

WIRRAL LOCAL STRATEGIC PARTNERSHIP

'GETTING BETTER TOGETHER'

OUR PRIORITIES

2003-2013

CONTENTS

PAGE

MAP OF WIRRAL

SECTION 1 – WIRRAL – WE’RE GETTING BETTER TOGETHER

- Foreword from The Right Reverend David A Urquhart, Bishop of Birkenhead, Chair of Wirral’s Local Strategic Partnership
- Developing the Vision, Shaping the Future
- Agreeing the Process, Developing the Strategy
- Local Voices, Local Action
- Driving Change, Delivering Improvements

SECTION 2 – THE THEMES

- A Healthy and High Quality Environment
- A Thriving Local Economy
- Better Opportunities for Learning
- Improved Culture and Leisure
- Improved Health and Social Care
- Safer Communities
- High Quality Homes; High Quality Housing Services
- Modern Transport Facilities

APPENDICES

1. LSP Board Membership
2. Linkages between Themes
3. Jargon Buster

GETTING BETTER TOGETHER

WIRRAL 2013 – OUR VISION

SECTION 1 – WIRRAL – WE'RE GETTING BETTER TOGETHER (include photograph and signature)

As Chair of Wirral Local Strategic Partnership I am delighted to be able to present this, Wirral's first Community Strategy – ***Getting Better Together*** – which sets out our 10 year Vision for Wirral. We have developed a strategy that will build upon our existing strengths, and will be capable of driving Wirral's future transformation, building a society that is vibrant and thriving, diverse and yet cohesive.

This is a comprehensive, far-reaching and inspirational document, in that it sets out a framework of actions for our future that will act as the catalyst for guiding and supporting the work programmes and priorities of all our partners. We have fully recognised that if we are to make an impact on areas such as crime, education, health and housing for example, then we will need to find new ways of doing business, new ways of working together and new and innovative methods to achieve real and lasting results.

As a partnership we are committed to working together to deliver our Vision. To get things right and really make a difference where it counts – in the heart of all our local communities – we can no longer afford to act in isolation. We need to work in partnership to ensure that our services are centred on the needs of local areas and that local people can truly have a voice in influencing and directing future service delivery.

It is time for us to collectively harness our available resources, energies, goodwill and willingness to change, to ensure that we are in a position to benefit from the many opportunities, and challenges, that we will inevitably face over the next 10 years. We need to build upon the commitment,

dedication and expertise of all concerned, and channel this energy into effectively delivering our Community Strategy, our Vision for Wirral.

Finally, our Community Strategy has taken time to get right, but for this I make no apology, as we were determined from the outset to ensure our partnership and plans were inclusive, yet strategic, transparent, yet effective. To do this takes time, but I now believe that we have in place a Community Strategy of which we can all be proud.

Wirral's time is now; we want you to play your part and be a part of our future.

The Right Reverend David A Urquhart, Bishop of Birkenhead

WIRRAL 2013 – DEVELOPING THE VISION – SHAPING THE FUTURE

Over the last few years, Wirral has proved itself to be both dynamic and ambitious, moving forward with a renewed sense of purpose and vigour, focusing on a series of aspirations to deliver a better Wirral for all. Multi-million pound investments have provided the foundation for Wirral's growth and a large-scale programme of neighbourhood renewal designed to close the gap between our poorest neighbourhoods and the rest of the Borough is currently underway. In addition, radical changes have been taking place in the way our public agencies provide their services, improving their standards and concentrating on the wide and varied needs of our individual communities across Wirral.

We want a Wirral in which people will want to live, work and invest, and it is to this end, that the Local Strategic Partnership – a body bringing together key partners from the public, private, voluntary and community sectors – will be working. The Local Strategic Partnership will have a lead role in planning existing services better and delivering our Vision, or Community Strategy, for the whole of Wirral.

Since the formation of Wirral's Local Strategic Partnership in October 2001 we have begun to make significant progress in improving the quality of life for everyone who lives and works on Wirral. However, there is still much more to be done, and we intend to continue driving forward with an ambitious agenda for change that is based firmly on a spirit of partnership and a shared understanding and commitment to achieve real and lasting change. This will require all partner organisations to work together in new ways, bending traditional boundaries, looking for new and innovative solutions to local problems.

The major focus for our continuous improvement will be the delivery of our Community Strategy. If we are to make Wirral a place in which people want to live, work and invest, then at the very heart of this Vision and Strategy must

be the voices of our citizens, voluntary and community groups and local businesses.

'Getting Better Together', our first Community Strategy, aims to focus on those key issues where there is a real need for partners from across the public, private, voluntary and community sectors to work closely together to ensure we are making a real difference and delivering improved and responsive services. Underpinning this is our overall Vision, and our aspirations, principles and values, all of which will contribute to improving the quality of life for all of our residents.

Our Vision

Our Vision is to:

'Make Wirral a better place in which to live, work and invest'

Our aspirations

'Getting Better Together' sets out the ways in which we will continue to work together with partners, local communities and businesses to make Wirral a place:

- That people are proud of
- Where people enjoy living and working
- That offers exciting and enjoyable cultural and leisure activities
- That knows where its future lies

Our Principles and Values

Underpinning our Vision and aspirations, are a series of principles, values and working practices which further demonstrate how we will achieve both real and lasting change through the delivery of our Community Strategy for Wirral.

These fundamental principles and values are:

Building cohesive communities

We are committed to building and maintaining cohesive, vibrant communities that share a common vision and sense of belonging, where diversity is appreciated and positively valued, where life opportunities are equal and where strong and lasting relationships are developed between people of different backgrounds.

Sustainability

Our actions need to be sustainable so that they meet people's needs for homes, jobs, services and transport without creating longer-term problems that may then cause our work to fail, such as damaging the environment or creating a shortage of housing that people can afford. It's about ensuring that we meet the needs of the present without compromising the ability of our future generations to meet their own needs. We will therefore create a strategy, based on sustainable actions that work, keep on working and will deliver change in the short, medium and long term.

Partnership

We know from experience that we can achieve more by working together. Through our different public services, local businesses, community and voluntary groups, and the people of Wirral working together in partnership, we will be able to solve problems, carry out improvements and develop new projects.

Broad Horizons

We recognise that what happens in Wirral is closely linked to what is happening in the rest of Merseyside, the North West and North Wales, and beyond. Having 'broad horizons' means that we can identify and contribute to the bigger picture and take advantage of the opportunities this presents through our Community Strategy.

WORKING PRACTICES

As partners in Wirral's Local Strategic Partnership (LSP) we are committed to:

- Playing a positive and active role in contributing to the Community Strategy, reviewing progress, and keeping the strategy up to date
- Including everyone with a stake in the process from the community, voluntary, private and public sectors
- Providing the resources and the opportunities that are needed for the community to be meaningfully involved in the process
- Sharing information openly, aiming for clarity, simplicity and speed in the way we communicate
- Recognising and respecting the contributions of all our partners, giving regard to different aims and ways of working
- Developing a common understanding of the diverse needs within our communities
- Working together to agree priorities, and to tackle needs and opportunities
- Promoting continuous improvement in all of our services
- Encouraging creative thinking and a shared approach to solving problems
- Having pride in our achievements

GETTING BETTER TOGETHER – agreeing the process, developing the strategy

Processes – taking our time to get things right

Wirral's Community Strategy has taken time to get right as the partnership has been determined to build upon firm foundations and, through incremental steps, ensure that all communities and sectors could play their part and get involved. It is a strategy that is very much built upon a series of in-depth actions and processes designed to gain a wide sense of commitment and ownership across all partners, local organisations and local communities.

As a result, Wirral LSP resolved from the outset that its first Community Strategy would build upon the plethora of existing consultation and information already available, facilitate further discussion and consultation as required, and then develop an agreed set of priorities and actions that partner organisations and local people alike could sign up to. We firmly believe that we have achieved our objective and have developed a Community Strategy that is fit for purpose and relevant to all. Below we outline some of the key processes we have adopted to ensure '**Getting Better Together**' really is a strategy built upon solid and inclusive foundations.

Key building blocks in developing our Community Strategy have included:

- Identifying key issues and priorities – through building upon existing consultation, the partnership has conducted a series of activities aimed at identifying and defining the key issues for Wirral
- Commissioned a 'State of the Borough Report' which has given a snapshot of where Wirral is now in relation to each of the themes
- Analysing and using data relating to the population profile of Wirral and how this could impact upon the Borough and service provision
- Sector Champions – nominated a Champion (each with a link to a supporting partnership structure) to develop and manage the delivery of each of the Community Strategy themes
- Consultative version – produced a consultative version of the Community Strategy which allowed us to check and refine the priorities and actions identified
- Final version – informed from feedback received during a wide ranging consultation to produce this, our first Community Strategy, '**Getting Better Together**'

Strategy development – it's easier when you're inclusive

Supported by an agreed vision, and a series of underpinning principles, values and working practices, the partnership concluded that an inclusive,

transparent and open partnership would be key to our future success. We have sought to ensure that every small step has allowed partners and local communities the opportunity to comment on and influence the strategy. We haven't always been able to include every comment and every priority, and we might not always have agreed, but there has, and will continue to be, a genuine commitment to change, to making our Vision a reality and maintaining an inclusive approach at the very core of all our activities.

The title of our Community Strategy – ***'Getting Better Together'*** – really captures the spirit and commitment of our partners who have signed up to delivering the priorities contained within this document.

Through joint action, joint effort and joint working, we will make a difference and we will deliver a better Wirral.

Why do we need a Community Strategy?

Developing a Community Strategy for the Borough will provide, for the first time, an opportunity to bring together across a range of partnerships and organisations, all of those priorities and actions that will impact upon Wirral into one single document. It will allow us to co-ordinate more effectively these actions and priorities, identify gaps in provision, align our plans and resources to those issues that you have said matter most to you, while continuing to look for new ways of working better together.

Wirral's first Community Strategy – ***'Getting Better Together'*** – is a plan that sets out how we will advance Wirral both now and in the future. It is a plan that must be drawn up with, and involve, local people and organisations at all stages. It is an ongoing, ever changing, evolving document that sets the context for the future operation of our partner organisations and that will ultimately contribute to making Wirral an even better place in which to live, work and invest.

'Getting Better Together' is a long-term strategy for the whole of Wirral, and will be **THE** key document used to drive the future development of Wirral over the next 10 years, influencing and focusing the activities, resources and priorities of all our partners. It should also be remembered that while this is a long-term Vision, the Community Strategy is further supported by a series of shorter-term action and delivery plans underpinning the strategy and ensuring we turn our Vision for Wirral into reality.

Adding value – enhancing delivery

If the Community Strategy is to achieve real and lasting change, then its overall impact must be greater than the sum of all its parts. It must provide added value, and the LSP must be able to demonstrate that through working together, rather than in isolation, things really have changed and improvements been made.

The Community Strategy will not provide the solution to all of the problems we face in Wirral, but it will provide us with an opportunity to try out new ways of working and new ways of doing business both within and across individual sectors. We need to be flexible, adaptable and understanding. Real and lasting change takes time and that is why we have set out a 10 year Vision for Wirral that is supported by a series of short, medium and long-term actions.

The added value elements of working jointly through the LSP are already evident, and will continue to emerge as the partnership continues to develop. Examples of areas of added value within the LSP include:

- Analysing how partners undertake and commission specific research projects
- Ensuring effective and efficient engagement with local communities by working as a partnership
- Avoiding duplication of resources and effort by agreeing areas of responsibility in partnership work

Working better together

The Corporate Research Group provides a clear and strong example of how through working together to develop and deliver a Community Strategy for Wirral, we have been able to make quite significant differences to the way we work and the outputs and results we collectively produce.

The Corporate Research Group, established in 2002, brings together key research practitioners from across Wirral to share resources, expertise and information. The group aims to drive and co-ordinate research activity across the borough to ensure partners compliment each other and that duplication is avoided. This allows for a much more targeted approach to the levels and type of consultation activity required and ensures that the group is able to access up to date and relevant information for their organisations to inform the development of plans and policies.

The research group is based around the 8 key themes of the Community Strategy, and a designated researcher is allocated to each theme with responsibility for producing regular update reports to the LSP. In addition the group also has responsibility for considering a number of crosscutting issues such as social inclusion and equality.

As well as a research group capable of providing valuable and timely information and ensuring a consistent approach across all themes to the development, monitoring and reporting arrangements around the Community Strategy, work is ongoing to ensure key links are in place across all 8 themes. Such strengthening of our infrastructure will ensure that there are strong and effective links to and from the Council, neighbourhood renewal, the Voluntary and Community Sectors' Network and the appropriate thematic partnership, thereby supporting our ongoing development.

LOCAL VOICES – LOCAL ACTION

Inclusion, involvement and engagement have been the bywords of Wirral's Local Strategic Partnership since its inception and the partnership is gaining a growing reputation, both locally and nationally, for its inclusivity and transparency. It was recognised that a more robust and realistic strategy would only be achieved through offering a variety of routes and opportunities for local people and local organisations to get involved and have their say in setting priorities and agreeing actions.

The consultative version of the Community Strategy in particular was subject to a wide range of consultation avenues, and using a wide variety of methods including questionnaires, focus groups and presentations, we consulted with:

- Local residents
- Area Forums
- The Voluntary and Community Sectors
- The Private Sector
- Our partners on Wirral Local Strategic Partnership

Based on what you have told us through research and consultation, our Community Strategy identifies 8 key areas of work and outlines a number of key priorities and targets for action. These key work areas are based around the following themes:

- Providing an **environment** that is clean, safe, healthy and attractive; one which local people can be proud of
- Creating a prosperous community that attracts and retains good quality **employment**, that sees all members of our communities enjoying the opportunity to be included within this economy
- Making Wirral a place where **learning** is valued by our communities throughout their lives, where people are offered help to achieve their

ambitions and to become active citizens with a pride in themselves and their communities

- Making Wirral an outstanding place of quality and accessibility for our **leisure and cultural** activities
- Promoting **healthy lifestyles**, preventing illness and reducing the gap between the most and least healthy in the Borough to ensure that Wirral people are amongst the most healthy in the North West of England
- Working together to make Wirral a **safer place**, where levels of crime are falling and residents feel safe
- Ensuring that a wide range of good quality, affordable **housing** is available for all our residents, which is secure, affordable, well-maintained and meets varied and changing needs
- Ensuring that our **transport** systems are clean, safe, reliable and integrated and offer a variety of sustainable transport choices for travellers

It is thanks to the valuable feedback that we received, that we are now able to publish our first Community Strategy, confident that it reflects and expresses the views and priorities of a cross section of society. We are particularly grateful to all of you who took the time to complete questionnaires or attend consultation events.

But our work must not stop here....

We must continually monitor, update and refresh our Community Strategy to ensure that we are aligning plans, policies and priorities in line with the needs and aspirations of our local communities.

Wirral LSP is keen to hear your views, gain support and provide a variety of routes to get involved. However, it should also be remembered that the Community Strategy addresses those major issues that affect the whole of Wirral. Local area plans – developed through Area Forums and other local partnerships – offer the opportunity to address, within the overarching framework of the Community Strategy, more local issues and concerns. (For

further information on how to get involved and have your say, please refer to the following Section 'Want to Get Involved')

PARALLEL PRIORITIES – additional actions for priority

We also realise that in addition to our 8 specific priority themes, that there are a number of other, more crosscutting areas, to be addressed, which will impact upon and benefit the other themes as the strategy continues to develop and evolve.

These include:

- Engaging more fully and meaningfully with the **private sector**
- Working with **hard to reach groups** to further facilitate widespread community involvement and engagement through the preparation of a consultation document
- Ensuring all partners are actively involved in, and understand, the **community cohesion agenda** through seeking to integrate the issues within the Community Strategy and service planning systems to achieve positive benefits for our communities
- **Marketing** the Borough and the Local Strategic Partnership in a more effective and dynamic manner to further support the Community Strategy
- Developing **protocols with the Voluntary and Community Sectors' Network** to further secure greater synergy and involvement in the supporting partnership structures

WANT TO GET INVOLVED?

We recognise that our Community Strategy will stand a greater chance of success if it is built upon a series of more local processes for identifying future priorities. As such, the community planning processes adopted across Wirral provide a range of opportunities for local people, businesses and organisations to get involved and make a difference in their communities by contributing to a shared vision for the area and monitoring a programme of

priorities for action. So if you would like to get involved in influencing how resources are committed in your area, contacts are identified below.

Area Forums and Youth Forums

Wirral Council – with their partners from Health, Police and local voluntary and community organisations – has been modernising the way it does business in an attempt to bring local government (and the many services it delivers) closer to the people of Wirral. Area Forums are a genuine attempt at increasing community involvement and continuously improving services. The Council and its partners are committed to listening to local people, taking action at a local level on those issues that are most important to you, and ultimately improving services in your area.

Area Forums

There are 8 Area Forums (each covering 2 or 3 electoral wards), providing the means for bringing together the main service providers in local areas to respond to local issues and priorities. Chaired by local councillors, membership of Area Forums is based on ward councillors, representatives of from the local community, the private sector, local voluntary and community groups, the Police, Health, faith community, local schools and colleges.

Each Area Forum is different and will grow and change in response to local priorities, needs and issues, but all forums have the same aims:

- To bring together those who work and live in an area in a positive and active partnership
- To influence services for the area, making sure they align with what people want, and then feeding these into the wider Community Strategy for Wirral
- To develop a local area plan based on the above which sets out the main areas of work for the Area Forum and monitors progress
- To support local initiatives which meet local needs through the allocation of the Community Initiatives Fund
- To give local people an opportunity to have their say

Each Area Forum has a designated area co-ordinator who will be able to provide further details, and dates and venues of all forthcoming meetings in your area.

Youth Forums

Four Youth Forums (one linked to two Area Forums) have recently been established to further support and build upon the work undertaken by the Area Forums. Each forum is supported by a group of workers from relevant organisations including the Council, Greater Mersyside Connexions, the Voluntary and Community Sectors Network and the Area Forum co-ordinator.

For further information please contact the Community Planning Team:

(t) 0151 691 8069

(f) 0151 691 8159

(e) engage@wirral.gov.uk

(w) www.wirral.gov.uk

Voluntary and Community Sectors' Network

Wirral's Voluntary and Community Sectors' Network is the body that provides the main link between the LSP and the voluntary and community sectors in Wirral. It is fast gaining a reputation both locally and nationally as a beacon of good practice in establishing inclusive structures and ensuring and maintaining the involvement of our voluntary and community sectors across the range of community planning activities.

The Network, established in September 2002, aims to ensure that the voluntary and community sector networks are aware of and involved, in a meaningful way, in all of the community planning structures currently in place across the borough. Across the neighbourhood renewal, Community Strategy, LSP and the local partnerships / forum agendas, these sectors,

through the Network, are making valuable and vital contributions to emerging priorities and plans.

Membership of the Network now totals over 360 local groups and organisations, reflecting the diversity of these sectors on Wirral, and through its panel of 40 elected representatives from across Wirral's voluntary and community sectors, acts as an Electoral College, providing representatives onto the LSP and its subgroups. The Network Panel is made up of one community representative from each of the Borough's 22 wards and one representative from each of the 18 identified sectors of interest in the voluntary sector. In addition, the Network plays a key role in acting as a channel for information to and from the LSP to all its members.

Links between the Voluntary and Community Sectors' Network representatives and the Area Forums and neighbourhood partnerships are also increasingly integrating and there is a commitment to on-going alignment.

For further information on Wirral's Voluntary and Community Sectors' Network and / or for information about how to join the Network, please contact Wirral Voluntary and Community Sectors' Network on:

(t) 0151 646 5432

(f) 0151 647 1227

(e) joethwaites@email.com

(w) www.wvcsn.org

Neighbourhood Partnerships

Wirral has a long and proud history of partnership working across all levels, and perhaps none more so than the local level, where a broad range of locally based neighbourhood partnerships can be found.

These partnerships have evolved over a considerable period of time and are each different in focus and structure. Formed for a variety of reasons from

securing regeneration funding for an area, to harnessing local activism or to pilot new ways of providing services, such as Neighbourhood Management models, these partnerships provide a fertile ground for local voices to be heard and local decisions to be affected.

To further support the development and future operation of these partnerships across the Borough, a Partnership Support Team has recently been put in place which will support a team of workers to facilitate partnership working and integration into the LSP structures. Further work is also ongoing to ensure robust communication mechanisms are in place between the neighbourhood partnerships and Area Forums to allow for increased cross working on defining and developing local solutions to local issues.

The main features of these neighbourhood partnerships are that:

- They are generally based at a ward or neighbourhood level
- Decision making is based around regeneration and local neighbourhood issues
- Membership is drawn from a mixture of community representatives and from a range of different key service providers in the area

For further information please contact the Partnership Support Team on 0151 666 2799.

DRIVING CHANGE – DELIVERING IMPROVEMENTS

Clearly, tackling the key issues for many local people – around problems such as crime, jobs, education, health and housing etc. – will require a range of local organisations working together. It is the job of the LSP to bring these organisations together and to take the lead in preparing and implementing our Community Strategy, setting out and delivering our Vision for Wirral.

WIRRAL LOCAL STRATEGIC PARTNERSHIP

CHAMPIONS GROUP

**NEIGHBOURHOOD
RENEWAL POLICY GROUP**

**COMMUNITY STRATEGY
POLICY GROUP**

DEVELOPMENT GROUP

THEMATIC PARTNERSHIPS

WIRRAL VOLUNTARY AND COMMUNITY
SECTORS' NETWORK

AREA FORUM STRUCTURES

WIRRAL LOCAL STRATEGIC PARTNERSHIP – a partnership of equals

Established in October 2001, Wirral Local Strategic Partnership (LSP) brings together key players from the public, private, voluntary and community sectors to establish a vision, or Community Strategy for Wirral, to address people's quality of life in relation to key areas such as employment, crime, health, housing and education. To successfully tackle these broad, crosscutting issues required a range of organisations working together in new and innovative ways to champion and lead Wirral into different ways of doing business and piloting new approaches to tackle quite often deep-rooted and fundamental problems. Wirral LSP is well placed, as it continues to develop and evolve to take on this mantle and with further support from its supporting subgroups and structures, to lead Wirral towards a bright and thriving future.

As well as developing and delivering the Community Strategy, the LSP also has a number of other key roles and responsibilities including:

Developing a Local Neighbourhood Renewal Strategy

Where we live can greatly influence our opportunities in life, and for those people living in the most disadvantaged parts of our community, these opportunities can be very limited. Those who can move on, but for those trapped in a cycle of poverty and decline; there is very little choice to be had over where or how they live.

To combat this problem and reverse this cycle of decline, Neighbourhood Renewal – a Central Government programme – aims to ensure that within 10 to 20 years time, no one is seriously deprived by where they live. A key part in improving the quality of life of local residents, will require a strong focus on improving public services in the following key areas:

- Crime
- Education
- Health

- Housing
- Worklessness

The Government identified 88 local authority areas to benefit from over £900 million of funding over 3 years to tackle deprivation in their most deprived areas and Wirral Council, in collaboration with the Local Strategic Partnership, has been allocated funding to target activity in the following areas:

- Seacombe
- Liscard
- Tranmere
- Bidston
- Birkenhead

Wirral's Local Neighbourhood Renewal Strategy – prepared as a separate document yet forming an integral, and reflected element, within our wider Community Strategy – outlines the priority areas of renewal in line with locally identified needs, providing an opportunity to test new and innovative ways of providing public services in key areas. In addition, where evaluation illustrates success, the programme of Neighbourhood Renewal will provide an opportunity to mainstream service provision to benefit the whole of the Borough.

For further information on Neighbourhood Renewal, please contact Wirral Waterfront on 0151 650 6981.

Involvement in Local Public Service Agreements

Local Public Service Agreements (LPSA's) provide local authorities with an opportunity to deliver key national and local priorities in return for agreed flexibilities and additional resources if these targets are met. Because these targets must be challenging, and must be supported by local people and partners, the LSP provides an ideal forum in which to agree priorities with key partners and to begin to identify the necessary actions to deliver them.

12 LPSAs are being finalised for Wirral and these will be reflected throughout the appropriate Community Strategy themes and highlighted accordingly.

For further information on Local Public Service Agreements please call the Best Value and Performance Management Team on 0151 691 8164.

OUR STRUCTURE

Working together – getting better together

Wirral has a long tradition of partnership working and these strong foundations will form the basis for our future success, as well as contributing to why we decided to call our Community Strategy '**Getting Better Together**'. We all have an equal part to play in delivering, refining and refreshing our Community Strategy to ensure that the people of Wirral receive first class, responsive services based around their needs and priorities.

Each partner will make significant contributions across the 8 themes, which will require that partners work together in more co-ordinated ways, targeting resources at those things that stand in the way of our success as well as recognising, and celebrating our achievements.

Membership of the LSP is drawn from across:

- The Voluntary and Community Sectors' Network
- Partnerships such as the Health and Social Care Partnership, Community Legal Service Partnership, Wirral Environment Partnership etc.
- Public sector representation such as Government Office, Learning and Skills Council, Jobcentre Plus, North West Development Agency, Greater Merseyside Enterprise etc.
- 3 Party leaders of the Council
- The Private sector

- Supported by a Secretariat of cross sector officer support

We believe that we have set up an LSP with an inclusive membership and supporting structures to ensure that we can deliver our Vision.

How we are organised

Wirral LSP is based on a very simple, yet effective structure that sees each of the LSP themes supported by a Sector Champion who is responsible for leading and developing the theme and ensuring links to and from an appropriate thematic partnership. This structure allows the LSP to maintain clear and effective lines of communication with the appropriate partnership that will have responsibility for driving and monitoring the actions contained within the Community Strategy.



For further details on each Sector Champion and the supporting partnership arrangements, please refer to the appropriate theme within the next section.

In addition to the thematic support structures in place, the LSP has also established a series of subgroups to ensure the LSP is in a position to deliver not only the Community Strategy, but also the ongoing development of the partnership and other key work areas such as neighbourhood renewal. These additional development support structures are as follows:

Neighbourhood Renewal Policy Group

Representation is drawn from the ward councillors for the 5 areas, relevant service providers, private sector, Neighbourhood Partnerships and the Voluntary and Community Sectors' Network. This policy group plays a key role in advising the LSP on issues related to the Neighbourhood Renewal Fund and the wider neighbourhood renewal process.

Community Strategy Subgroup

With membership from the Voluntary and Community Sectors' Network, the Chairs of the 8 Area Forums and supported by the LSP Secretariat, this group is charged with maintaining a broad strategic overview across the 8 themes.

Development Subgroup

The newly established learning subgroup is designed to develop the knowledge, skills and understanding of the LSP family to effectively deliver the Community Strategy.

Tomorrow's Wirral – the 8 themes of the Community Strategy

This next section of our Community Strategy provides the background as to **why** this theme, **what** we have achieved, **who** will be responsible for monitoring and driving performance and **how** we will know that we have made a difference in the future.

This section simply seeks to provide a flavour of the main issues facing the borough, the main areas of work we will need to focus on and the key targets and milestones that will show that we have achieved our aim. It intentionally does not contain the information on the very detailed actions and projects

required to achieve the objectives, as these are contained within a series of action plans which underpin this overarching strategy, and will contribute to delivering our Vision by 2013. This section does however, seek to signpost the reader to appropriate action plans and strategies in order to gain a fuller picture of how we are taking forward the delivery of the themes.

Appendix 2 contains a series of diagrams which demonstrate the linkages between the thematic chapters by identifying common objectives and targets contained within the Community Strategy's 8 themes.

Wirral LSP will be developing a detailed Business Plan to underpin the framework contained in this document. The Community Strategy has now established a framework of themes, objectives and their measurements – the Business Plan will provide the detail of the actions to be undertaken to ensure the objectives are achieved.

Section 2 THE THEMES

A HEALTHY AND HIGH QUALITY ENVIRONMENT

OUR AIM: *We want an environment that is managed and cared for, enhancing and protecting its natural assets for the enjoyment of residents and visitors.*

INTRODUCTION

We are committed to protecting and improving Wirral's environment and the Wirral Environmental Partnership (WEP) will take the lead role in helping us to deliver this aim. The Partnership is made up of representatives from all sectors, each of whom has an interest in the environment. However, the quality of our environment is something which affects us all and in which we all have a part to play, however small, and each contribution can make a difference. The challenge facing us is to co-ordinate our actions and so ensure that our environment is managed in a planned and responsible way.

We recognise that taking the environment into account is something which needs to be embedded into all our thinking; however it also needs to be managed and monitored. To this end, the partnership seeks both to persuade its membership to actively participate in environmental improvement (the nature and scale of which is appropriate to the activities of the organisation) and also to bring pressure to bear on those organisations which have not yet become engaged in the process. We also recognise and wish to nurture those voluntary and community organisations which give freely of their time and expertise. We aim to be precisely what we say we are: a partnership.

The priorities which are set out in this document reflect what you have told us are important issues for you. There has been extensive public consultation through 'The Cry of the Earth' consultation document, followed by various

public consultations on this document as it has progressed towards its final form. The Local Agenda 21 Forum has played a proactive role in seeking the views of those interested parties and providing feedback.

Wirral's environment has been steadily improving over recent years. The quality of both our coastal water and river water has improved and our beaches are some of the cleanest in the North West. Physical regeneration of derelict areas has been extensive; Bidston Moss is an excellent example of an unpleasant necessity, in the form of a landfill site, being reclaimed for the enjoyment of all. WEP is actively encouraging the development of Travel Plans, through the co-operation of several organisations. WEP is also promoting Good Environmental Practice in the form of recycling and energy saving. Novel energy production will be investigated.

However, this is simply a starting point and we still have a long way to go to properly manage and care for our environment. The key issues which have been raised cover areas such as waste recovery, improved energy and water efficiency, widening involvement in taking forward biodiversity issues and increasing the understanding of sustainability. These are some of the challenges facing us and they form the basis of our future actions.

WHAT WE HAVE DONE SO FAR

- Wirral has a pro-active Local Agenda 21 (LA21) Forum, now an intrinsic part of the Wirral Environmental Partnership (WEP)
- Wide participation by the voluntary sector in contributing to sustainability issues
- Wirral Council has adopted environmental responsibility - this means introducing new policies, changing working practices and training staff to reduce our environmental impacts. To prove that this is being done the Council is working to achieve accreditation to an environmental management standard ISO 14001
- Wirral Council has also adopted sustainability as a key issue, via regeneration and partnership work. Projects which have been undertaken

for local regeneration have included consultation with local people to ensure the delivery of improvements are in line with local needs

- Active involvement and promotion of the Merseyside LA21 Awards. These awards recognise the achievements made by all sectors – public, private, and community and voluntary – in steps taken to bring about environmental improvements. There have been some notable wins from organisations in Wirral, of which we are very proud
- Eco Schools Network. A number of schools already participate in active recycling of waste, waste minimisation, and biodiversity enhancement. It is hoped that this will become standard for all schools in the near future
- Development and expansion of Groundwork Wirral the local environmental regeneration charitable trust that is part of a national federation of Groundwork Trusts
- A Biodiversity Partnership has been established and Biodiversity Action Plans have been prepared for 18 species and 10 habitats and implementation projects identified
- Wirral Council has hosted two key conferences on sustainability, transport, and water quality; the latter in partnership with Unilever Research, Port Sunlight
- Following the example of Unilever Research, Port Sunlight, sustainable travel plans continue to be developed by the Wirral Investment Network (WIN), currently focusing around Wirral International Business Park.
- The Wirral Investment Network has adopted environmental issues as a key area of activity (the focus of its business awards / transport planning).
- The Energy Efficiency Advice Centre continues to provide advice to a range of clients

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

The diverse nature of this theme and the number of partners whose actions impact on the environment, means that whilst to date we have worked to agree objectives for the way forward, the challenge is now to agree targets. In many cases data for Wirral wide targets does not exist. The process of agreeing and co-ordinating the targets will therefore be a key achievement for the Partnership.

The Partnership aims :

- To expand the membership of the Wirral Environment Partnership by 50% by 2005.
- To secure resources to facilitate the work of the Wirral Environment Partnership to cover the period April 2004 -2006.
- To agree targets where they do not exist and to start the collection of baseline data for any new targets identified. This is to be completed by April 2004.
- To produce a revised Wirral wide Environment Strategy and Action Plan by 2005.

The Objectives agreed by the Partnership are set out below. Where targets are not specified they are still subject to consultation and / or baseline data collection is still required.

1. Pollution

We will promote a reduction in environmental pollution, including air, water, and noise pollution.

This will be demonstrated by:

- **A reduction in the number of pollution incidents recorded and requiring further action by the enforcement agencies.**

- **An increase in the number of clean air days recorded by the local authority.**
- **An increase in the number of kilometres of river supporting fish. Partnerships between the Mersey Basin Campaign, the River Valley Action Group and other interested parties are ensuring a continued improvement.**
- **An improvement in quality of bathing/coastal water around Wirral. Decrease of 10% in bacterial contamination of coastal waters by 2008. (Environment Agency)**

2. Street Scene

We will increase the quality of the street scene, and provide an effective cleansing service.

This will be demonstrated by:

- **Targets relating to street scene will be monitored through the Local Authority's Performance Targets.**
- **Housing Market Renewal Strategy: To increase the net area of accessible greenspace and open space with an emphasis on smaller defined formal and informal greenspace.**

To cross link with the strategy for waste

3. Waste

We will maximise recycling, reduce waste, and increase recovery.

This will be demonstrated by:

- **The development of the recycling service for the waste produced by Wirral schools. All Wirral schools able to participate in the scheme by 2006.**
- **The establishment of targets and a monitoring process to record the volume of materials diverted from the waste stream and reused.**

- **Targets for increases in the % of household waste recycled and composted will be monitored through the Local Authority's Performance Targets.**
- **The reduction of the quantity of waste going to landfill.**
- **The production of waste minimisation plans by organisations within the LSP to be produced by December 2004.**
- **The production of a 'buying guide' encouraging the use of environmentally appropriate products to be completed by April 2004 and its use to be adopted Wirral wide by December 2004.**

4. Natural resources

We will promote the efficient use of minerals, water, energy, and natural resources.

This will be demonstrated by:

- **Increasing the number of organisations setting and meeting their energy efficiency targets.**
- **Energy consumption to be reduced as a result of the Home Energy Conservation Act. This relates to Local Authority and Social Housing to demonstrate improved insulation levels leading to reduced energy consumption.**
- **The Energy Efficiency Advice Centre increasing the number of visits, presentations and grants awarded.**
- **A reduction in water consumption in line with the Government target. The new target for all new office buildings and refurbishments to meet a standard of 7m³ per person per year.**
- **The promotion of alternative forms of energy production**

5. Transport

We will develop a less polluted and car dominated environment

We will increase the number of cycle ways.

This will be demonstrated by:

- **An increase of 10% of the number of Wirral travel plans developed by 2005.**
- **The number of kilometres of cycle routes constructed.**

Targets will be monitored as part of the Local Transport Plan. This will include Government Travel targets to be implemented by 2006.

To cross link with Transport theme

6. Planning

We will ensure that opportunities are maximised through the planning process to safeguard and enhance the greenbelt, biodiversity and the wider natural and built environment

This will be demonstrated by:

- **The completion of phase one of the sustainability appraisal of the Unitary Development Plan by Dec 2003.**
- **Carry out phase two of the appraisal (2004 onwards) to ensure that the review and development process takes into account environmental sustainability issues. With specific inclusion of policy for biodiversity.**
- **Applications will be monitored to determine those which have incorporated biodiversity.**
- **Reporting on the number of protected sites on Wirral.**

7. Sustainability

We will improve the understanding of the importance of sustainability.

This will be demonstrated by:

- **A 100% increase in the number of press articles, promotional information promoting Wirral's environment and the partnership.**

- **The active promotion and engagement in the Merseyside 21 Awards showing a 50% increase in the total number of local submissions from all sectors, across Wirral**
- **The hosting of the Wirral Investment Network Business Environment Awards and a 50% increase in the number of applications received.**

8. Biodiversity

We will communicate and implement Wirral's Biodiversity Action Plan.

This will be demonstrated by:

- **The number of Biodiversity Action Plans delivered within their identified timescales in line with Wirral's Biodiversity Strategy.**
- **No net loss in the extent and value of Wirral's Biodiversity Resource.**
- **All LSP/WEP members to incorporate the concepts of biodiversity action planning into their working practices by end of 2004**
- **Schemes to manage Wirral's Parks, open spaces and other land holdings for biodiversity to be drawn up by end of 2004 in line with Wirral Parks and Open Spaces Strategy.**

9. Education

We will promote the responsible use of natural assets and biodiversity to the wider community (especially young people) in Wirral.

This will be demonstrated by:

- **All Wirral schools to be given a biodiversity related presentations/talk by the end of 2004.**
- **The Biodiversity display to be exhibited and leaflets circulated to 100 public places including libraries, hospital waiting areas, visitor centres.**
- **A 10% increase in the number of schools gaining Eco schools status by the end of 2004.**

10. Business Response

We will encourage good environmental business practice across all sectors.

This will be demonstrated by:

- **An increase in the number of ISO14001 accreditations achieved by 2005.**
- **An increase in the number of businesses / organisations working towards ISO14001 (or other formal recognition of Environmental Management Systems implementation, such as MACC2, which receives government support) by 2005.**

KEY STRATEGIES AND CONTACTS

If you wish to discuss any of the issues raised in the Healthy and High Quality Environment theme then please contact the Environment Champion, Peter Davis by calling him on 0151 644 4700.

Key Strategy Documents

Information on how to access the following documents can be obtained from Sue Weldon, the Council's Environmental Management Co-ordinator, on 0151 691 8364 or by e-mail: sueweldon@wirral.gov.uk

- Environmental Protection Act 1990 (and 1995 amendments)
- Home Energy Conservation Act
- LA21 Strategy
- Parks and Open Spaces Strategy (currently draft)
- Merseyside Waste Strategy (currently draft)
- Biodiversity Action Plan for Wirral
- Controls Assurance – Environment
- Controls Assurance - Transport

Websites

Quality of life counts. Indicators for a strategy for sustainable development for the United Kingdom: a baseline assessment. DETR, December 1999.

<http://www.sustainable-development.gov.uk/sustainable/quality99/index.htm>

A better quality of life. A strategy for sustainable development for the UK. TSO, May 1999.

http://www.sustainable-development.gov.uk/uk_strategy/index.htm

Best Value and Audit Commission Performance Indicators for 2000/2001.

Audit Commission, DETR and Home Office, December 1999.

<http://www.local.dtlr.gov.uk/research/bvpi.htm>

A THRIVING LOCAL ECONOMY

OUR AIM: *A thriving local economy that sees Wirral businesses effectively competing on the national and international stage, and where opportunities exist for all Wirral residents to secure and retain good quality employment.*

INTRODUCTION

We have set ourselves an ambitious aim and whilst we have a number of challenges to face in ensuring that Wirral's economy realises its potential, we believe that we have the vision and the commitment to achieve it. Economic growth within Merseyside has been faster over the last five years than in the last two decades and our strong partnership working places us in a good position to capitalise on opportunities for Wirral and to ensure that we build upon our strengths to innovate, to compete successfully and to ensure high quality employment opportunities for all local people.

Wirral's economy is shaped significantly by its role within the North West and Merseyside and we have worked closely with our partners in neighbouring areas to develop a clearer understanding of the way our economy works, its strengths and what needs to be done to compete at all levels. These wider ambitions are set out in the Merseyside Action Plan for the City Region and, in line with the Regional Economic Strategy, they support the competitiveness of the North West region as a whole. You have told us that our task should be to make sure that we not only attract investment and jobs to Wirral, but to combine this with the delivery of real benefits to local residents in terms of employment and quality of life.

We are realistic about the challenges we face. For example, whilst unemployment has fallen there are still severe pockets of deprivation within the Borough, economic inactivity has increased, our population is reducing in number and there are an increasing number of older people. However, working together at the local level, within the context of national and regional

policies, we are able to address these issues and respond to emerging opportunities by shaping them to our strengths and needs. This has been reflected in how we have responded to challenges such as the development of our key employment areas (our Strategic Investment Area), the renewal of our most deprived neighbourhoods, and increasing our economic competitiveness through regional initiatives such as the Alliance for Skills and Productivity.

As part of the Merseyside Housing Market Renewal Pathfinder, Wirral has the opportunity to carry out comprehensive improvements to some of its most deprived areas. Strengthening the housing market will not only involve physical improvements, but in combination with the Neighbourhood Renewal Strategy, Housing Market Renewal will make a significant contribution to the economic and social opportunities for Wirral residents and lead to the creation of more sustainable communities.

We recognise that tourism is a substantial contributor to Wirral's economy and the securing of the Open Golf Championship in 2006 is providing a significant catalyst for the regeneration of Hoylake and West Kirby. On the Mersey waterfront the development of the International Astronomy and Space Centre at Seacombe Ferry terminal is Wirral's single largest tourism investment. In addition Liverpool's successful bid to become the European Capital of Culture in 2008 is a further step change for the area and will provide opportunities for Wirral to maximise on the economic and social benefits of this tourism offer.

You have told us, and this message is repeated in the recent Merseyside Economic Review, that whilst focus needs to be given to attracting jobs, support also needs to be provided to enable local people to develop the necessary skills so that they can take up those job opportunities. This issue is also addressed in the Better Opportunities for Learning Chapter. We have been successful in starting to tackle the issues of low skills and participation, particularly in the more deprived areas, through the local introduction of initiatives such as Action Team for Jobs and we will be continuing to focus on providing comprehensive packages of job related training and learning. We

recognise the need to accelerate the pace on the skills front – not only in basic and work skills, but also in increasing the supply of higher level skills in the higher value occupational areas and growth sectors.

We are working to make sure that people are able to access job opportunities outside of Wirral – bus links are now provided to key employment sites in Deeside covering Wirral’s most deprived communities. However, we recognise that there are a wide range of issues that act as a barrier to people taking up employment outside of their locality and closer partnership working through the LSP provides us with greater opportunities to address this.

Of course there is still a long way to go but the creation of a sustainable economic future requires us to understand what works and to build further on the progress we have made. Examples of some achievements are set out below which reflect the key drivers of Wirral’s Economic Regeneration strategy - a focus on key sites, infrastructure and our environment, support to business and investing in Wirral’s people.

WHAT WE HAVE DONE SO FAR

1. Key Sites, Infrastructure and the Environment

- Maximised resources from the Merseyside Objective 1 programme. A focus on our Strategic Investment Area has seen over £100m of private sector investment in the Wirral International Business Park alone, helping to create or safeguard over 1,400 jobs
- Capital investment in the Borough includes over £2.5m in Europa Chambers, £8m in the Seacombe International Space and Astronomy Centre and £2.5 million in the Maritime Business Park in Wallasey
- Encouraged the growth of Wirral’s Maritime economy – visible signs include the roll-on roll-off ferry terminal at Twelve Quays, and further development of the Docklands Development zone
- Significant improvements to Birkenhead Town Centre. We are committed to supporting further retail development to increase the attractiveness of the town as a key shopping destination

- Supported the on-going development of integrated recycling facilities for Wirral responding to the need to improve the sustainability of our economy
- Recognised the influence of the river Mersey as a key driver of the economy - the Mersey Waterfront Regional Park initiative is providing the opportunity to ensure that its assets are properly managed and promoted

2. Support to Business

- Over the past ten years Wirral has a positive record of working in partnership with all the main business support agencies including Greater Merseyside Enterprises (GME), the Federation of Small Businesses, Wirral Direct, the Chamber of Commerce and Industry and the Mersey Partnership to create a more diverse and sustainable local economy through the provision of comprehensive business support packages for a wide variety of small and medium sized businesses
- Through the establishment of a comprehensive aftercare service close relationships have been established with many key businesses in Wirral enabling partners to work with them to meet their needs as they expand and grow
- A comprehensive subsidised consultancy service has been introduced by GME utilising Objective One funds enabling substantial high quality specialised support to be made available to aid SME expansion in Wirral
- More recently a re-newed focus on entrepreneurship through GME and Liverpool University and the offer of high level business start up support including innovative products such as access to finance through the Merseyside Special Investment Fund has meant that SMEs are more likely to survive their difficult early years
- Social enterprises and community businesses have an increasingly important role to play in developing Wirral's economy. Whilst the sector is still relatively small we are supporting its growth within Wirral
- Providing integrated skills training to support businesses ranging from social enterprise through to the increasing numbers of maritime and port related industries eg, the Laird Foundation, the Lairdside Maritime Centre

3. Wirral's People

- A range of advice and support measures to enable people to access job opportunities – Action Team for Jobs, Greater Merseyside Connexions – advice for young people, local presence from Jobcentre Plus, ie in all One Stop Shop centres
- Linking people to jobs - the successful Urban Bus Challenge bid ensures that transport will be provided to link people with jobs in the key employment areas. It will also bridge the gap in enabling people to access vacancies outside of the Wirral area
- Intensive help for our most deprived communities to enable them to access opportunities - this has been reflected in our Local Neighbourhood Renewal Strategy ie, the growth in the construction sector has provided the basis for a targeted programme to provide local people with the skills they need to enter this market

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

1. We will reduce overall levels of worklessness within Wirral.
 - **Increase the proportion of people of working age in employment.**
 - **Reduce the proportion of the working population who are unemployed**
 - **Reduce the proportion of unemployed people claiming benefit who have been out of work for more than one year**
2. We will improve the skills of the workforce and we will work with the Learning Champion to increase the take up of learning for people in employment
 - **Increase the proportion of adults with [i] literacy and [ii] numeracy skills at or above level 1**
 - **Increase the percentage of people in employment participating in work based learning**

3. We will secure the maximum investment and business growth.
 - **We will ensure that 70% of new development and 90% of capital build projects in regeneration areas will be on brownfield land**
 - **Seek to increase GDP per head of local population**
 - **The total number of VAT registered businesses in the area per 10,000 population**

4. We will promote an entrepreneurial environment for business start-ups
 - **Number of new business start-ups supported in the local area**
 - **Percentage of these start-ups that are located in wards identified in the 20% most deprived wards in the country**

5. We will maximise the opportunities of Tourism for business.
 - **Day visitors per annum**
 - **Overnight stays per annum**
 - **Average spend per visitor**

6. We will revitalise the retail offer particularly in our Town and District Centres.
 - **Pedestrian footfall in the town centre [survey]**
 - **Number of ground floor units not being used as a proportion of the total number of ground floor businesses**
 - **Prime retail rent per square metre shopping centre yield**

The Thriving Local Economy Group will further develop these measures by December 2003

KEY STRATEGIES AND CONTACTS

If you wish to discuss any of the issues raised within the Thriving Local Economy Section, then please contact the Economy Champion, Kevin Adderley, by calling him on 0151 649 1161

The achievement of this aim will be driven by the Thriving Local Economy group which draws together a number of key players within Wirral including the Local Authority, Employers, Greater Merseyside Enterprise, the Learning and Skills Council, North West Development Agency, Jobcentre Plus and community groups.

Key Strategy documents:

Information on accessing the following documents can be obtained from Jo Gover, Wirral Waterfront Team – 0151 650 6981 (jogover@wirral.gov.uk)

- The North West Development Agency's Regional Economic Strategy
- The Mersey Partnership's Merseyside Economic Review
- Merseyside Objective One Single Programming Document
- Wirral's Economic Regeneration Strategy
- Wirral's Strategic Investment Area Strategy
- Wirral's Tourism Strategy
- Wirral's Neighbourhood Renewal Strategy
- The National Skills Strategy.

Websites

| | |
|----------------------------------|---|
| Metropolitan Borough of Wirral | http://irdss.wirral.gov.uk/ecregen/ |
| Government Office North West | http://www.go-nw.gov.uk/ |
| Merseyside Objective 1 Programme | www.euandmerseyside.org |
| North West Development Agency | http://www.nwda.co.uk/ |
| Greater Merseyside Enterprise | http://www.gme.org.uk/ |
| Learning and Skills Council | http://www.lsc.gov.uk/merseyside/Corporate/default.htm |
| Jobcentre Plus | http://www.jobcentreplus.gov.uk |

BETTER OPPORTUNITIES FOR LEARNING

OUR AIM: *We want to provide learning which will aid Wirral residents to realise their potential, to increase their inclusion in the economic, social and cultural aspects of society, to promote their personal well-being and which will allow them to play their part in a thriving local economy in Wirral*

INTRODUCTION

Wirral Learning Partnership is committed to working in partnership to improve learning for the people of Wirral. It has representation from all organisations in Wirral concerned with learning: the Local Authority, Schools, Birkenhead Sixth Form College, Wirral Metropolitan College, Training Providers, TUC, Connexions, Job Centre Plus and the Voluntary and Community Sectors' Network.

In Wirral, learning is available through a range of settings and throughout the Borough, including early years centres, schools, colleges, youth centres, libraries, community venues and training providers. It includes a wealth of subjects to study, from courses to help parents to keep up with their children's learning, through the full range of general and specialist subjects leading to national qualifications including degrees. We encourage residents to return to learning at any age to pursue a specific interest or to strengthen their position in the workforce through improving their skills or qualifications.

Overall, learning is good in Wirral and much is very good and excellent. However parts of Wirral have high levels of disadvantage and residents experience a range of barriers to learning. We are working together to address this and to focus on counteracting the impact of disadvantage.

We want to improve learning in the following ways:

- Increase the proportion of young people and adults in learning
- Ensure all young people and adults are equipped to move smoothly into the workforce

- Provide learning and training to meet employers' and employees' needs and
- Improve the quality of learning to ensure the highest attainment for each person

WHAT WE HAVE DONE SO FAR

- The Wirral Learning Partnership links all those active in the provision of learning, aiming to improve cohesion and raise standards
- Strong focus on Early Years - development centres and Sure Start partnerships encourage parenting skills
- A high proportion of good and very good schools. 81% of Wirral schools are judged by Government Inspectors to be good compared to 73% of schools nationally. Examination results continue to increase and are above the national average
- Wirral local authority has gained the national Beacon Status award for Transforming Secondary Education
- National government and local initiatives have been very successfully implemented by all sectors, eg the national literacy and numeracy strategies have improved the standards and learning for primary age pupils and ensured that many more children enter secondary school successfully
- Excellence in Cities initiative is tackling social exclusion, improving learning for able young people and increasing the diversity of secondary provision and the use of new technology
- The Wirral Youth Service has national recognition for high quality work - including engaging young people who are on the streets through their use of the Konnecta bus
- Schools, colleges and training providers have worked in close partnership to increase the participation of young people in learning. This includes the widening of curriculum opportunities for 14 – 16 year olds at Wirral Metropolitan College and at the Laird Foundation
- Learning centres and ICT access points have been developed in disadvantaged communities

- Colleges have committed themselves to continuous improvement and the pursuit of excellence in driving up standards of achievement and widening participation. They provide large programmes of learning for both adults and young people and specialist learning across the Borough. They provide support for learners who have special or additional learning needs
- The further education sector has seen significant growth both in terms of numbers participating in learning and in the quality of facilities for learners – including adult and family learning and the provision of learning opportunities in community venues
- Connexions Personal Advisors provide a comprehensive service to schools, colleges, work based learning providers to ensure young people have access to free information, guidance and support to help them move from school into learning and work
- Successful programme of diversionary activities for young people was launched in Summer 2003; Positive Activities for Young People. The programme has demonstrated reductions in youth crime and will provide a springboard for many young people into learning

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

1. We will support parents and carers to provide children with high quality learning opportunities, to prepare them for school and develop a range of care available for school age children at the beginning and end of the school day.
 - **Increase the numbers in early years education**
 - **Increase the number of adults accessing impartial information, advice and guidance each year**
2. We will improve educational standards for children and young people throughout Wirral's school, colleges and training providers through high quality educational programmes.
 - **Sustain improvement in primary and secondary education by raising standards in line with our local PSA proposals. For**

primary education this means raising the Key Stage 2 average point score to 28.7 by 2006. For secondary education 83% of 14 year olds will achieve level 5 or above in English and Maths and 78% in science by 2006

- **Reduce the numbers of permanent exclusions and improve attendance**
 - **Improve the educational attainment levels of young people including those leaving care so that by 2006 the proportion of those aged 16 who get qualifications equivalent to 5 GCSEs at grades A* - C rises by 2 percentage points each year on average and in all schools at least 20% of pupils achieve this standard by 2004 rising to 25% by 2006**
3. We will implement a range of Behaviour Improvement Programmes to impact upon leavers, school attainment and personal development leading to improved citizenship
- **Involvement of appropriate primary and secondary schools in the Behaviour Improvement Plan**
 - **Review and implement Wirral wide strategies to tackle bullying and racial harassment**
4. We will implement the action plan resulting from the Wirral-wide inspection of learning for 16-19 year olds which has the following strategic aims:
- **Develop appropriate strategies and planning mechanisms for the delivery of learning for 16-19 year olds**
 - **Ensure that all learners have equality of opportunity to access a broad range of learning opportunities within a coherent 14-19 framework**
 - **Ensure all learners have access to excellent provision**
 - **Develop effective information, advice and guidance strategies which will allow learners to make informed choices and achieve aspirational goals**

5. We will raise the profile of vocational education and create opportunities for young people to develop their skills through appropriate vocational and employability courses with Wirral learning providers.
 - **Increase the number of courses a year**
 - **Strengthen the vocational programmes for 14 to 19 year old learners in Wirral**

6. We will address Wirral's learning inequalities, recognising the link between poor access to services, housing, poverty, unemployment, education, crime and ill-health.
 - **Reduce the number of adults with basic skills needs and increase the number of adults, particularly from disadvantaged groups, including those with special educational needs and from black and minority ethnic groups involved in learning each year**

7. We will improve access to learning opportunities for everyone.
 - **Improve the educational attainment levels in adults**
 - **Providing opportunities for learning for all through our colleges, libraries and community centres**

8. We will support the employment and training needs of Wirral people and improve the skills and qualifications of Wirral's current and potential workforce so that we can meet the challenges of a changing economy by:
 - **Supporting schemes which provide appropriate training and support for young people, people with disabilities, and other disadvantaged groups**
 - **Better aligning the provision of vocational education and training with the needs of employers (including the Council) and ensuring that young people and adults are effectively prepared for the world of work**

9. We will raise the aspirations, participation and achievement levels of all young people (including those outside learning or at risk of under achievement) by providing impartial advice, guidance, opportunities for personal development and other support according to their needs.
 - **Increase the percentage of 15/16 year olds in learning**
 - **Reduce the percentage of 16 – 18 year olds who leave education and do not enter employment, training or further/higher education**
10. We will provide all young people outside learning or otherwise at risk of underachieving with the support they need to fulfil their potential.
 - **To ensure 60% of 16-19 year old mothers are in employment, education and training by 2010**
 - **Increase the levels of participation in employment, education and training for care leavers aged 19, so that levels for this group are at least 75% of all young people in the same area by March 2004**
 - **Increase the proportion of young people with learning difficulties and disabilities who are in employment, education and training to 75.75%**
 - **Ensure 90% of 13-18 year olds, supervised by Youth Offending Teams, are in education, training and employment by March 2004**
11. We will promote the development of knowledge and skills to meet the needs of the local economy and wider community and promote opportunities which improve the well being of individuals.
 - **Continue to expand the range of curriculum opportunities particularly at basic skills, family learning, entry, foundation and entry to employment level**
 - **Increase the proportion of adults achieving a first Level 2 or 3 qualification by developing new markets through workforce development**
 - **Address local skills needs by introducing community based training and assessment in vocational skills (e.g. construction and**

engineering) and recruit unemployed men with the aim of progression to vocational training in joinery, electrical and plumbing courses

- **Introduce further multiple entry points for joining courses and the expansion of the support for learners**
- **Expand employer engagement. Target for 2004 of achieving major working relationships with 10 major employers on the Wirral to take forward the workforce development agenda**

KEY STRATEGIES AND CONTACTS

If you wish to discuss any of the issues raised within the Learning theme then please contact the Learning Champion, Councillor Phil Davies on 0151 342 5046.

Key Strategy documents:

Information on how to obtain the following Strategy Documents is available from the local authority:

- | | |
|---|------------------------------|
| • Early Years and Sure Start Strategies | Catherine Kerr 0151 346 6710 |
| • Primary Strategy | Gail Webb 0151 666 4335 |
| • Key Stage 3 Strategy | Deidre Smith 0151 346 6709 |
| • Excellence in Cities | Marie Stacey 0151 346 6704 |
| • 14–19 Strategy | Anne Hill 0151 346 6572 |
| • Life Long Learning Strategy | Anne Hill 0151 346 6572 |

Other contacts are:

Pat Young, Chair of Wirral Association of Secondary Headteachers on 0151 – 677-7696

Roger Cracknell, Principal of Birkenhead Sixth Form College, on 0151 – 652 – 5575

Ray Dowd, Principal of Wirral Metropolitan College on 0151 – 551 – 7411

Jackie James, Acting Area Manager for Connexions Service on 0151- 666 – 4385

John Taylor, Chair of Wirral Learning Providers Network on 0151 – 670 - 1652
Nicola Riley, Co-ordinator of Wirral Learning Partnership on 0151 – 346 –
6615

The National Skills Strategy is available from:

The DfES web site: www.dfes.gov.uk/skillsstrategy

E- mail: info@dfes.gsi.gov.uk

Telephone: 0870 000 2288

IMPROVED CULTURE AND LEISURE

OUR AIM: *We want to improve the quality of life for people who live in, work in and visit Wirral through the provision of accessible, varied and sustainable culture and leisure opportunities*

INTRODUCTION

Culture and leisure opportunities are essential ingredients for any vibrant community. They can bring with them a whole host of benefits for local people such as better health, higher standards of living, job creation and personal development. In addition, excellence in culture and leisure contributes increasingly to economic growth, employment and to stronger communities, resulting in a better quality of life for everyone.

Culture and leisure mean different things to different people but can be defined as a way of life and a 'sense of place'. A way of life covers activities and attractions such as art, sport, museums, libraries, theatres, children's play and tourism. A sense of place includes the local geography, coast and countryside, history and heritage, buildings, cultural identity and diversity, and the character of the area.

Wirral has a range of such attractions and facilities which serve the local communities and draw visitors from around the world. We have a powerful and evocative history and a colourful cultural heritage dating back to the Romans and the Vikings, which provides a firm 'sense of place'. As a peninsula we have a strong maritime tradition – our ship building, the world-famous Mersey Ferries and of course some 25 miles of accessible coastline providing first class walking and cycling facilities with great views of the Dee Estuary, Wales and Liverpool. The challenge is to build on our strengths to develop and strengthen our visitor economy in a way which maximises economic growth and investment as well as improving the quality of life for all Wirral's residents.

The time is right for Wirral to expand and increase its drawing power as a leisure destination. Liverpool's recent success in being designated European Capital of Culture in 2008 will increase the profile of the area. It will provide a range of opportunities for Wirral to benefit from the investment that will be taking place and we will be working to maximise these opportunities.

WHAT WE HAVE DONE SO FAR

- Wirral has some 4 million visitors annually who contribute £98 million to the local economy. There are over 250,000 visitors to the Wirral Show which is the UK's biggest free show and there are over 50 major events held in Wirral each year
- We are developing a Tourism Strategy to enable us to maximise our tourism and recreational opportunities
- There are over 1,240 hectares of parks and open spaces including Birkenhead Park, a Grade 1 Listed Landscape and the first urban park in the world
- Wirral has 14 golf courses including the world class Royal Liverpool links at Hoylake which will be hosting the Open Golf Championship in 2006
- There are 8 leisure centres and 6 public and 2 trust operated swimming pools in Wirral
- Wirral has 24 libraries, 5 museums, 2 art galleries and 4 theatres. The Lady Lever Gallery is one of the best medium sized galleries in Britain with a fine collection of Pre-Raphaelite works of art
- Port Sunlight village is one of the most famous 'Industrial' villages in Britain and a frequent winner of the 'Britain in Bloom' competition
- The historic town of Birkenhead includes the recently renovated Hamilton Square, Birkenhead Priory and the Birkenhead Heritage trail
- Excellent water based recreational facilities especially West Kirby Marine Lake
- World class bird watching on the Dee Estuary which is one of the country's most important sites for observing wading and migratory birds

- Strong sporting traditions including our own professional football club, Tranmere Rovers

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

1. Ensure that under-represented groups have the opportunity to fully participate in cultural activities.
 - **To have reviewed pricing structures to maximise usage of cultural services facilities by January 2005**
 - **Increase numbers of pupils visiting museums in organised groups by 40% by March 2005**
2. Respond to the cultural needs of the people of Wirral, empowering them to assist in developing and expanding opportunities and services.
 - **Create a Cultural Forum to the sub group of the LSP by 2005**
 - **Develop a forum for Heritage groups in Wirral by 2005**
3. Encourage development and provision of cultural activities and services locally for the people of Wirral.
 - **All play areas to meet the latest safety standards by March 2005**
 - **Deliver a cultural festival for Wirral by 2005**
4. Improve physical access to cultural facilities and activities throughout the Borough and remove other barriers to participation to ensure a welcoming environment is created for all, including minority groups such as people with disabilities and black and minority ethnic groups.
 - **Implement the Disability Discrimination Act recommendations by October 2004**
5. Identify different ways of funding and delivering culture and leisure activities, ensuring that they encourage personal and economic growth.

- **Agree Wirral's Tourism Strategy and identify resource requirements by the end of 2003**
 - **Support the development of a range of leisure opportunities in New Brighton**
6. Protect, conserve, manage and enhance Wirral's environment and heritage and encourage sensitive and sustainable development for the benefit of future generations.
- **Develop a Dee Estuary National Birdlife Park by 2013**
 - **Continue to develop and implement the Bio-Diversity Strategy**
7. Develop the use of cultural activities and leisure to improve the health of the people of Wirral
- **Increase swims and sports hall visits per 1000 population by 10% by March 2005**
 - **Develop a 'walking for health' programme in parks by November 2004**
 - **Increase provision of publicly accessible sports facilities in schools**
8. Promote, celebrate, improve and develop the way culture and leisure in Wirral and the north-west are communicated to people across the Borough.
- **Assist with the delivery of a successful and high profile Open Golf Championship in 2006**
 - **Re-brand Wirral as a visitor destination by 2006**
 - **Develop a programme of events and cultural activities in Wirral by March 2004 in support of Liverpool's nomination as Capital of Culture 2008**

KEY STRATEGIES AND CONTACTS

The following strategies are available from

Jim Lester, Education & Cultural Services Department, Hamilton Building,
Conway Street, Birkenhead, Wirral CH41 4FD. Tel: 0151 666 4331

Jimlester@wirral.gov.uk, www.wirral.gov.uk

- Wirral Cultural Strategy
- Wirral Library Plan

From Howard Mortimer, Planning & Economic Development Department

Tel: 0151 691 8139

Howardmortimer@wirral.gov.uk

- Wirral Tourism Strategy
- A New Vision for the North West Coastal Resorts – North West Development Agency
- The Strategy for Tourism in England's North West

IMPROVED HEALTH AND SOCIAL CARE

OUR AIMS: *We want the citizens of Wirral to be amongst the healthiest in the North West of England, and to reduce the gap between the most and least healthy in the Borough.*

We want to promote the highest standards in health and social care, ensuring that vulnerable people are protected and supported in the community.

INTRODUCTION

Wirral Health and Social Care Partnership is made up of the NHS on Wirral, the local authority, independent organisations and patients, service users and carers. The Partnership will take the lead role in working towards healthier and more inclusive communities, promoting speedy access to treatment and care, and the provision of services in the most appropriate settings. We are committed to involving the public, patients, users and carers in developing and evaluating health and social care, so that services are a positive experience for people who use them.

Health is about more than doctors, hospitals and treating people who are ill. It is also concerned with promoting well-being and preventing illness. For example, we need to ensure that adults and children are supported to increase their independence and inclusion in society. Furthermore, as well as a broad objective of seeking to reduce overall levels of ill health, we need to reduce Wirral's health inequalities. This will be best done by addressing the links between housing, poverty, education, crime, ill health and poor access to services. Many of the health and social care objectives involve working closely with other partners in the LSP in order to achieve shared targets.

The Health and Social Care Partnership intends to develop community health services and social care services throughout Wirral. We will do this by improving the way services are delivered, including working together to ensure that we attract and retain a skilled workforce. We will also raise

awareness of the causes of ill health through promotion in workplaces, schools and other community settings.

WHAT WE HAVE DONE SO FAR

Through working together, Wirral Health and Social Care Partnership has taken forward a number of developments.

Examples include:

- A positive review of the Older People's National Service Framework, which has been identified as one of the best in the North West
- An increase of approximately 3,000 hours of home care in 2002 has meant that more older people are able to remain at home
- Comprehensive plans for the treatment and care of adults and young people who misuse drugs have been assessed as amongst the best in the region. Wirral now has almost 2,000 people in treatment against a target of 3,500 by 2007/8
- Development of a jointly managed mental health service to provide integrated, comprehensive support for adults with mental health problems;
- The Children and Adolescents Mental Health Team has achieved Beacon Status (recognised as national good practice)
- The appointment of a nurse to help improve the health of children in the care of the local authority
- Increased health screening for people with learning disabilities

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

You can find more detail about our objectives and performance indicators in the plans which are listed at the end of this section.

1. Most older people would like to continue to live in their own homes, and if they become ill and need hospital care wish to return home as soon as they can. We want to improve the quality of life for older people and support their independence so they can live at home wherever possible.

- **By March 2006 the number of older people with low to moderate support needs helped to live at home will be increased from 3,846 to 4,808, an additional 962 older people**
 - **By March 2006 the number of older people receiveing intensive home care support will be increased from 872 to 929, an additional 57 older people. Intensive home care is defined as more than 10 hours per week and 6 or more visits**
2. We want to increase the average life expectancy for Wirral citizens by targeting those most at risk from the major causes of early death. To have an impact on life expectancy in the short term (three years), action is being targeted at those people most at risk of the major causes of death in Wirral, namely cancer (primarily lung cancer) stroke and coronary heart disease (CHD).
- **2,220 people will be recruited over 3 years through General Practice with set risk factors - over 60 years/raised levels of cholesterol and blood pressure/are obese/and a smoker**
 - **Each patient will be taken through a programme by a personal lifestyle advisor. The programme will include access to existing services such as smoking cessation, exercise and lifestyle and specialist obesity services. The patient will be given increased supervision and motivational support compared to existing programmes**
3. We want to reduce the current rise in adults and children becoming overweight and obese, particularly targeting neighbourhoods where rates are highest. In some areas of Wirral more than 60% of people are overweight. This leads to an increased risk of some cancers, coronary heart disease, stroke, diabetes, arthritis and poor mental health. The proportion of the population that is overweight increases each year in Wirral. Our target therefore, is to slow down the current rise in adults and children becoming overweight and obese, particularly targeting neighbourhoods where rates are highest.

- **Wirral will achieve a reduced annual rise in overweight (3%) and obesity (2.3%). These levels are below current projected increases of 4.5% and 3.9% respectively**
- **By 2004 the percentage of Wirral's population meeting recommended levels of physical activity will be increased by 2%. Current levels of physical activity as recorded by the Wirral Health and Lifestyle survey are 47%**

4. We want to reduce the levels of substance misuse in Wirral, targeting neighbourhoods where rates are highest. Substance misuse covers illegal drugs, alcohol and tobacco. Alcohol contributes to up to 25% of visits to the accident and emergency department at the hospital and new care pathways should be established to ensure that patients with alcohol related problems are given the most appropriate help and support. In addition, preventative measures need to be set in place to reduce excessive alcohol drinking. Wirral still has higher than national levels of smoking in many areas which leads to increased rates of cancers, coronary heart disease and stroke. Smoking cessation services are well established but promoting smoke free areas will have an increased impact on reducing smoking, including reducing the numbers of young people who take up the habit. In addition, by promoting smoke free areas we will reduce the impact on peoples health, especially children, from second hand smoke.

Drug services on Wirral have made contact with a high proportion of problematic drug users. Work remains to be done to identify and intervene with more pre-problematic users particularly those using stimulants such as cocaine.

- **Increase the participation of problem drug users in drug treatment programmes by 100% by 2008. This means increasing from a figure of 1700 in 1998 to 3500 by 2008**
- **Increase the number of substance misuse prevention programmes for vulnerable young people**
- **Provide drug information in 100% of GP surgeries and health centres.**

- **Reduce the number of alcohol related admissions to Wirral Hospital.**
 - **Increase the percentage of smoke free public places in Wirral focussing on NHS and local authority facilities**
5. Adults and children with physical or learning disabilities can be excluded from services and activities in the community. We want to promote social inclusion by increasing access to services and promoting opportunities for people to develop healthy lifestyles.
- **Develop a mobile shopmobility unit by 2005. This would enable people with a disability to go shopping in various locations. It would also provide information and advice**
 - **We intend to encourage adults and children with disabilities to use local authority leisure and cultural services like leisure centres and libraries. We are adapting services so people with disabilities can access them. By 2004 we will identify how many adults and children with disabilities use the centres and will increase this so that by 2013 this represents the percentage of people with disabilities on Wirral.**
 - **We aim to deliver items of equipment costing less than £1,000 within 3 weeks. In 2002, 78% of equipment was delivered within this target and by 2004 we intend to increase this to 90%. We are also developing a strategy to ensure that the timescale for delivery of such items is reduced to 7 days**
6. We want to improve the quality of life for people with mental health problems aged 16 to 64 by developing access to meaningful activities such as training, education, employment and leisure and cultural opportunities.
- **By providing support in the community we intend to increase the numbers of adults with mental health problems who are able to live at home. In 2002, 526 people were supported and our target is to enable 650 people to live at home by 2006**

- **We will increase the support to adults with complex mental health needs to ensure that plans are in place to secure employment or other meaningful activity**
 - **We will identify all adults with complex mental health needs who do not have a plan and ensure that they do so**
7. Carers have a vital role in helping the people they support to remain in the community. Often their own health and well-being is affected by the tasks they do. We wish to identify carers and offer them support to enable them to continue to care and to improve their quality of life.
- **We want to establish one point of contact to provide Wirral-wide information to carers of all service user groups by 2004**
 - **Primary care is often the first point of contact for carers. We want primary care centres to be able to identify carers by 2004.**
 - **Some carers provide substantial and regular care and are eligible for an assessment from social services. In 2002, 12% of carers received an assessment and we intend to increase this to 20% by 2004**
8. We want to increase the life chances of children and young people, so that vulnerable children are able to succeed in education, training and employment and so that they have the life skills to live independently.
- **Some young people in care may need additional support with their education. In 2002 only 48.7% of Wirral young people who left care had any type of qualification (ie at least one GCSE OR GNVQ). We aim to improve so at least 70% leave care with a qualification by 2007**
 - **By 2007 we want to help young people in care to meet or exceed their individual predicted attainment indicated by their Key Stage 3 results**
 - **For care leavers aged 19 we want to better support them so at least 75% of those young people leaving care are either in education, training and employment by 2006**

KEY STRATEGIES AND CONTACTS

If you wish to discuss any of the issues raised within the Health and Social Care theme then please contact the Sector Champion, Allison Cooke, on 0151-651 0011

Or email Allison: allison.cooke@bwwpct.nhs.uk

Or write to: Allison Cooke, Bebington and West Wirral PCT, Admin Block, St Catherine's Hospital, Church Rd, Tranmere, Wirral CH42 0LQ

If you would like to know more about Wirral's Health and Social Care Partnership, contact Jeni Pinning on 0151-651 3993

Or email: jeni.pinning@bkwpcct.nhs.uk

Key strategy documents:

The following documents can be obtained from Jeni Pinning, on 0151-651 3993 or email: jeni.pinning@bkwpcct.nhs.uk :

- Bebington and West Wirral Primary Care Trust Local Delivery Plan 2003-6 (summary)
- Birkenhead and Wallasey Primary Care Trust Local Delivery Plan 2003-6 (summary)
- Health Improvement Plan and Community Care Plan 2002-5

The following documents can be obtained from Social Services Planning Team on 0151 666 4978 or 0151 666 4839 or email: annbannister@wirral.gov.uk :

- Metropolitan Borough of Wirral - Social Services Departmental Plan 2003 - 2008
- Metropolitan Borough of Wirral - Social Inclusion Strategy

The following documents can be obtained from the Drug and Alcohol Action Team (DAAT) office on 0151 651 0011 or e-mail gill.westerman@bkwpcct.nhs.uk

- Wirral DAAT Adult Treatment Plan
- Wirral DAAT Young People's Plan
- Wirral DAAT Communities and Availability Plan

Websites:

- Wirral Health (covers all NHS Trusts on the Wirral):
www.wirralhealth.org.uk
- Birkenhead and Wallasey PCT: www.bkwpct.nhs.uk
- Bebington and West Wirral PCT: (as Wirral Health site above)
- Metropolitan Borough of Wirral: www.wirral.gov.uk
- Wirral Health and Social Care Partnership (please note that this is currently only available for Partnership members):
www.wirralhscp.nhs.uk
- Wirral DAAT (please note that this site is currently only available for DAAT members) www.wirraldaat.org

SAFER COMMUNITIES

OUR AIM: *We want to work together to make Wirral a safer place to live, work and visit.*

INTRODUCTION

Wirral's Crime and Disorder Reduction Partnership has the lead role in working towards achieving safer communities and the Partnership involves the Local Authority, the Police, the Health Service, the Probation Service and the Fire Service. The key priorities of this partnership are to reduce crime and fear of crime, and to reduce antisocial behaviour.

Wirral's Drugs and Alcohol Action Team work closely with the Community Safety Partnership to deliver our key priorities. As their title suggests there is a focus upon the abuse of both drugs and alcohol, and two key elements in their strategy link directly to community safety: to reduce the availability of drugs; to help communities deal with the consequences of drug abuse, including crime and antisocial behaviour.

You tell us that making Wirral a safer place to live is a top priority and actions to address the concerns you raise are outlined in the Partnership's second three-year community safety strategy for Wirral. You agree that our priorities for reducing crime and disorder should continue to be:

- Reduce burglaries in homes and businesses;
- Reduce thefts of and from vehicles;
- Reduce violent attacks;
- Reduce domestic violence;
- Reduce disturbance and disorder.

Our first strategy delivered significant reductions in burglary and vehicle crime, increased reporting of issues such as domestic violence and racial incidents (indicating more public confidence in the benefits of reporting incidents), and improved working between the partners. We are, however, far

from complacent and whilst Wirral's average crime levels for all offences over the last three years is below the national average there is still much to do.

Many people are concerned about crime and we are seeking to increase confidence among all our communities as we understand that the fear of crime can be as damaging to people's quality of life as crime itself. In particular we know that you are concerned about disorder connected with a minority of young people and we are working with all our partners to develop a range of diversionary activities to address this.

We have responded to your concerns about anti social behaviour in local communities and have created a specialist team to tackle neighbour nuisance. We have recently built on the successful approach we have used on our council estates and are now starting to tackle problems in the private sector.

We are also aware that the majority of offences in Wirral occur in a small number of areas and there is a strong link between those areas suffering severe economic and social deprivation and the levels of crime and disorder. Similarly the distribution of crime mirrors the areas in which most drug offences were recorded, again suggesting a link between crime, deprivation and drug misuse.

However, you also recognise that the causes of crime and disorder are complex. So as well as taking the necessary reactive steps when crime occurs we must also include preventative measures to produce long term improvements. These measures are reflected in all the themes of this Community Strategy - the improvements sought in health, environment, education, transport, culture, housing and employment will all impact upon the causes of crime.

In addition we have sought to increase the opportunities for you to become involved in addressing crime and disorder issues. This has included working through the Area Forums and the use of problem solving groups involving

local people. We plan to work more closely with the business community, through employer groups, the Chamber of Commerce and to use the expertise of Business Crime Direct.

WHAT WE HAVE DONE SO FAR

- Reduced the number of burglaries in people's homes by 21% since 2000.
- Reduced the number of disorder incidents reported, particularly those involving young people. Total disorder reported has reduced by 30%, disorder involving young people reduced by 32%.
- Developed and implemented services which help people improve the security of their homes with our partners in Victim Support - any person whose home is burgled can request a referral to Victim Support. For the vulnerable elderly who fear being a victim we have developed 'Operation Feelsafe', working with the voluntary services, which provides and fits basic security equipment, such as door viewers, door chains and property markers
- Secured investment in crime reduction programmes such as CCTV. Cameras now cover Hamilton Square, all of Birkenhead shopping area, Liscard, New Brighton, Hoylake, West Kirby and Laird Street. Further extensions will be added in the coming months in Tranmere
- Alleygating. Gates installed in Birkenhead. Further schemes will soon be in place in Tranmere, Bidston, Claughton and Seacombe Ward
- Stoplocks for vehicles. Working with Safer Merseyside Partnership we have loaned 207 stoplocks to the owners of pre M registered vehicles in vulnerable areas to reduce the risk of their vehicle being stolen
- Invested in providing positive activities for our young people in partnership with local community groups and volunteers
- Adopted a co-ordinated partnership approach to tackling youth crime through the Intensive Supervision and Surveillance Project, for repeat offenders convicted of burglary, and the Youth Inclusion Programme.
- Worked with our partners in Merseytravel to make journeys to school safer, through the Safemark scheme

- Reduced the number of robberies on Wirral by 42% between January and August 2003 compared to the same period in 2002, which represents a peak in an upward trend
- Increased the effectiveness of our partnership in tackling crime and antisocial behaviour through operations such as Model Beats (Intensive activity by the partners to tackle a particular problem area for crime or antisocial behaviour)
- Invested in a Community Safety Team. Four new posts have been created to increase the effectiveness of our operations
- Promotion of fire safe communities. Assessments carried out by the fire service of Wirral homes and smoke alarms provided with the aim of fire reduction through engagement and education

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

1. Reduce crime and disorder:

- **By April 2005 improve the relevant position of Wirral in comparison to other local authorities as measured by the number of reported crimes per 1000 population compared to 2001/2002 position**
- **By April 2005 reduce all forms of arson by 10% and vehicle arson by 20% compared to 2001/2002 totals**
- **By April 2005 reduce the number of disorder incidents by 10% compared to 2001/2002 totals**
- **By April 2005 reduce the number of burglaries in your homes by at least 5% compared to 2001/2002 totals**

2. Improve public perception and increase satisfaction levels with the speed and quality of response to victims of crime.

- **By April 2005 increase the number of people who believe that Wirral is a safe place by 5%**
- **By April 2005 increase the satisfaction level with speed and quality of response to victims of crime by 10%**

3. Increase public involvement and increase the number of Wirral people involved in community participation schemes.
 - **By April 2005 increase the number of Wirral people involved in community participation schemes by 15%**

4. Provide appropriate community safety awareness training to all relevant workers within partner agencies and implement inter agency communications plan.
 - **Develop problem solving approaches to local crime and disorder issues throughout the life of the community safety strategy**
 - **Provide appropriate community safety awareness training to all relevant workers within the partner agencies by April 2005**

KEY STRATEGIES AND CONTACTS

If you wish to discuss any of the issues raised in the Safer Communities theme then please contact the Safer Communities Champion, Chief Superintendent Alan Jones on 0151 777 2000.

Key Strategy Documents

- Wirral's Community Safety Strategy 2002 – 2005 can be obtained from Andy Dams, Wirral's Community Safety Officer on 0151 691 8372 or e-mail andydams@wirral.gov.uk

- Drug and Alcohol Action Team Strategy This document incorporates a number of plans focussing upon particular issues within the overall strategy including 'Young People's Substance Misuse Plan', Treatment Plan and is available from:
Mindy Rutherford Tel. 0151 651 0011

- Youth Justice Plan
Available from Steve Pimblett, Youth Offending Team Manager
Tel. 0151 666 3629
- Behaviour Improvement Programme
Available from Marie Stacey, Department of Education Tel. 0151 346 6704

Websites

Metropolitan Borough of Wirral

www.wirral.gov.uk

The National Crime Reduction Strategy ;

www.homeoffice.gov.uk

HIGH QUALITY HOMES; HIGH QUALITY HOUSING SERVICES

OUR AIM: *We want to ensure that a wide range of high quality housing is available across all sectors of the housing market for all Wirral people which is secure, affordable, of the highest standards and meets the varying and changing needs and aspirations of all our residents throughout their lives.*

INTRODUCTION

You have told us that you wish to be able to live in good quality homes that meet your individual needs and aspirations. The aim of this theme addresses both a healthy public and private sector housing market in Wirral where the physical condition of property is maintained and improved to high standards and where you are given greater choice and opportunity.

You have told us that you are concerned not just about the condition of your home, but that the quality of the environment in which you live is equally important. You want crime and anti-social behaviour to be tackled, good quality schools and healthcare to be provided and to live in a safe and pleasant neighbourhood. These are, of course, the key issues outlined in this strategy and we are working with our partners to ensure that services are better co-ordinated and delivered within neighbourhoods and that communities are increasingly engaged in the process to enhance the quality of life within all areas of Wirral.

In Wirral there are particular challenges in both public and private sector housing. We are working to secure resources for investment in the existing council stock to achieve quality housing, which is of a high standard. This will be pursued through a large-scale voluntary transfer route to a new Local Housing Company subject to a ballot of tenants in early 2004. This would provide potential investment of over £170 million by 2010 and £400 million in total by 2033 on the refurbishment of Council properties.

We also face the challenge particularly within the 'inner area' of the Borough where some housing stock is in poor condition or for which there is falling demand. Together with Liverpool and Sefton Council's we are taking part in the Government's Housing Market Renewal Pathfinder Programme. This is a long-term strategy to restructure local housing markets and to improve the quality of life for communities. Working in partnership across a wide range of organisations, including the private sector, we are currently developing a programme of comprehensive improvements. This will tackle not just physical housing improvements but the wider 'liveability' or quality of life issues outlined above which are fundamental to creating sustainable communities.

We are also developing our private sector housing strategy to enable homeowners to access advice and financial assistance across the Borough to improve their homes or to exercise choice in the housing market.

You have told us that you have concerns about how some of the private rented housing in Wirral is managed. We are therefore working with private landlords to support those who provide a high quality service and to tackle those issues, which concern you in relation to the management of private rented sector properties.

WHAT WE HAVE DONE SO FAR

- Effective housing management services to over 23,500 Council or Housing Association tenants in Wirral
- A common housing register and common Choice-Based Lettings allocation policy involving the Council and 10 Housing Associations which allocates more than 2,000 rented properties per year being one of the most innovative service delivery methods in England
- A strong pro-active policy to address neighbour nuisance in the Council housing and private sector through the Anti-Social Behaviour Team - since January 2002 the team has resolved 117 cases including 14 Evictions, 3 Anti-Social Behaviour Orders and 9 Acceptable Behaviour Contracts

- Major refurbishment of in excess of 900 council properties in the last five years at a cost of nearly £20 million and the clearance of more than 1400 unpopular and poor condition Council properties over the last five years at a cost of £6.5 million
- Encouraging engagement in decision making from more than 60 Residents Associations throughout Wirral, of which over 40 are affiliated to the Wirral Federation of Tenants and Residents Associations and also through the Beechwood & Ballantyne Estate Management Board
- Creation of a multi-purpose Community Resource Centre in Birkenhead as a base for the Wirral Federation of Tenants and Residents Associations
- A sustained programme of Housing Association investment in Tranmere via the Tranmere Housing Regeneration Partnership – resulting in the refurbishment or new-build of over 500 high quality homes for rent, shared ownership or sale at a total cost above £25 million in the last five years
- Substantial private sector housing renewal programme across Wirral. In the last five years within Tranmere - 238 private sector homes have been cleared at a cost amounting to more than £10 million and over £12 million has been invested in the refurbishment of private sector properties. In other parts of Wirral renovation grant assistance amounting to £1.5 million has been given to 284 homes on the same period
- Development of over 430 new properties for rent, shared ownership and sale - including the current Beechwood/Woodchurch Housing Regeneration Scheme which is creating 86 dwellings for rent, 26 for shared ownership and 146 for sale on six sites at a total project cost of £8.78 million
- Development of a Private Landlords Initiative aimed at improving conditions and management standards in the private rented sector in the last year – contact has been made with 560 private landlords, in excess of 200 landlords have attended the quarterly Wirral Landlords Forum and 50 landlords have already satisfactorily completed training leading to the Landlord Certificate of Competence thus improving standards in the private rented sector

- 12 Neighbourhood wardens based on estates throughout Egremont, Seacombe, Tranmere, Rock Ferry and Birkenhead to promote community safety
- The Home Energy Efficiency Strategy has delivered a 10% reduction in energy used by all households since 1996 - £33 million has been invested by partners in household energy efficiency improvements
- Provision of services for vulnerable people – Wirral has been recognised by the Office of the Deputy Prime Minister (ODPM) as being a good performer in relation to its arrangements for implementation of its Supporting People Framework, in which it administers an allocation of over £10 million per year
- Investing in the provision of Aids and Adaptations for homes in Wirral occupied by older people or those with disabilities to maintain their independent living
- Help and assistance provided to more than 3000 people in the last three years who are homeless or at risk of homelessness and in need of advice, support and possible rehousing

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

1. We will deliver quality and choice in the housing markets of Wirral
 - **Deliver the Newheartland Merseyside Housing Market Renewal Initiative during the next 10-15 years in Wirral.**
 - **Produce the Merseyside HMR prospectus by Autumn 2003, secure funding for implementation in Spring 2004 and begin the delivery of the Initial 3-year Investment Programme**
 - **Provide a more diverse range of housing types in Wirral and reduce the provision of pre-1919 terraced housing in Inner Wirral (Wirral's Housing Market Renewal area of Birkenhead, Tranmere, Seacombe Wards and parts of Bidston and Liscard Wards) from in excess of 70% to no more than 60% in 2008 and 50% from 2014**

- **Reduce the percentage of housing in Inner Wirral within Council Tax Band A to B from 95% in 2001 to 80% by 2008 and 70% by 2014 and increase the percentage of housing in Inner Wirral within Council Tax Band C to H from 5% in 2001 to 30% by 2014**
 - **Reduce the proportion of properties within the private rented sector in Inner Wirral from 26% in 2003 to 17.5% by 2008 and to 10% of the total stock in Inner Wirral by 2014 and to reduce the proportion of properties within the social rented sector within the area from 32% in 2003 to no more than 26% by 2008 and 20% of the total stock in Inner Wirral by 2014**
 - **Aim to improve by 50% the proportion of social housing stock which meets the Decent Homes Standard by 2008. To ensure that all social rented housing in Wirral meets the Government's Decent Homes Standard by 2010 and significant progress is made in improving the proportion of private sector homes which meet the Decent Homes Standard by 2010**
2. We will create safe and sustainable neighbourhoods throughout Wirral
- **Increase the appeal of the Inner Wirral area to those seeking accommodation by reducing by 10% by 2008 and 20% by 2014 the refusal rate on social rented housing and by reducing by 10% by 2008 and 20% by 2014, the average numbers of offers required to relet social housing properties**
 - **To improve the quality of the street scene and the liveability of neighbourhoods throughout Wirral through targeted actions to tackle street cleaning, fly-tipping, litter and graffiti and abandoned cars by improving resident satisfaction with their quality of the neighbourhood from 33% in 2003 to 50% by 2010 (measured by the relevant PSA target) and 70% by 2014**
 - **To reduce the numbers of empty properties from 8.8% in 2003 to no more than 7% of the total housing stock of the Inner Wirral by 2008 and to no more than 3% of the housing stock of the Inner Wirral area**

by 2014 and to reduce the number of units in the area that are vacant for longer than 6 months by 100% by 2014

- **To improve community safety in Wirral by continuing a programme of alleygating, extending the neighbourhood warden service to cover Seacombe, Egremont, Rock Ferry, Tranmere and Birkenhead and extending the Borough's Anti-Social Behaviour Team to respond to private sector housing issues. To increase to 86% by 2004 the percentage of people saying that they feel very safe or fairly safe in their local area from 74% in line with the Local PI 5006**
 - **To implement a Private Landlord Accreditation Scheme by April 2004 to improve housing conditions and management standards in the private rented sector across Wirral and recruit a Private Landlord Accreditation Team by Autumn 2003**
3. We will meet the needs of vulnerable people and reduce inequalities
- **To improve services to homeless people in Wirral by implementing the Homelessness Strategy**
 - **To develop and improve homelessness prevention services and housing advice services across Wirral by April 2004**
 - **To produce, by April 2004, and implement a Supported Housing Strategy through the Supporting People Commissioning Body for Wirral and continue to enable the development of housing schemes for people with specific housing and support needs**
 - **To develop, by April 2004, and implement an Affordable Warmth Strategy and Action Plan for Wirral to reduce home energy consumption by a further 10% by 2010, tackle fuel poverty and increase the thermal comfort of homes across the Borough**

KEY STRATEGIES AND CONTACTS

If you wish to find out more about any of the issues raised within the High Quality Homes and High Quality Housing Services theme then please contact the Housing Champion, Bill Lacey, Maritime Housing on 0151 482 5252.

Achieving the aims of this theme will be overseen by the Strategic Housing Partnership. Membership of this group includes officers from the Council's Housing and Planning Departments, representatives from Registered Social Landlords, the Housing Corporation, Government Office North West and representatives from other agencies/organisations as and when required.

Key Strategies

Strategy

Housing Strategy Statement

For Wirral

0151 666 5112

chrisbowen@wirral.gov.uk

(Useful Website: www.wirral.gov.uk)

Contact Point

Chris Bowen

Principal Housing

Strategy &

Regeneration Officer

Newheartlands Merseyside Housing

Market Renewal Prospectus and

Wirral Strategic Integrated

Investment Framework

0151 666 4895

ianplatt@wirral.gov.uk

(Useful Website: www.newheartlands.co.uk)

Ian Platt

Assistant Director

(Housing Strategy)

Private Sector Housing Strategy

for Wirral

0151 666 484

emmafoley@wirral.gov.uk

(Useful Website: www.wirral.gov.uk)

Emma Foley

Housing Regeneration

Manager

Supported Housing Strategy for

Wirral (Due Winter 2004)

0151 666 4847

lisaduff@wirral.gov.uk

(Useful Website: www.wirral.gov.uk)

Lisa Duff

Housing Strategy

Manager

Supporting People Strategy
(Supported & Special Needs
Housing)
0151 666 4961
iangrindrod@wirral.gov.uk
(Useful Website: www.spkweb.org.uk)

Ian Grindrod
Principal
Officer

Wirral Homelessness Strategy
0151 666 5112
chrisbowen@wirral.gov.uk
(Useful Website: www.homelessnessact.org.uk)

Chris Bowen
Principal Housing
Strategy &
Regeneration Officer

MODERN TRANSPORT FACILITIES

OUR AIM: *We want our transport systems to be clean, reliable and integrated, and to offer a variety of sustainable transport choices to provide access to key opportunities and services.*

INTRODUCTION

We know that achieving this aim will only be possible through concerted partnership action at all levels and we are committed to ensuring that all elements of the transport system work well together to promote accessibility.

Overall Wirral has a relatively good transport infrastructure, but parts of it do not always work as well as we would like them to. There is a need for further service improvement, as well as sustained levels of investment if we are to meet our aim. This is of particular importance given that traffic levels could increase over the next ten years by 30% if economic growth – which Wirral needs - continues. We know that such traffic growth would create unacceptable levels of traffic congestion and associated pollution and therefore this strategy includes a range of measures to address these issues.

You have told us that an integrated public transport network which ‘puts the passenger first’ is of key importance. Some 40% of Wirral’s households do not have access to a car and there is therefore a high dependency on public transport. However, whilst rail journeys have increased, bus usage has declined and there is an urgent need to ensure that public transport services as a whole are significantly more attractive. You have raised some specific concerns:

- We know that the quality of local services can fall below the standards you expect. Therefore we are continuing to work with private operators to improve services for current users and to make the use of buses more attractive to those who currently do not regularly use them. This is being done through the development of ‘Quality Partnerships’ which will be implemented over the coming few years.

- You have told us that you are sometimes deterred from using public transport due to concerns about safety and security. We are working closely with the police and other partners and we are introducing a number of practical schemes, some of which are set out below, to address these concerns.
- You need transport services which link key employment sites and local communities, particularly areas of deprivation such as the Pathways areas, and we are therefore working to expand the successful 'Job Link' services.

An effective transport infrastructure is essential to support the competitiveness of the local economy. This includes effective signage and traffic management. For example, we have been installing CCTV cameras at strategic locations, which are relayed to the council's traffic control unit. We are also planning new electronic (variable message) signing across the Docks to advise traffic to take alternative routes in the event of the bridge(s) being lifted for shipping movements.

We are also committed to ensuring that you have access to a good quality road network and are therefore improving the maintenance of our roads, the street lighting and our car parks. We are also improving junctions to ensure that the highway network is operating at optimum efficiency whilst restricting the construction of new roads. The needs of pedestrians and cyclists are provided for as part of such improvements whenever possible.

Improving 'access for all' to the transport network supports the local economy and is a vital part of promoting social inclusion. You have told us how important it is to provide access to opportunities that have the most impact on life-chances, such as work, learning and healthcare. Of course this means providing accessible transport links, but it also means trying to reduce the length and number of journeys you have to make by working together to look at where we locate our key services and activities to make them easier for you to reach.

WHAT WE HAVE DONE SO FAR

Set out below are some of the key successes within Wirral:

- Doubling of capital investment in transport improvements over the last five years
- Improvements to our stations and interchange facilities - including the new rail station at Conway Park, and Park and Ride facilities at Leasowe and Grove Road rail stations
- Merseytravel now provides the funding and sets the standards for Merseyside's rail network. A new partnership with Serco/Nedrailways will bring a string of major improvements as part of this pioneering franchise agreement
- Introduction of TRIO Plus - a pre-paid ticket covering the whole of the Merseyrail network including to Ellesmere Port and Chester
- Investment of £10 million for safety improvements in the Mersey tunnels.
- 99% of damage to roads and pavements that was identified as dangerous was repaired within 24 hours of reporting in the last year
- 20km of the Wirral-wide cycleway network has been completed.
- £400,000 Urban Bus Challenge funding secured to expand the successful 'Job Link' services
- Rural Bus Challenge Funds secured for a service between Eastham Rake Station and Heswall Bus Station
- New bus stops, clearer information and new technology at traffic signals have been provided along the bus 'corridor' between Birkenhead and Eastham
- Safety issues addressed including - introduction of night buses from Birkenhead Town Centre, Community Support Officers travelling on selected routes and CCTV installed at hot spot shelters across Wirral.
- Ongoing programme of upgrading bus stops and shelters
- Travel Plans continue to be developed with both local employers and schools across Wirral to reduce the reliance on the private car – including the introduction of 'walking buses'

- Awarded 'Centre of Excellence for Integrated Transport' by the Government

WHAT WE WILL DO NEXT AND HOW WE WILL SHOW WE ARE GETTING BETTER

1. We will continue to develop, by 2006, the bus network through the implementation of access improvements in Birkenhead Town Centre and a programme of three integrated transport corridors at:

- West Kirby/Hoylake/Moreton/Bidston/Birkenhead
- Neston/Heswall/Thingwall/Woodchurch/Prenton/Birkenhead
- Eastham/Bromborough/Bebington/Rock Ferry/Birkenhead.

Improvements to Birkenhead centre will involve improvements to the pedestrian environment and street scene, including new low floor fully accessible buses, priority measures and real time information at key locations to speed up bus journey times and improve reliability.

- **By the end of 2006 we will have implemented a programme which delivers 3 integrated corridors and 1 centre**
 - **By 2003 98.4% of supported bus services and Quality Bus Partnership services will arrive within 5 minutes of scheduled time**
2. We will improve the rail network, including the upgrade of 25 stations by 2006. For Wirral this will include major refurbishment of Hamilton Square and Bidston stations and other station refurbishment works at Wirral Line stations in line with Local Transport Plan timescales.
- **By 2005 we will increase from 98.6% in 1998/99 to 99.3% the percentage of rail services arriving within 5 minutes of the timetabled time**
3. We will develop transport, cycle and pedestrian networks to connect residents to those places where jobs, leisure and cultural opportunities are

available. This includes partnership schemes with community/voluntary transport providers. Given the levels of deprivation within the Pathways areas there will be a focus on these areas.

- **By 2009 we will ensure that all Wirral residents are within 400m walking distance of a public transport service and for residents living in Pathways areas this will be achieved by 2005**
 - **By 2006 we will increase the % of all journeys made by pedestrians from the 25% share (2001 level) to 30% and to 35% by 2011**
 - **By 2006 we will increase the proportion of all travel journeys made by cycling to 4% and 8% by 2012**
 - **We will provide transport improvements/facilities between Pathway Areas and the key employment areas – cycling and public transport initiatives - by 2006**
4. We will implement key elements of the Pathways Transport Access Plan including the provision of Wirral Waterfront public transport access guides and the recruitment of local Neighbourhood Travel Co-ordinators to work across Pathway areas.
- **Neighbourhood Travel Co-ordinators to be in place by the summer of 2004**
5. We will continue to progress the adoption of workplace and school travel plans with a view to reducing the use of the private car.
- **Increase the % of all children's journeys to school made by walking from 45% (in 1999/00) to 47% in 2006 and 49% by 2011**
6. We will improve the condition of the road network, including major structural maintenance.
- **Halt the deterioration in the condition of local roads by 2004 and eliminate the backlog by the end of 2010**
 - **All Council owned bridges will have been subject to a Principal Inspection within the 6 years prior to the end of 2007.**

- **All of Wirral's highway retaining walls will have been subject to a maintenance assessment by the end of 2006**
7. We will continue to progress measures to improve road safety.
- **Reduce the total number of people killed or seriously injured in road accidents by 40% by 2010 from the 1994 – 1998 average**
 - **Reduce the number of children killed or seriously injured in road accidents by 50% by 2010 from the 1994 – 1998 average**
8. We will continue to implement the Travelsafe Strategy including the development of an intelligence and performance management system to direct and monitor the effectiveness of those interventions
- **By spring 2004 to invite schools to be involved in a major arts based project, 'On the Beat', exploring the effects of anti-social and criminal behaviour on public transport. Provide education pack 'Right of Passage' to all schools to address issues of vandalism within the community**
 - **Support and develop the Safemark scheme**
 - **Introduce Community Support Officers to address specific areas of concern for safety on the public transport network by spring 2004**
 - **By summer 2004 to engage young people in their community to consider and address consequences of anti-social behaviour on the public transport network**

KEY STRATEGIES AND CONTACTS

If you want to find out more about any of the issues raised within this theme then please contact the Transport Champion, John Smith by calling him on 0151 330 1307 or by e-mail: john.smith@merseytravel.gov.uk

Key Strategy Documents

The following documents can be obtained from John Smith at Merseytravel

- Local Transport Plan
- Making Connections: Final Report on Transport and Social Exclusion

For further information from the Community Links and Access Team please contact Paulette Lappin, Community Links and Access Team Co-ordinator, on 0151 330 1200 or e-mail: paulette.lappin@merseytravel.gov.uk

For Travelsafe information please contact Julian Westwood, TravelSafe Officer, on 0151 330 1601 or e-mail julian.westwood@merseytravel.gov.uk

Websites

- Local Transport Plan at www.transportplanmerseyside.org
- Making Connections at www.odpm.gov.uk

APPENDIX 1

LSP BOARD MEMBERS

| | |
|--|---|
| Right Reverent David A Urquhart, Bishop of Birkenhead | Chair |
| Peter Davis Groundwork Wirral | Wirral Environment Partnership |
| Kevin Adderley, JobCentre Plus | Thriving Local Economy Group |
| Councillor Phil Davies Executive Member, Lifelong Learning | Wirral Learning Partnership |
| Allison Cooke Bebington and West Wirral Primary Care Trust | Health and Social Care Partnership |
| Chief Superintendent Alan Jones Merseyside Police | Crime and Disorder Reduction Partnership |
| Bill Lacey Maritime Housing | Strategic Housing Forum |
| John Smith | MerseyTravel |
| Councillor Steve Foulkes | Leader, Wirral Borough Council |
| Councillor Jeff Green | Leader, Conservative Party |
| Councillor Stuart Kelly | Leader, Liberal Democrats |
| Steve Maddox | Chief Executive, Wirral Borough Council |

| | |
|------------------|---|
| Angela Turner | Wirral Voluntary and Community Sectors' Network |
| Myrtle Lacey | Wirral Voluntary and Community Sectors' Network |
| Annette Roberts | Wirral Voluntary and Community Sectors' Network |
| Margey Johns | Wirral Voluntary and Community Sectors' Network |
| Gary Crisp | Wirral Voluntary and Community Sectors' Network |
| Linda Roberts | Wirral Voluntary and Community Sectors' Network |
| Kenneth Harrison | Wirral Voluntary and Community Sectors' Network |
| Keith Bailey | Wirral Voluntary and Community Sectors' Network |
| Garrick Prayogg | Wirral Voluntary and Community Sectors' Network |
| Tony Jones | Wirral Voluntary and Community Sectors' Network |
| Kenny Murphy | Wirral Voluntary and Community Sectors' Network |

| | |
|-----------------------------|---|
| Jean McIntosh | Wirral Voluntary and Community Sectors' Network |
| Sandra Gilbert | Wirral Voluntary and Community Sectors' Network |
| Jo Bowen Jones | Greater Merseyside Enterprise |
| Aidan Manley | North West Development Agency |
| Dave Brennan | Learning and Skills Council |
| Gerry Hare Lever Faberge | Private Sector Representative |
| Peter Russell Optimus UK | Private Sector Representative |

APPENDIX 2

LINKAGES BETWEEN THEMES

A Healthy and High Quality Environment

Improved Culture and Leisure

- Ensuring the cultural and leisure benefits of Wirral's natural environment are maximised, whilst still maintaining their protection
- Maximising the use of environmentally-friendly travel modes to cultural and leisure facilities/events

Modern Transport Facilities

- Decreasing pollution levels through reductions in motor vehicle usage and increases in walking and cycling

High Quality Homes; High Quality Housing Services

- Creating sustainable neighbourhoods
- Improving the environment by addressing street scene issues

Thriving Local Economy

- Encouraging good environmental practice by businesses across all sectors
- Ensuring that planning processes enable both economic growth and safeguarding of a healthy and high quality environment
- Increasing job opportunities within the environment sector

Improved Health and Social Care

- Improving the outdoor environment, including increasing cycle routes, to encourage activity and healthier lifestyles
- Decreasing pollution, including through a less car-dominated environment, to reduce health impacts

Safer Communities

- Improving the streetscene by addressing vandalism
- "Designing out crime" in changes made to the physical environment

Better Opportunities for Learning

- Promoting a healthy and high quality environment through work in schools, particularly focusing on biodiversity
- Increasing school achieving Eco-schools status

Thriving Local Economy

A Healthy and High Quality Environment

- Encouraging good environmental practice by businesses across all sectors
- Ensuring that planning processes enable both economic growth and safeguarding of a healthy and high quality environment
- Increasing job opportunities within the environment sector

Modern Transport Facilities

- Ensuring good access to employment areas, particularly from deprived neighbourhoods
- Ensuring good access to tourism facilities
- Enhancing key transport corridors within the Borough
- Minimise impact of traffic growth as a consequence of economic growth

High Quality Homes; High Quality Housing Services

- Creating employment opportunities within the housing construction sector, including through regeneration projects and initiatives

Improved Culture and Leisure

- Maximising the local economic benefits of the culture and leisure sector
- Finalise and implement Wirral's Tourism Strategy

Improved Health and Social Care

- Retaining a high quality workforce in the health and social care fields
- Increasing the proportion of care leavers entering employment
- Increasing the employment opportunities of people who are sick or disabled

Safer Communities

- Ensuring crime is minimised in the further development of the leisure/nighttime economy in Birkenhead Town Centre, and other Centres

Better Opportunities for Learning

- Increasing employment opportunities by increasing educational attainment for young people and adults
- Better aligning the provision of vocational education and training with the needs of employers, and increase numbers studying vocational courses
- Ensuring young people are adequately prepared for the world of work
- Increasing levels of work-based learning
- Reduce pockets of high worklessness by increasing adults' basic skills

Better Opportunities for Learning

A Healthy and High Quality Environment

- Promoting a healthy and high quality environment through work in schools, particularly focusing on biodiversity
- Increasing school achieving Eco-schools status

Thriving Economy

- Increasing employment opportunities by increasing educational attainment for young people and adults
- Better aligning the provision of vocational education and training with the needs of employers, and increase numbers studying vocational courses
- Ensuring young people are adequately prepared for the world of work
- Increasing levels of work-based learning
- Reduce pockets of high worklessness by increasing adults' basic skills

High Quality Homes; High Quality Housing Services

- Using Housing resources to provide high quality community facilities which support learning such as Neighbourhood ICT facilities

Improved Culture and Leisure

- Continued provision of cultural programmes as part of the National Curriculum
- Working with education and learning providers to increase awareness and appreciation of local culture

Improved Health and Social Care

- Increasing the educational attainment of children in care
- Increasing substance misuse prevention programmes aimed at vulnerable children and young people

Safer Communities

- Working with schools to decrease antisocial behaviour by children and young people, including implementation of the Behaviour Improvement Plan

Modern Transport Facilities

- Ensuring good access to learning facilities, particularly in areas of low car ownership
- Increasing the proportion of children's' journeys to school made by walking

Improved Culture and Leisure

A Healthy and High Quality Environment

- Ensuring the cultural and leisure benefits of Wirral's natural environment are maximised, whilst still maintaining their protection
- Maximising the use of environmentally-friendly travel modes to cultural and leisure facilities/events

Modern Transport Facilities

- Ensuring good access to cultural events and facilities
- Exploiting the cultural benefits of Mersey Ferry

High Quality Homes; High Quality Housing Services

- Ensuring high quality urban design in new housing developments thereby increasing Wirral's "sense of place"

Thriving Local Economy

- Maximising the local economic benefits of the culture and leisure sector
- Finalise and implement Wirral's Tourism Strategy

Improved Health and Social Care

- Increasing the quality and accessibility of leisure facilities (including parks and open spaces) to encourage healthier lifestyles.

Safer Communities

- Minimising crime in parks and open spaces
- Minimising crime at cultural/tourism events thereby ensuring positive visitor experiences

Better Opportunities for Learning

- Continued provision of cultural programmes as part of the National Curriculum
- Working with education and learning providers to increase awareness and appreciation of local culture

Improved Health and Social Care



Safer Communities

A Healthy and High Quality Environment

- Improving the streetscene by addressing vandalism
- “Designing out crime” in changes made to the physical environment

Thriving Economy

- Ensuring crime is minimised in the further development of the leisure/nighttime economy in Birkenhead Town Centre, and other Centres

Better Opportunities for Learning

- Working with schools to decrease antisocial behaviour by children and young people, including implementation of the Behaviour Improvement Plan

Improved Culture and Leisure

- Minimising crime in parks and open spaces
- Minimising crime at cultural/tourism events thereby ensuring positive visitor experiences

Improved Health and Social Care

- Reducing crime and the fear of crime to improve the quality of life for older people
- Reducing substance misuse, thereby reducing related crime and disorder

High Quality Homes; High Quality Housing Services

- Decreasing Neighbourhood Nuisance thereby increasing people’s satisfaction with their neighbourhood
- Creating sustainable communities by addressing crimes such as fly-tipping, graffiti, vandalism to properties etc

Modern Transport Facilities

- Reducing crime and the fear of crime on public transport and at transport facilities

High Quality Homes; High Quality Housing Services

A Healthy and High Quality Environment

- Creating sustainable neighbourhoods
- Improving the environment by addressing streetscene issues

Thriving Economy

- Creating employment opportunities within the housing construction sector, including through regeneration projects and initiatives

Better Opportunities for Learning

- Using Housing resources to provide high quality community facilities which support learning such as Neighbourhood ICT facilities

Improved Culture and Leisure

- Ensuring high quality urban design in new housing developments thereby increasing Wirral's "sense of place"

Improved Health and Social Care

- Tackling fuel poverty to improve the quality of life for older people
- Provision of supported housing for vulnerable people
- Addressing homelessness

Safer Communities

- Decreasing Neighbourhood Nuisance thereby increasing people's satisfaction with their neighbourhood
- Creating sustainable communities by addressing crimes such as fly-tipping, graffiti, vandalism to properties etc

Modern Transport Facilities

- Incorporating easy access to public transport facilities and cycling routes in the physical changes made undertaken within neighbourhoods, particularly within the Housing Market Renewal area

Modern Transport Facilities

A Healthy and High Quality Environment

- Decreasing pollution levels through reductions in motor vehicle usage and increases in walking and cycling

Thriving Economy

- Ensuring good access to employment areas, particularly from deprived neighbourhoods
- Ensuring good access to tourism facilities
- Enhancing key transport corridors within the Borough
- Minimise impact of traffic growth as a consequence of economic growth

High Quality Homes; High Quality Housing Services

- Incorporating easy access to public transport facilities and cycling routes in the physical changes made undertaken within neighbourhoods, particularly within the Housing Market Renewal area

Improved Culture and Leisure

- Ensuring good access to cultural events and facilities
- Exploiting the cultural benefits of Mersey Ferry

Improved Health and Social Care

- Increasing cycling thereby encouraging healthier lifestyles
- Ensuring good public transport access to health facilities, particularly in areas of low car ownership. This includes development of travel plans for Arrowe Park and Clatterbride hospitals.

Safer Communities

- Reducing crime and the fear of crime on public transport and at transport facilities

Better Opportunities for Learning

- Ensuring good access to learning facilities, particularly in areas of low car ownership
- Increasing the proportion of children's' journeys to school made by walking

APPENDIX 3

JARGON BUSTER

Note – where a word in the definition is in italics this means that it has its own definition in the jargon buster.

A

Active Community Unit: a unit in the Home Office which aims to promote the development of the voluntary and community sector and encourage people to become actively involved in their communities, particularly in deprived areas

Action Team for Jobs: Jobcentre Plus delivered specialist, locally-based area teams providing a wide range of support to help people back into work

Added Value/Additionality: a way of measuring the benefits of an initiative, programme or project which highlights the changes brought about which wouldn't have occurred if the project hadn't taken place.

Area Based Regeneration: in some areas, problems of economic, social and environmental dereliction combine to lock local communities into a vicious cycle of exclusion. Area based initiatives (ABIs) encourage a range of partners to work together, targeting their resources to improve the quality of life in these areas.

Area Forums: Wirral has 8 Area Forums (each covering 2 or 3 electoral wards) which provide the means for bringing together the main service providers in local areas to respond to local issues and priorities.

B

Baseline: a measurement of the starting conditions, for example numbers unemployed, before a programme is undertaken. The benefits of a programme can be assessed over time by comparing the baseline with more up to date figures.

Beacon Status: a government scheme which identifies excellence and innovation in public services.

Best Value: Best Value was introduced by the Government as a driver for better public services at reasonable cost and to provide more say for local people. All councils have to review their services, set targets for improving them, and publish a Best Value Performance Plan every year to show how they are doing.

Biodiversity: The life forms that exist throughout the world, large or small, near or far, and their interdependence.

Brownfield Land: land that has been previously developed.

Business Crime Direct: Home Office project to assist business deal with crime, based in the various Chambers of Commerce, provide support to business and partnerships to develop projects to reduce business crime. Will provide security advice, help develop and implement projects.

C

Capacity building: shorthand for a wide range of support and learning techniques which aim build the capacity of individuals or organisations to contribute effectively to delivering new projects, initiatives and services.

Capital Funding: money spent on the purchase or improvement of fixed assets such as buildings, roads and equipment.

Chamber of Commerce: Umbrella networking organisation supporting and representing local business.

Community Businesses: organisations which are established to provide services and/or employment in a local community. Their focus is about building the community and the local

economy, but doing so in a business-like way as independent and self-supporting organisations. Also sometimes referred to as Social Businesses of Social Enterprises.

Community Chest: Neighbourhood Renewal Community Chests are administered by voluntary sector 'lead organisations' and offer small grants of up to £5,000 to community groups for projects to help them renew their own neighbourhoods. Wirral Council for Voluntary Services (CVS) administers the fund for Wirral.

Community Empowerment Fund (CEF): aims to help community and voluntary groups to become empowered in order to participate in LSPs and neighbourhood renewal. Wirral Council for Voluntary Services (CVS) administers this fund for Wirral.

Community Legal Service Partnerships: local networks of providers of legal services, supported by co-ordinated funding and delivering services to local communities based on identified priority need.

Community Planning: the process where a local authority and partner organisations come together to plan, provide and promote the well-being of their communities. It promotes the active involvement of communities in the decisions on local services which affect people's lives including for example health, education, transport, the economy, safety and the environment.

Community Strategies: the plans which LSPs are now required to prepare for improving the economic, environmental and social well being of local areas and by which the councils are expected to co-ordinate the actions of the public, private, voluntary and community organisations that operate locally.

Connexions: Wirral is part of Greater Merseyside Connexions which provides a support service for all 13 – 19 year olds. The service provides information, advice and guidance, referral and placing services. The service is delivered according to need and aims to raise aspirations, levels of participation and achievement according to potential.

Corporate Research Group: This group supports the work of the LSP by co-ordinating the collection, evaluation and use of data including statistical information, consultation results, and other research. It plays a vital role in informing the LSP's policy development and decision making, and consists of members of different organisations involved in the LSP's 8 strategic themes.

Crime Reduction Partnerships: statutory partnerships formed as a consequence of the Crime and Disorder Act 1998 which required the Police and local authorities and others to work together to tackle crime and disorder within a local authority area. Wirral's partnership is called the Wirral Crime and Disorder Reduction Partnership.

Crime Reduction Programme: a Government funded programme which consists of a series of diverse initiatives which have been shown to be effective at reducing crime or the fear of crime.

D

Drug and Alcohol Action Team (DAAT): DAATs exist in each Local Authority area and provide a strategic lead in reducing drug and alcohol misuse.

E

Early Years: This term refers to the care and education of children aged 0-5. Services to this age group are co-ordinated through the Early Years Development Childcare Partnership.

Eco Schools: those schools which actively promote recycling, energy management, and biodiversity, and put sustainability at the heart of their education programme

Education Action Zones: local clusters of schools in deprived areas receiving special government grants to work together with others to raise education standards.

English Partnerships: the key delivery agency in the government's new 'living communities' agenda to regenerate our towns, cities and rural areas.

Environment Agency: Government organisation tasked with overseeing the implementation and maintenance of environmental regulations in England and Wales

European Capital of Culture: Liverpool has been awarded the status of European Capital of Culture for the Year 2008. This will lead to a large programme of cultural activities and events during that year in Liverpool and the surrounding areas.

European Regional Development Fund (ERDF): a fund from the European Union (EU) which aims to reduce inequalities in socio-economic development between the regions in the EU, by supporting infrastructure projects, job-creation investments, local development and aid for SMEs.

European Social Fund (ESF): supports activities that develop employability and human resources in five key areas: active labour market policies; equal opportunities; improving training and education and promoting lifelong learning; adaptability and entrepreneurship; improving the participation of women in the labour market.

European Objective 1 funding: Objective 1 targets European Union Funds on areas which have an economy falling well behind the European average for wealth creation. Merseyside is an Objective 1 area.

Evaluation: an assessment, after a project or programme has started, of the extent to which objectives have been achieved, how efficiently they have been achieved, and whether there are any lessons to be gained for the future

Excellence in Cities: a programme to drive up standards in schools in 47 areas of England, including parts of Wirral.

F

Federation of Small Businesses: The UK's leading lobbying and benefits group for small businesses providing information concerning the key issues facing the small business sector today. It has over 185,000 members with principal offices in London, Glasgow, Blackpool, Cardiff and Belfast.

Floor targets: Deprivation will be tackled through the bending of main Departmental programmes such as the police and health services, to focus more specifically on the most deprived areas. Departments now have minimum targets to meet, which means that, for the first time, they will be judged on the areas where they are doing worst, and not just on averages.

Forward strategy: arrangements which will continue the process of renewal and development after funding from the renewal programme stops. It is sometimes called an exit, continuation or succession strategy.

G

Gap funding: the main vehicle by which the government hopes to encourage developers to build on *brownfield* sites by providing aid for private companies to help them redevelop contaminated, derelict and disused sites that might not otherwise be profitable

GDP (Gross Domestic Product): the measure of the value of local economic production by Wirral residents each year

Greater Merseyside Enterprise (GME): This organisation co-ordinates business support services throughout Merseyside, and is one of a number of "Small Business Services" across the Country.

Government Offices for the Regions: There are nine Government Offices, each working with regional partners and local people to help deliver the governments key aims at regional level. Wirral is within the Government Office North West (GONW) area.

H

Health Action Zones: partnerships between the NHS, local authorities, the voluntary and private sectors and local communities which represent a new approach to public health, linking health, regeneration, employment, education, housing and anti-poverty initiatives to respond to the needs of vulnerable groups and deprived communities.

Housing Corporation: the Government body that regulates and funds housing associations in England.

Housing Market Renewal Initiative (HMRI): Wirral is part of the Merseyside HMR Pathfinder “newheartlands” along with Liverpool and Sefton, which aims to address the causes and symptoms of market failure and neighbourhood decline in areas of high deprivation.

J

Jobcentre Plus: The Government organisation that provides support to individuals and employers regarding the payment of Benefits and access into employment

L

Learning and Skills Council: the Government agency now responsible for adult training in England. The local body is the Merseyside Learning and Skills Council.

Lifelong learning: The continuous development of skills and knowledge to enhance quality of life and employment prospects.

Local Agenda 21: strategies prepared by local authorities to promote sustainable development.

Local Area Plans: these are strategies produced by each of Wirral’s *Area Forums* identifying local issues and priorities.

Local Public Service Agreement (LPSAs): agreements between individual local authorities and the Government setting out the authority’s commitment to deliver specific improvements in performance, and the Government’s commitment to reward these improvements. The agreement also records what the Government will do to help the authority achieve the improved performance.

Local Strategic Partnerships (LSPs): new overarching partnerships of stakeholders who will develop ways to involve local people in shaping the future of their neighbourhood in how services are provided.

Local Transport Plan - The Transport Strategy and Plan for Merseyside produced in 2000 by the 5 Merseyside local authorities and Merseytravel.

M

Mainstreaming: realigning the allocation of mainstream resources - such as the police and health services - to better deliver services.

Market failure: a situation where barriers prevent the normal and efficient operation of a local economy. These may be information barriers, where local people don’t know about job vacancies nearby, or the negative impact which high crime levels have on firms and workers locating to a particular area.

Mersey Basin Campaign: seeks to ensure a cleaner river Mersey, and its tributaries

Mersey Partnership: The Mersey Partnership (TMP) champions the Merseyside area as a great place to live, work, invest and visit. Supported by corporate members and public bodies, we pursue economic development, attracting investment, and promoting tourism.

Milestones: key events with dates, marking stages in the progress of a project, initiative or programme.

Merseyside Information Service (MIS Mott McDonald)*: this organisation provides data and undertakes research to support the development and evaluation of policy across Merseyside.

Monitoring: regular collection and analysis of input, output and outcome data, along with information concerning the problems being tackled.

N

Neighbourhood Management Programme: a way of encouraging stakeholders to work with service providers to help improve the quality of services delivered in deprived neighbourhoods.

Neighbourhood Partnerships: This term refers to the range of community-based partnerships across Wirral which operate at ward level or smaller.

Neighbourhood Renewal: this national programme is overseen by the ODPM and aims to improve the quality of life in deprived neighbourhoods by raising standards within specific issues such as crime, health and education, and by reducing the gap in the quality of life between these areas and those which are better off.

Neighbourhood Renewal Community Chests: a total of £50 million central Government money in England over three years 2001-4 for small grants to community groups.

Neighbourhood Renewal Fund: provides public services and communities in the 88 poorest local authority districts (including Wirral) with extra funds to tackle deprivation. The original allocation of £900 million has been extended for a further 3 years to March 2006 and has been increased by a further £975 million.

Neighbourhood Renewal Policy Group (NRPG): this is a sub-group of the Wirral LSP which advises the LSP on the implementation of the Wirral Neighbourhood Renewal Programme and the spending of Wirral's *Neighbourhood Renewal Fund*.

Neighbourhood Wardens: a Neighbourhood Warden provides a uniformed, semi-official presence in a residential area with the aim of improving quality of life. Wardens can promote community safety, assist with environmental improvements and housing management, and also contribute to community development. They may patrol, provide concierge duties or act as 'super caretakers' and support vulnerable residents.

"New Commitment to Neighbourhood Renewal": this is the Government's action plan for neighbourhood renewal in England, produced by the Social Exclusion Unit in 2001.

North West Development Agency: this is the local *Regional Development Agency* which works with local partners to deliver a strategic programme of economic regeneration and inward investment throughout the North West (including Wirral).

O

Office of the Deputy Prime Minister (ODPM): the Government department responsible for neighbourhood renewal, housing and urban policy. The ODPM includes the Neighbourhood Renewal Unit, the Regional Co-ordination Unit and the Social Exclusion Unit.

One Stop Shops: multi-purpose facilities, situated at convenient locations throughout Wirral, which enable local residents to access a wide range of Council services as a single place, in a welcoming environment.

P

Pathways: this is one part of the Merseyside *Objective 1 Programme*, targeting regeneration resources to a number of communities across Wirral with the aim of addressing the economic deprivation of the area.

Performance Indicator: this term refers to a range of measures which can be used to assess how successful a project or programme is in delivering its original aims. The overall progress of the *Wirral Community Strategy* will be assessed through a comprehensive Performance Management Framework which will include all the Performance Indicators for each of the 8 themes.

Projects: the individual components or elements of an overall programme or scheme.

Public Service Agreements (PSAs): see *Local Public Service Agreements*

R

Regional Development Agencies: these are the nine Government agencies set up in 1999. To co-ordinate regional economic development and regeneration, enable the English regions to improve their relative competitiveness and reduce the imbalances that exists within and between regions. See *North West Development Agency*.

Registered Social Landlords: landlords of *social housing* that are registered with the *Housing Corporation*. Most are non-profit making housing associations but they also include trusts, co-operatives and companies.

RiVa (River Valley action group): part of the Mersey Basin Campaign for a cleaner Mersey, and its tributaries. Achieved through a mixture of voluntary and supported measures.

S

Safer Merseyside Partnership: a community safety partnership developed in the early 1990's. Involves all five councils and the police. Can act as a pan Merseyside forum or project manager. An example of their involvement is Alley Gating, they act as the co-ordinating body for the delivery of the various borough schemes.

Sector Champions: the Sector Champions are members of Wirral's LSP who have taken a lead on one of the 8 strategic themes. The Sector Champions role is to ensure that the aims of the theme are delivered by working with their *thematic partnership* and with other Sector Champions and *thematic partnerships*.

Single Regeneration Budget (SRB): the Single Regeneration Budget programme aims to enhance the employment prospects, education and skills of local people and to tackle the needs of communities in the most deprived areas. Wirral's SRB initiatives are managed by *Wirral Waterfront*.

Strategic Investment Areas (SIAs): these areas are identified as part of the Merseyside Objective 1 programme, and represent the areas of greatest opportunity for economic regeneration and job creation across Merseyside. There are 8 SIAs in total, including one in Wirral which is called the "Wirral Employment Corridor" and managed through *Wirral Waterfront*.

SMEs: short for small and medium sized enterprises ie companies employing less than 250 employees.

Social Entrepreneurs: The equivalent of business entrepreneurs, but operating in the social, not-for profit sector. They aim to seek new and innovative solutions to social problems. See *Community Businesses*.

Social Exclusion: The Government has defined social exclusion as being a shorthand label for what can happen when individuals or areas suffer from a combination of linked problems

such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown. It can also have a wider meaning which encompasses the exclusion of people from the normal exchanges, practices and rights of society.

Social Housing: This refers to housing provided by Local Authorities or *Registered Social Landlords*.

State of the Borough Report: this is a report produced through the work of the *Corporate Research Group*, and provides data and analysis of the key issues for Wirral.

Street Warden Scheme: provide highly visible uniformed patrols in town and village centres, public areas and neighbourhoods.

Street Wardens: are similar to Neighbourhood Wardens, but their emphasis will be on caring for the physical appearance of the area, tackling environmental problems such as litter, graffiti and dog fouling and helping to deter anti-social behaviour; reduce the fear of crime; and foster social inclusion.

Sure Start: a government scheme which aims to improve the health and well-being of families and children before and from birth, so children are ready to flourish when they go to school by setting up local Sure Start programmes to improve services for families with children under five and spreading good practice learned from local programmes to everyone involved in providing services for young children.

Sustainable Development: activity which achieves mutually reinforcing economic, social and environmental benefits without compromising the needs of future generations.

T

Themes: The work of Wirral's *LSP* is organised around 8 strategic themes, each of which has a *Sector Champion* to progress the action on the theme, supported by a *Thematic Partnership* made up of the key players within each theme. Wirral's Community Strategy has a chapter on each of the strategic themes which identifies an overall aim, what has been achieved to date, objectives for future action and how progress will be measured.

Thematic Partnerships: the Wirral *LSP* is supported by a number of Thematic Partnerships each of which has responsibility for a particular area of the *LSP's* work. Some of the Partnerships have been established for a number of years and others have only been established since the formation of the *LSP*, and each has a different membership and remit. The Partnerships aim to bring together the key players who are responsible for delivering the aims of a particular theme.

Travel Plans: Package of measures to promote and encourage sustainable travel behaviour. A School Travel Plan – is a package of promotional and awareness raising measures to encourage travel to school by walking, cycling and public transport.

U

Unitary Development Plan (UDP): the UDP is the statutory plan which defines planning and landuse policy for Wirral.

Urban Village: part of an urban area which has an attractive mix of homes, shops, restaurants, employers and which attracts people to live and work there.

V

Voluntary and Community Sectors' Network (VCSN): this is the body which provides the main link between the *LSP* and the voluntary and community sectors in Wirral. It has responsibility for ensuring that these sectors are involved in all *Community Planning* activity.

W

Wirral Environment Partnership: this is the *Thematic Partnership* for the LSP's "Healthy and High Quality Environment" strategic *theme*.

Wirral Health and Social Care Partnership: this is the *Thematic Partnership* for the LSP's "Improved Health and Social Care" strategic *theme*.

Wirral International Business Park (WIBP): this is located in Bromborough and is a regional strategic site for commercial and industrial development.

Wirral Investment Network (WIN): this is one of the UK's most successful private/public sector partnerships. WINS' aims is to encourage the development of Wirral's economic, environmental and social prospects.

Wirral Learning Partnership: this partnership links all those active in the provision of learning, aiming to improve cohesion and raise standards. It is the *Thematic Partnership* for the LSP's "Better Opportunities for Learning" strategic *theme*.

Wirral Strategic Housing Partnership: this partnership co-ordinates all housing activity within Wirral and is the *Thematic Partnership* for the LSP's "High Quality Homes; High Quality Housing Services" strategic *theme*.

Wirral Waterfront: this team is part of the Local Authority and delivers regeneration programmes including, *SRB, Neighbourhood Renewal*, and the *SIA*.

Worklessness: reducing worklessness is one of the Government's *Floor Targets*. It has a wider definition than unemployment as it includes addressing issues such as long-term sickness which take people out of the working population altogether (and who are therefore not registered as unemployed). Reducing worklessness means helping these people to be in a position where they can enter employment again.

Y

Youth Forums: these forums aim to support the involvement of young people in the local *Community Planning* processes. There are currently 4 Youth Forums, each linked to 2 *Area Forums*.

Youth Inclusion Programme: intensive supervision programme for young people most at risk of re-offending

Youth Offending Team: multi agency partnership working to prevent offending and re-offending by young people