation for local people and reduce the numbers of people commuting outside of the borough for work. The economic downturn makes these aspirations far more challenging to achieve, however we remain committed to focussing growth and investment on the east of the borough, where social, economic and environmental problems such as long-term worklessness are most acute, and where the opportunities created will be most accessible to the greatest number of people. We also want to retain the spending of Wirral residents within the borough to ensure that increased prosperity has a positive impact on the borough's living and working environment – our high quality cultural offer will be integral to this, including the authority's tourism and coastal strategies. We are also committed to playing a full part in the emerging multi area agreement around the economy.

The improvement targets will help to deliver the local authority's enterprise and full employment plans. These plans focus on a number of areas and groups, such as lone parents, over 50s, people from minority ethnic communities and areas with rates of worklessness over 25%.

**Improvement areas:** worklessness, skills for employment, business start-ups

**Connections to other targets:** NEET, employment land and premises, CO2 emissions, congestion

Wirral has made significant progress in creating **safer communities**, with crime and the fear of crime continuing to fall across the borough. Wirral has the lowest rate of recorded crime in Merseyside and levels of burglary, violent crime, robberies and vehicle crime are amongst the lowest in the country. We want to keep improving because we know that crime is still a high priority for local people. We also want to make sure that people and businesses in the more deprived areas of Wirral do not continue to experience disproportionately high levels of crime and disorder. Tackling anti-social behaviour is a high priority for partners, and we will continue to work together to address related issues such as alcohol and improved services for the borough's young people. Another area of focus will be reducing the number of first time entrants into the youth justice system by continuing to reduce overall levels of crime.

**Improvement areas:** violent crime, assault, antisocial behaviour, drug-related offending, adult and child traffic accidents

**Connections to other targets:** first time entrants to the youth justice system, alcohol harm admissions, positive activities for young people

Wirral has a rich history of partnership working to deliver improvements in the borough's **health and well-being**. We want to continue to build on this foundation to tackle the serious issues of continuing health inequalities and an ageing population. In Wirral, those in our most affluent areas live on average over 10 years longer than those in the most deprived areas. We want to focus on activities which address those things which have an impact on life expectancy, including alcohol-related disorders, smoking and cardio vascular disease. We also want to offer improved support for people to make better lifestyle choices. We will work hard to address the challenges of developing services in line with Wirral's ageing population and the expectations of people who rightly want to remain independent for as long as possible and to have choice in how they access services. This will have significant implications for the way social care is delivered in the borough.

**Improvement areas:** life expectancy, independence / people helped to live at home, dementia, mental health, falls, alcohol harm admissions, smoking cessation, carers

**Connections to other targets:** child and adult traffic accidents, teenage conceptions, childhood obesity

Wirral's **living and working environment** is hugely important to increasing investment and prosperity, as well as having a real impact on local people's quality of life. Wirral has a culture and heritage to be proud of and it is important to our sense of identity that we retain and promote these aspects of life that impact on our living environment. We have made improvements to our environment but we are committed to doing more. Waste and recycling, street cleanliness, highway maintenance, the quality of our parks and open spaces and safety on our roads are all issues that rightly matter to local people and we recognise that all partners in Wirral can contribute to making improvements in these areas. We want a cleaner, greener Wirral for all, and we will therefore work to tackle the disparities in cleanliness standards affecting some of our more deprived areas. Another key area of focus will be on reducing the CO2 emissions per capita across the borough, and partnership working around the CRed system will be a valuable tool in achieving this target.

**Improvement areas:** employment land and premises, environmental cleanliness, recycling and waste minimisation, CO2 emissions,

**Connections to other targets:** worklessness, business start-ups, antisocial behaviour, violent crime, congestion

**Life chances for children and young people** in Wirral are overall very good. Most of our children and young people will fulfil the aspirations that they, we and their parents and carers have for them. They will be healthy, safe and well educated, have easy access to recreation, sport and leisure, be able to make a positive contribution to society and be well prepared for their working lives. However, while Wirral on the whole is a positive place for children and young people to grow up, some children and young people do not fulfil their potential. The high levels of poverty and deprivation in some parts of the borough undoubtedly have an impact upon children's lives and their development. Partners in Wirral want to reduce outcome gaps between children from poorer backgrounds and the population as a whole to that ensure that all of our young people have the best possible start in life.

**Improvement areas:** child social care referrals, NEET, DCSF statutory indicators, first time entrants to the youth justice system, childhood obesity, teenage conceptions / sexual health, looked after children

**Connections to other areas:** worklessness, life expectancy, antisocial behaviour

Delivering **sustainable, appropriate housing** is a challenge for all stakeholders in Wirral. We want the main priority for homes to be the creation of sustainable communities at the heart of the urban area, promoting housing market renewal and providing a greater mix in the size, type, tenure, quality and affordability of housing available, supported by a high quality environment and modern services including health and education. We also want everyone to live in a decent home. Decent housing is essential so that everyone experiences social cohesion, health, well-being and independence. Vulnerable households, which are defined as having family members on means tested or disability related benefit, are statistically more likely to live in a non-decent home compared to other households.

**Improvement areas:** Homelessness, decent homes for vulnerable people, net new homes built

**Connections to other targets:** congestion, CO2 emissions, all age, all cause mortality rates, worklessness, educational attainment

## **Supporting the vision:**

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The six themes above demonstrate how we will achieve our vision of a more prosperous and equal Wirral. To make these ambitions a reality, we need to ensure that all the supporting mechanisms are in place and effective. This includes: voluntary and community sector support, sustainability and equality appraisals, performance management and cross-cutting themes. The LAA programme board is supported by several groups working on these themes.

These include:

- Wirral Equalities Forum  
Environment & Sustainability Advisory Group
- LAA Development Group
- Research Group

The community and voluntary sector plays a key role in the development, management and delivery of the local area agreement. As well as being represented at all levels of the partnership, the sector's infrastructure is in a phase of development, including implementation of the compact agreement and the coalescence of the individual councils for voluntary service into a new organisation: Voluntary and Community Action for Wirral (VCAW). VCAW and the Network will provide the first point of engagement with the voluntary and community sector, ensuring the voices of local people and community groups can be included in the partnership.

## **Conclusion:**

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We will begin to tackle the key challenges facing Wirral will be through the delivery of our partnership agreement. This is a 3 year action plan which has been negotiated with central government to deliver improvements on Wirral's shared priorities. Wirral's LSP has identified, through a robust prioritisation process, the right improvement targets for 2008-11.

## WIRRAL LAA 2008 – 2011 (Refresh): Improvement Targets

NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
15	Serious violent crime rate	Recorded Assault with Less Serious Injury rate per 1,000 population in 2008/09 (based on mid-2007 population estimates) – to be finalised in 2009. Please note the 2010/11 figure will be calculated using mid-2009 population estimates”.	Introduced in 2009/10	-3.5%	-3.5% <sup>7</sup>	Wirral Council Merseyside Police Youth Offending Service
20	Assault with injury crime rate	Recorded Assault with Less Serious Injury rate per 1,000 population in 2008/09 (based on mid-2007 population estimates) – to be finalised in 2009. Please note the 2010/11 figure will be calculated using mid-2009 population estimates”.	Introduced in 2009/10	-2%	-2% <sup>8</sup>	Wirral Council Merseyside Police Youth Offending Service
38	Drug-related (Class A) offending rate <sup>5</sup>	Out-turn for Jan-Mar 2008 cohort.  Final data available July 2009.  Emerging baseline: 1.06	Introduced in 2009/10	Average 10.5% below baseline across 09/10 and 10/11 cohorts <sup>6</sup>		Wirral Council Merseyside Police Wirral PCT, DAAT Wirral Probation Service

NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
39	Alcohol-harm related hospital admission rates	2196 (2006/07)	2581	2762	2908	Wirral PCT DAAT Wirral Hospital Trust
47	People killed or seriously injured in road traffic accidents	174 (2005-07)	154 (11.3%)	138 (10.4%)	123 (11.1%)	Highways Agency Wirral Council Merseyside Police Merseyside Fire & Rescue
48	Children killed or seriously injured in road traffic accident	31 (2005-07 )	26 (16.3%)	22 (15.6%)	20 (6.2%)	Highways Agency Wirral Council Merseyside Police Merseyside Fire & Rescue
55	Obesity among primary school age children in Reception Year	9.1% (2006/07)	9.23%	9.37%	9.5%	Wirral PCT Wirral Council
68	Referrals to children's social care going on to initial assessment	40.5% (2006/07)	71%	72%	75%	Wirral Council
111	First time entrants to the Youth Justice System aged 10-17	1600 (rate/100,000) (Baseline 527- 2007/08)	Introduced in 2009/10	1570	1500	Wirral Council Youth Justice Board Police
112	Under 18 conception rate	-7% (2006)	-28%	-39%	-50%	Wirral PCT Wirral Council Wirral Hospital Trust

NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
117	16 to 18 olds who are not in education, employment and training (NEET)	9.5% 2007/08	7.40% <sup>2</sup> (current reward target)	7.10%	6.90% <sup>1</sup>	Connexions Wirral Council
120	All-age all cause mortality rate	815 (2006) Male	735	714	694	Wirral PCT Wirral Council
		529 (2006) Female	513	500	488	Wirral PCT Wirral Council
123	Stopping smoking	896 (Baseline based on average 2004-07)	896	896	896	Wirral PCT Wirral Council Wirral Hospital Trust
130	Social Care clients receiving Self Directed Support (Direct Payments and Individual Budgets)	4.9%	Introduced methodology change in 2009/10	15%	30%	Wirral Council
135	Carers receiving needs assessment or review and a specific carer's service, or advice and information	15.5% (May 2008)	18%	21.5%	25%	Wirral Council
151	Overall employment rate <sup>3</sup> <b>(WNF Reward indicator)</b>	69.8% (June 2007)	70.5% (0.7%)	71.2% (0.7%)	72.1% <sup>1</sup> (0.9%)	Wirral Council Job centre plus
153	Working age people claiming out of work benefits in the worst performing neighbourhoods <sup>4</sup> <b>(WNF Reward indicator)</b>	35.8% (May 07)	35.2% (-0.6%)	34.4% (-1.4%)	33.3% <sup>1</sup> (-2.5%) <sup>4</sup>	Wirral Council Job centre plus Learning and Skills Council

NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
154	Net additional homes provided	330 (04/05-06/07)	500	500	500 <sup>1</sup>	Wirral Council
155	Number of affordable homes delivered (gross)	99 (04/05-06/07)	149	167	187 <sup>1</sup>	Wirral Council, Local RSLs, Developers, Housing Corporation, New Heartlands
156	Number of households living in temporary accommodation	8 (Dec 2004)	18	12	4	Rehousing Services, RSLs Supporting People
167	Congestion - average journey time per mile during the morning peak	4.12 min. sec/mile	4.3% (4.23 min. sec/mile)	4.7% (4.24 min. sec/mile)	5.1% (4.25 min. sec/mile)	Wirral Council, Merseyside Passenger Transport Authority / Executive, Merseytravel, Other Merseyside councils
171	New business registration rate	40.9 (2007)	Introduced in 2009/10	40.3	42 <sup>1</sup>	Wirral Council NWDA Private sector
186	Per capita reduction in CO2 emissions in the Local Authority area	6 tonnes CO2 per capita (2005)	3.7%	7.5%	11.4%	Wirral Council Enworks ESTAC
192	Household waste recycled and composted	14.2% (2006/07)	34%	35.5%	37%	Wirral Council Merseyside Waste Disposal Authority

NI	National Indicators (Designated targets)	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
195	Improved street and environmental cleanliness – Litter <b>(Primary)</b>	11% (2007/08)	8%	7.5%	7%	Wirral Council Merseyside Waste Disposal Authority
	Improved street and environmental cleanliness – Detritus <b>(Secondary)</b>	11% (2007/08)	10%	9%	8%	
	Improved street and environmental cleanliness – Graffiti	7% (2007/08)	Conditional to show no deterioration from baseline figure			
	Improved street and environmental cleanliness – Fly posting	1% (2007/08)	Conditional to show no deterioration from baseline figure			

<sup>1</sup> Targets will be reviewed at 2009/10 refresh

<sup>2</sup> Re the previously agreed reward element on NEET, NI 117, the counting methodology adopted at the time of the agreement will be used to measure reward performance only

<sup>3</sup> Please note that this data has a 95% confidence interval of +/- 3.1%

<sup>4</sup> Target is cumulative for the three year LAA

<sup>5</sup> The LAA target will be completely met if the average of Year 2 and Year 3 ratios is at least 10.5% below the final baseline ratio (available July 2009)

<sup>6</sup> These targets set out to achieve a reduction of 7% per annum in the baseline rate of class A drug related offending

<sup>7</sup> A 7% a reduction as cumulative total for 09/10 and 10/11

<sup>8</sup> A 4% a reduction as cumulative total for 09/10 and 10/11

**Set Statutory Indicators for attainment and early years**

NI	New National Indicators	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
72	Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language and Literacy	46.1%	54.0%	56.0%	57.0%	Wirral Council
73	Achievement at level 4 or above in both English and Maths at Key Stage 2 (Threshold)	72.0%	Set on an academic year basis for 2009/10	77.0%	78%	Wirral Council
75	Achievement of 5 or more A*-C grades at GCSE or equivalent including English and Maths (Threshold)	48.4	52.0	55.2	57.0	Wirral Council
87	Secondary school persistent absence rate	7.1	Set on an academic year basis for 2009/10	6.4	5.5	Wirral Council

NI	New National Indicators	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
92	Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest	34.3	31.5	30.2	28.9	Wirral Council
93	Progression by 2 levels in English between Key Stage 1 and Key Stage 2	78.9	Set on an academic year basis for 2009/10	86.0	87.0	Wirral Council
94	Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2	72.3	Set on an academic year basis for 2009/10	79.0	82.0	Wirral Council
99	Children in care reaching level 4 in English at Key Stage 2	41.3%	Set on an academic year basis for 2009/10	44.0%	53.1%	Wirral Council
100	Children in care reaching level 4 in Maths at Key Stage 2	51.7%	Set on an academic year basis for 2009/10	44.0%	56.3%	Wirral Council

NI	New National Indicators	Baseline	LAA Improvement Target			Partners
			2008/09	2009/10	2010/11	
101	Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (including English and Maths)	7.9%	Set on an academic year basis for 2009/10	7.4%	6.3%	Wirral Council

## Local Indicators

Local indicators	Baseline	Improvement Target:			Partners
		2008/09	2009/10	2010/11	
Reducing the number of incidents of ASB	18414 (2007/08)	17917	17558	17207	Wirral Council Merseyside Police Youth Offending Service
Safely reducing the number of looked after children	606 (Feb 2006)	590	590	565	Wirral Council Wirral PCT Wirral Hospital Trust Cheshire & Wirral Partnership Trust
Young peoples participation in activities	20% (2007/08)	20%	21%	22%	Wirral Council
Clients aged 16-35 with two or more episodes of self harm in the last 12 months who subsequently become engaged in meaningful social activities	0 (2008)	2	2	2	Wirral Council Wirral Hospital Trust Cheshire & Wirral Partnership Trust Wirral PCT
People supported to live independently through social services (all adults)	2142 (2007/08)	2,185.8	2,230.05	2,274.3	Wirral Council Wirral Hospital Trust Wirral PCT
To reduce the number of people with dementia admitted to residential and nursing care 5% reduction on 2007/08 admittances	180 (2007/08)	171	162	154	Wirral Council Wirral PCT Wirral Hospital Trust Cheshire & Wirral Partnership Trust
The number of emergency unscheduled acute hospital bed days occupied by people aged 75 or more in NHS hospitals in Wirral who are admitted through fractured neck of femur as a result of a fall, as measured by PCT data	2185 (2007/08)	Introduced in 2009/10	3255	2975	Wirral PCT Wirral Council Wirral Hospital Trust

Local indicators	Baseline	Improvement Target:			Partners
		2008/09	2009/10	2010/11	
The amount of floor space (ha) developed and brought to the market for employment use (Borough-wide)	16,598 (December 2008)	Introduced in 2009/10	16,100	16,300	Wirral Council NWDA Private sector
NVQ level 2 skills participation	3250 (2006/07)	3283	3299	3316	Wirral Council Learning & Skills Council
No. of vulnerable households assisted with at least one main energy efficiency measure under Warm Front	2665 (2006/07)	2765	2903	3048	Wirral Council, EAGA plc, Energy Saving Trust Advice Centre,
Improved street and environmental cleanliness – levels of litter and detritus in Wirral's most deprived areas	30% (2007/08)	28%	24%	20%	Wirral Council Merseyside Waste Disposal Authority
<b>(NI 21)</b> People who agree that the police and local councils are dealing with anti-social behaviour and crime that matter in their area	Agreed for inclusion by LAA Programme Board at its meeting – 20 <sup>th</sup> January 2009 in principle subject to further discussion regarding target setting.			Wirral Council Merseyside Police	