

# Merseyside Fire and Rescue Service

## Equality Impact Assessment Form

|   |                                     |
|---|-------------------------------------|
| <b>Title of policy/report/project:</b>  | <b>Wirral Community Safety Plan</b> |
| <b>Department:</b>  | <b>Wirral District</b>              |
| <b>Date:</b>  | <b>January 2015</b>                 |
| <b>1: What is the aim or purpose of the policy/report/project</b><br><i>This should identify "the legitimate aim" of the policy/report/project (there may be more than one)</i>   |                                     |
| <ol style="list-style-type: none"><li><b>1. MF&amp;RS Wirral will develop and publish a Wirral Community Safety Plan which will be linked to the Merseyside Fire &amp; Rescue Service IRMP (MFRS, 2013).</b></li><li><b>2. The MFRS Wirral Fire Stations, Prevention and Protection teams will engage with the community, partners and stakeholders to effectively develop and deliver the Community Safety Plan, ensuring better collaboration, information sharing and more effective targeting of resources to deliver our fire specific priorities and provide value for money.</b></li><li><b>3. The Wirral Community Safety Plan incorporates a robust process for measuring and evaluating the effectiveness and improving performance across Wirral District.</b></li></ol> |                                     |
| <b>2: Who will be affected by the policy/report/project?</b><br><i>This should identify the persons/organisations who may need to be consulted about the policy /report/project and its outcomes (There may be more than one)</i>   |                                     |
| <p>Those affected include the general public living and/or working in Wirral, as well as public, private and voluntary sector organisations. Below is a list of partner agencies and organisations which represent the views of sections of the community who have been consulted about the Wirral Community Safety Plan.</p> <p>The plan has been distributed via a number of networks including:-<br/>Wirral Community Safety Partnership<br/>Wirral Borough Council Public Service Board<br/>Wirral Public Service Board</p>   |                                     |

Wirral Local Public Service Boards  
 Wirral Older People's Parliament  
 Wirral Health and Wellbeing Board  
 Partner agencies consulted include:-  
 Merseyside Police  
 Magenta Living  
 Police & Crime Commissioner's Office  
 Wirral Community NHS Trust / Livewell Team  
 Wirral University Teaching Hospital NHS Trust  
 Cheshire & Wirral Partnership NHS Trust  
 Wirral Clinical Commissioning Group  
 Wirral Council Public Health  
 Wirral Community Safety Team  
 Early Years Team  
 Wirral Children & Young Peoples Department  
 Wirral Council Neighbourhoods Team  
 Wirral Anti-Social Behaviour Team  
 Wirral Council One Stop Shops  
 Wirral Council Licencing  
 Wirral Libraries  
 Wirral Chamber of Commerce  
*Wirral Youth Voice*  
*Wirral Intensive Family Intervention Project*  
 Children's Centres  
 Youth Support Service  
 Wirral Council Highways Team  
 Department of Work and Pensions  
 Streetscene  
 Wirral Council Environmental Health Department  
 Targeted Prevention Services  
 Citizen's Advice Bureau  
 Community Action Wirral  
 Wirral Advice Alliance  
 MFRS personnel – operational and non-operational  
*Wirral MFRA Councillors*

### 3. Monitoring

*Summarise the findings of any monitoring data you have considered regarding this policy/report/project. This could include data which shows whether the it is having the desired outcomes and also its impact on members of different equality groups.*

#### **What monitoring data have you considered?**

HFSC information provided by FSD

#### **What did it show?**

Home Fire Safety Checks (HFSC) remain the foundation of MFRS (Wirral) prevention and community engagement strategy. Last year Wirral's Operational Staff visited over 8000 homes to carry out Home Fire Safety Checks.

|   |   |
|---|---|
| <p>Status Reports using Vulnerability data from partner agencies</p> <p><i>MFRS (2014) Wirral Incident Statistics</i></p> <p>CSP – Crime &amp; Disorder Reduction Partnership reduction figures for Wirral broken down into station areas.</p> <p>Wirral BC Collision Reduction Partnership statistics</p> <p><i>Merseyside Fire and Rescue Service (2013) Profile of Merseyside; Police ASB and Void Property Addendum</i></p> | <p>These visits have been targeted utilising information from the Goldmine system which produces status reports of addresses. The reports list properties that have never previously received a HFSC, those that were previously identified as high or medium risk, and is informed by our own records but also by data from our partners. Agencies such as Cheshire &amp; Wirral Partnership NHS Trust, WBC's Revenue &amp; Benefits department and Magenta Living share data on their client base which is categorised according to a number of risk factors and identifying those that are potentially at a higher risk of fire. The Prevention team have also utilised data from DASS and WBC's Children and Young People's Department's Intensive Families Intervention Programme to directly target the most vulnerable</p> <p>MFRS Wirral incident statistics show the numbers of incidents attended by Wirral Community Fire Stations, mapped across the district, by type and station area. Since 2010/11 we have seen a gradual reduction in fires in the home, but in 2013/14 these figures started to rise again. This year we are estimated to have a reduction to a five year low of Accidental Dwelling Fires. However the numbers of injuries caused by ADF's and number of fire fatalities remain steady, sadly, Wirral has experienced a total of seven fatalities from fire over the last three years. This shows that although overall, ADF's are decreasing, serious fires still persist despite our comprehensive Community Safety Strategy.</p> <p>The winter month of November saw the greatest number of fire deaths. There is no bias towards gender, but when analysed, the age groups at greater risk are the 40-49, 75-84 groups. An analysis of the lifestyles of victims has been conducted using customer insight community profiling which identified one distinct segmentation of "residents living in privately owned properties" who either live alone or were alone at the time of the fire. The majority of ignition sources in fatal fires were as a result of "smoker's materials" and there is a similar pattern when alcohol consumption is taken into account.</p> <p>Whereas in general accidental fires in the home and Antisocial Behaviour Fires are found mostly in the built up areas of Birkenhead and Wallasey, serious and fatal fires occur throughout the borough, with as many occurring in wealthy as deprived areas. Wirral still experiences a very high proportion of kitchen fires, with 60% of ADFs this year being caused by cooking, however in most cases early warning is provided resulting in less serious fires than, for example, those started by smokers materials.</p> <p>There is an even spread of Road Traffic Collisions across the</p> |
|---|---|

|  |  |
|--|--|
|  | <p>Borough. This year's figures have shown a slight increase in MFRS attendance at RTC's and a larger increase in corresponding injuries.</p> <p>Overall throughout the year we have seen a decrease in the numbers of anti-social behaviour fires following an increase in 2013/14. Figures over the bonfire period remained low with only a slight increase (16) on 2013's record low figures. 2014 figures are still significantly lower than 2012 and 3 year average figures.</p> <p>Fires in commercial premises are estimated to fall slightly this year, following a general downward trend. However there has been a year on year increase in the number of Deliberate Vehicle Fires across Wirral since 2011/12, due to a number of factors. High numbers of long term void properties persist in more deprived areas such as Birkenhead &amp; Tranmere, Seacombe and Bidston.</p> <p>All Wirral fire stations are now designated 'Safe Havens' so that vulnerable people who require immediate assistance or protection can enter fire stations for safety. The number, and nature, of any activation of the Safe Haven procedure will be monitored.</p> |
|--|--|

|   |   |
|---|---|
| <p><b>4: Research</b></p> <p><i>Summarise the findings of any research you have considered regarding this policy/report/project. This could include quantitative data and qualitative information; anything you have obtained from other sources e.g. CFOA/CLG guidance, other FRSSs, etc</i></p>                                   |   |
| <p><b>What research have you considered?</b></p> <p><i>Merseyside Fire and Rescue Service (2013) Historical Analysis of Fatalities in Accidental Dwelling Fires within Wirral, between 2004/05 and 2013/14 so far</i></p> <p><i>Merseyside Fire and Rescue Service (2013) Profile of Merseyside (Demography, Equality &amp;</i></p> | <p><b>What did it show?</b></p> <p>Wirral district has proportionally witnessed the greatest number of fire fatalities within Merseyside. Going against the wider trend, an even number of fire fatalities in Wirral occurred in deprived and affluent IMD areas, and the majority of fire fatalities occurred within the customer insight classified group as 'Middle income residents living in privately owned properties.' Key age groups affected were 44-49 and 75-84, the majority of whom lived alone and were alone at the time of the incident. There was no gender bias and a key cause was 'smoker's materials,' with alcohol being a significant contributory factor.</p> <p>During the 2011 census, Wirral had a population total of 319,783 (23.2% of the Merseyside total) and a 2.4% increase on the 2001 Census population. This has been estimated to have increased to 320, 200 in 2014. The population is split into 48.1% males and</p> |

|  |  |
|--|--|
| <p>Diversity); Profile of Merseyside Disability Addendum</p> <p><i>Integrated Household Survey January to December 2013</i><br/> <a href="http://www.ons.gov.uk/ons/rel/integrated-household-survey/integrated-household-survey/january-to-december-2013/index.html">http://www.ons.gov.uk/ons/rel/integrated-household-survey/integrated-household-survey/january-to-december-2013/index.html</a></p> <p><i>Office for National Statistics (2012) 2011 Census Data</i><br/> <a href="http://www.ons.gov.uk">www.ons.gov.uk</a></p> <p><i>Joint Strategic Needs Assessment (2014)</i><br/> <a href="http://info.wirral.nhs.uk/default.aspx">http://info.wirral.nhs.uk/default.aspx</a></p> <p>Kinsella, E. (2014) <u><a href="http://info.wirral.nhs.uk/document_uploads/Geodem">Profile of Wirral: Population profile using Mosaic Public Sector</a></u><br/> <a href="http://info.wirral.nhs.uk/document_uploads/Geodem">http://info.wirral.nhs.uk/document_uploads/Geodem</a></p> | <p>51.9% females. Wirral has a higher proportion of children (17.3%) and older people (19.1%) and a lower proportion of working age residents (63.7%) than the Merseyside and England averages.</p> <p>Recent findings from the Integrated Household Survey, (the largest UK survey of the general population which asked about sexual orientation), found 1.6% of respondents reported having a lesbian, gay or bisexual sexual identity. We acknowledge further demographic analysis and partnership working is required with relevant agencies to identify our Wirral LGBT communities.</p> <p>Within Wirral, 97.0% of the population has a white ethnic background, which is a higher proportion compared to the Merseyside average. 3.0% of the Wirral population has a Black, Minority Ethnic background (BME) which is a lower proportion compared to the Merseyside average. The largest ethnic groups other than White British are: Other White (3,730), White Irish (2,667), Chinese/Chinese British (1,653), Indian/Indian British (1,344), Other Asian/Other Asian British (1,044) (See: Appendix G). In 2010 National Insurance Numbers were issued to Wirral-resident non-UK nationals from 27 countries including Poland, Hungary, Lithuania, China and France. More BME residents live in Birkenhead and Tranmere ward than any other part of Wirral followed by Claughton, Rock Ferry and Hoylake &amp; Meols.</p> <p>Within Wirral, a large proportion of the population identify as Christian (70.4%); which is close to the Merseyside average of 74.0%. The next largest religion category is No religion at 21.3% which is noticeably higher than the Merseyside average of 17.2%.</p> <p>According to the Index of Multiple Deprivation (IMD) 2010, Wirral remains the 60th most deprived local authority nationally. There are 23 LSOA's in Wirral which are amongst the top 3% most deprived in the whole of England. This is 11% of the total LSOA's in the borough.</p> <p>Geographically, the majority of Wirral is located in areas of high affluence, with 64.7% falling within 50-100% deprivation deciles. The most deprived areas of Wirral are located to the East of Wirral, particularly within: Bidston, Seacombe, and Birkenhead and Rock Ferry areas. A large (20.3%) proportion of Wirral falls within the least deprived decile (90-100%), particularly within Heswall, West Kirby and Greasby areas.</p> <p>Using the Mosaic profile of demographic groups, Wirral is dominated by groups at the polar extremes of the income spectrum indicating that the differential between people on very low and very high incomes is quite pronounced in Wirral.</p> <p>Wirral continues to have a higher percentage of people claiming</p> |
|--|--|

|   |  |
|---|--|
| <p>ographics/NewMosaicProfileofWirral2010.pdf</p>   | <p>out-of-work benefits than the regional and national averages at 16.0% with high concentrations in deprived areas at 30.1%. The claimant rate for Job Seekers Allowance is reducing, currently at 3.5% (lowest in the Liverpool City Region). However, young people (18-24 year olds) claiming JSA remains higher than regional and national averages at 8.9%. There have been reductions in the number of 16-18 year olds not in Education, Employment or Training (NEET) at 7.15%; however concentrations of NEET in deprived areas can reach up to 17% in some areas.</p> |
| <p>WBC Public Health Information Team (2014) Mosaic Profile of Wirral: 2010 Update</p>  | <p>In terms of Child Poverty, Wirral is the second least deprived authority in the Liverpool City Region, but Wirral is still behind both regional and national averages. There are severe concentrations of child poverty within just 7 wards, with a 45.7% point difference in the range of all children living in poverty (Heswall - 4.3%; Bidston St James - 50.0%).</p>   |
| <p>WBC (2014) Wirral Economic Profile: April 2014</p>   | <p>Compared to the England average, Wirral rates poorly for hospital stays for alcohol-related, drug related and self harm. Wirral also rates poorly for breast-feeding rates, teenage pregnancy, diabetes, smoking related deaths, early deaths from cancer and cardiovascular disease.</p>   |
| <p>Public Health England (2014) Health Profiles 2014: Wirral</p>  | <p>There are significant health inequalities in Wirral where deprivation is closely linked to ill health and related life expectancy, where Wirral rates poorly. There is a difference in life expectancy rates of 14.6 years for men and 9.7 years for women between the most and least deprived areas in Wirral. Wirral rates favorably to the England average for tuberculosis and acute sexually transmitted diseases. In Wirral there is also a higher prevalence of severe mental illness, and high incidence of fuel poverty and dementia.</p>                          |
| <p>WBC Performance and Public Health Intelligence Team (2013) Wirral Compendium of Health Statistics Merseyside Fire and Rescue Service (2013) Profile of Merseyside; Profile of Merseyside Disability Addendum</p> | <p>The Marmot Indicators (2012) showed that Wirral had the largest gap in Disability Free Life Expectancy (DFLE) for males and females of any authority in England (20.0 years for men, 17.1 years for women)</p>  |
| <p>WBC (2012) Social Isolation: Annual Report of the Director of Public Health for Wirral 2012-13</p>   | <p>Public Health Wirral have identified that social isolation is a significant problem that leads to a wide variety of health and social care issues. Groups that may be at a higher risk of social isolation include people from BME communities, carers, people with substance misuse or mental health problems, people with physical disability or limiting long-term conditions, carers, the unemployed, homeless people and mothers with postnatal depression. Also young people in care, being bullied, struggling with sexual identity can be more at risk.</p>         |
| <p>WBC Public Health Performance and Business Intelligence Team (2013) Wirral Constituency Profiles: Wallasey, Birkenhead, Wirral South, Wirral West</p>  | <p>Overall, there is significant contrasts between the East and West of the Wirral, with the East containing many pockets of highly</p>  |

|  |  |
|--|--|
|  | concentrated severe deprivation, which are reflected in the figures for unemployment, child poverty, health inequalities, crime & ASB. |
|--|--|

**5. Consultation**

*Summarise the opinions of any consultation. Who was consulted and how? (This should include reference to people and organisations identified in section 2 above) Outline any plans to inform consultees of the results of the consultation*

| <b>What Consultation have you undertaken?</b>   | <b>What did it say?</b>  |
|---|--|
| <p>The draft plan was circulated to partner agencies through a wide range of networks and contacts (as per section 2), and all recipients were invited to comment on the proposed plan. Following this, the plan was discussed during the local public service board meetings in the four constituency areas of Wallasey, Birkenhead, Wirral West and Wirral South.</p> | <p>A number of shared priorities have been identified with partners across a number of agencies including WBC, Merseyside Police, NHS, etc.</p> <p>See attached Minutes - Appendices A-D</p> |

**6. Conclusions**

*Taking into account the results of the monitoring, research and consultation, set out how the policy/report/project impacts or could impact on people from the following protected groups? (Include positive and/or negative impacts)*

**(a) Age**

As part of the consultation we engaged with Wirral Older People’s Parliament and Youth Voice group, as well as service providers for different age groups including young people and early years/families.

Wirral CS Plan will have a positive effect on young people, middle aged, older people and young vulnerable families. For example our Fire Community Safety Officers and fire crews will expand work educating children and young people in schools, colleges and youth centres around fire safety, hoax calls and ASB-related fires which tend to be carried out by young people. In addition we will continue and expand significantly our road safety interventions with young people, who are more at risk of being involved in RTC’s, by further developing our partnership with Wirral Met college. Also we will continue to work with our partners to provide engagement activities such as streetcage soccer and youth engagement courses such as Beacon and Princes Trust. Young people are more likely to be victims of crime and older people may feel more vulnerable - the Safe Haven initiative is likely to benefit both age groups.

In addition, we will continue to develop our work around data sharing to identify those at

vulnerable people and targeting of HFSC's to those most at risk of dying in fires (44-49 and 75-84), as well as engaging with older people in the community to educate them around fire safety. Also the continuation of our partnership with the IFIP programme will ensure that young, vulnerable families are provided with services to reduce their risk of fire.

Prevention Wirral will also host three young apprentice community safety advisors from Wirral in 2015 which will assist us to understand and provide effective services to young people as well as provide experience and development opportunities for young people.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding age.

### **(b) Disability including mental, physical and sensory conditions**

Wirral CS Plan is likely to have a positive impact on those with disabilities and poor health. As these issues are closely linked with fire risk, we will continue to target our resources to provide services with those at higher risk of fire. For example the Prevention Team will continue to develop partnerships with all key health and social care agencies in Wirral including Cheshire & Wirral Partnership NHS Trust, Wirral University Teaching Hospital, Department of Adult Social Services, mental health and drug and alcohol teams, and care agencies to ensure that front line staff are aware of fire risks and how to refer vulnerable people to MFRS.

We will also continue our work around Dementia promoting awareness and ensuring that partner agencies know to refer to MFRS, this year expanding dementia friends awareness sessions to our fire crews. We will also continue to work with reciprocal data sharing to reduce risk with vulnerable individuals. MFRS will work with these groups to improve their safety, as well as promoting overall wellbeing working with partner agencies.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding disability.

### **(c) Race (include: nationality, national or ethnic origin and/or colour)**

Wirral CS Plan will have a fairly positive impact on this group. Wirral Prevention and fire crews will continue to work with community organisations such as Wirral Change to support community events, deliver talks and engage with minority communities in Wirral. Although the overall percentage of BME communities is low, there are certain areas where it is higher. Some members of the BME community may be isolated and/or vulnerable and there are barriers in places to them finding out about fire safety messages and accessing local services. MFRS will continue to engage with organisations to promote our services and messages with this group as well as continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted for hate crime as a result of their race.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding race.

**(d) Religion or Belief**

Wirral CS Plan will have a somewhat positive impact on this group. We will continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted for hate crime as a result of their religion or belief.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding religion and belief.

**(e) Sex (include gender reassignment, marriage or civil partnership and pregnancy or maternity)**

There will be a somewhat positive impact on this group. There is no gender bias in Wirral's fire fatality figures. Although there are differences in life expectancy between men and women, MFRS teams will promote health and wellbeing initiatives with the public in general. MFRS Wirral play an active role in the Domestic Violence MARAC, and the provision of Safe Havens will have a positive impact on women who may be at risk of violence. MFRS Prevention will continue its partnership working with Tomorrow's Women Wirral, an organisation working with vulnerable women across Wirral to promote our services and key messages, to groups that could potentially be more vulnerable to fire (e.g. due to mental health/disability/drug/alcohol/medication/smoking issues). We will continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted as a result of domestic abuse, or those targeted for hate crime as a result of their gender reassignment.

In addition our work with families such as the IFIP partnership, and provision of the FACE education programme, can have a positive impact on parents, a significant amount of these are female lone parents.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding sex.

**(f) Sexual Orientation**

We acknowledge further demographic analysis and partnership working is required with relevant agencies to identify our LGB Communities. However, we will continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted for their sexual orientation.

There will be a somewhat positive impact on this group, however, as MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding sexual orientation.

### **(g) Socio-economic disadvantage**

Wirral CS Plan is likely to have a positive impact on those with socio-economic disadvantage. As we have seen, highly deprived areas, mainly in the East of Wirral, also experience more of the closely linked issues of unemployment, child poverty, health inequalities, crime & ASB. Mapping of incidents also shows an increase in fire-related incidents in areas of high deprivation, this is particularly the case for secondary fires which are related to ASB. However, the analysis of fire fatalities are more difficult to categorise as 50% of these have occurred in more affluent areas, highlighting that social isolation and related issues exist across Wirral.

It is therefore important that we provide a sophisticated approach to community prevention, working closely to develop information sharing protocols with key partners. However much of the work we will be involved in will be aimed at the communities in this group, including delivery of HFSC's, youth engagement programmes, partnership working with the ASB team, Environmental Impact Assessments, health promotion and wellbeing initiatives such as health interventions, FireFit and Ministry of Food Programmes. In addition we will continue to organise and take part in events and fire station open days in deprived areas, to provide activities, fire safety education for the community, as well as the opportunity to find out about services available to them. The work of the Prevention team will also provide referral/signposting to a wide range of agencies that can assist those who are socially/economically disadvantaged.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding socio-economic disadvantage.

## 7. Decisions

*If the policy/report/project will have a negative impact on members of one or more of the protected groups, explain how it will change or why it is to continue in the same way. If no changes are proposed, the policy/report/project needs to be objectively justified as being an appropriate and necessary means of achieving the legitimate aim set out in 1 above.*

It is not necessary to change the Wirral community safety plan as it will have a positive impact on a number of groups, who are identified as being at a higher risk of being involved in incidents. However Wirral stations will have autonomy to respond to the needs of their local communities. The Wirral CS delivery plan has outlined key priorities as follows:

- We will continue to deliver MFRS's Organisational Aims and promote and understand the strategic priorities of key partners through the development of constituency level partnerships and local contacts at station level.
- We will continue to mutually share information with partners at a local level assisting in the identification of vulnerable people within Wirral's communities to ensure a targeted approach to Home Fire Safety Checks, Hotspot Campaigns and we will continue to deliver community reassurance following any significant incidents to reduce fires, death and injuries, road traffic collisions and anti-social behaviour.
- We aim to enhance our contribution to collaborative working through the promotion and delivery of local, national and seasonal safety campaigns, linked to historical incident data.
- We will continue to support and deliver both fire related and community engagement activities within the community to promote joint initiatives.
- We will continue to deliver educational workshops to our partner organisations and within the community to identified vulnerable groups.
- We will work with the public, private, voluntary and faith sectors to build relationships at a local level to identify joint training, familiarisation and Site Specific Risk information to ensure our own staff are provided with a high level of training, information, and equipment to ensure they can safely and effectively resolve all emergency incidents and continue to provide an excellent service to the community.
- We will identify void properties and build-up of combustibles through Environmental Impact Assessments and refer through to the appropriate partner organisation for action.
- We will continue to support the Wirral business community in reducing the impact of fires on commercial premises, along with working alongside our partners to strengthen Wirral's community resilience.

## 8. Equality Improvement Plan

List any changes to our policies or procedures that need to be included in the Equality Action Plan/Service Plan.

## 9. Equality & Diversity Sign Off

*The completed EIA form must be signed off by the Diversity Manager before it is submitted to Strategic Management Group or Authority.*

Signed off by:

Date:

| Action Planned | Responsibility of | Completed by |
|----------------|-------------------|--------------|
|                |                   |              |

For any advice, support or guidance about completing this form please contact the [DiversityTeam@merseyfire.gov.uk](mailto:DiversityTeam@merseyfire.gov.uk) or on 0151 296 4237

**The completed form along with the related policy/report/project document should be emailed to the Diversity Team at: [DiversityTeam@merseyfire.gov.uk](mailto:DiversityTeam@merseyfire.gov.uk)**

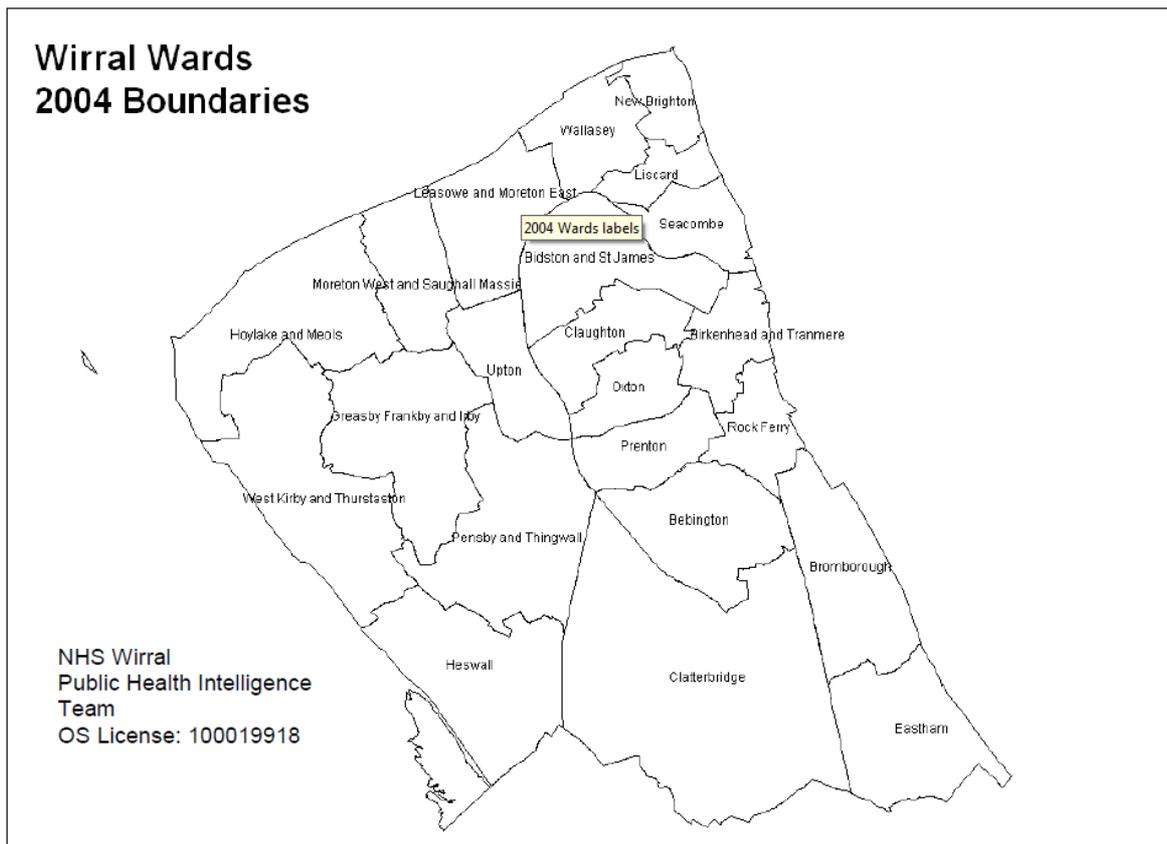
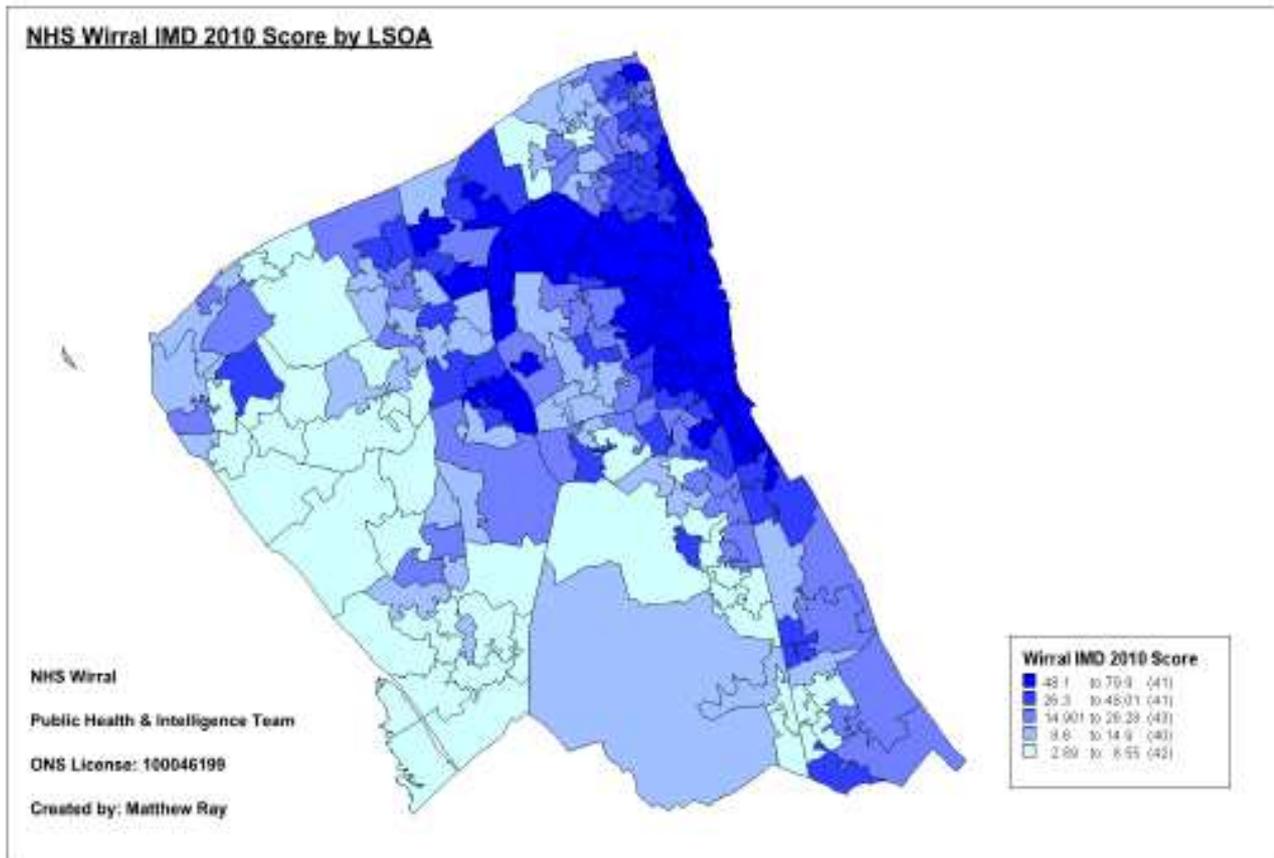
## Appendices

- Appendix A Index of Multiple Deprivation (IMD) 2010 Scores for Wirral by LSOA & Wirral Ward Map
- Appendix B Mosaic Profile of Wirral
- Appendix C Proportion of People Aged Over 65 Years Living Alone, by Wirral Ward, 2011
- Appendix D Estimated Resident Population by Ethnicity, Wirral Local Authority
- Appendix E 2011 Census – religious belief in Wirral
- Appendix F Life Expectancy at Birth by Wirral Wards
- Appendix G Anti-Social Behaviour by Wirral Ward, January- December 2013
- Appendix H Road Collision Casualties, by Wirral Ward, 2011 – 2013
- Appendix I Breakdown of Incidents 2013/14
- Appendix J Minutes from Wallasey Public Service Board
- Appendix K Action Tracker – Wirral Public Service Board

Appendix A

**Index of Multiple Deprivation (IMD) 2010 Scores for Wirral by LSOA & Wirral Ward Map**

Source: *WBC Performance and Public Health Intelligence Team (2013) Wirral Compendium of Health Statistics*

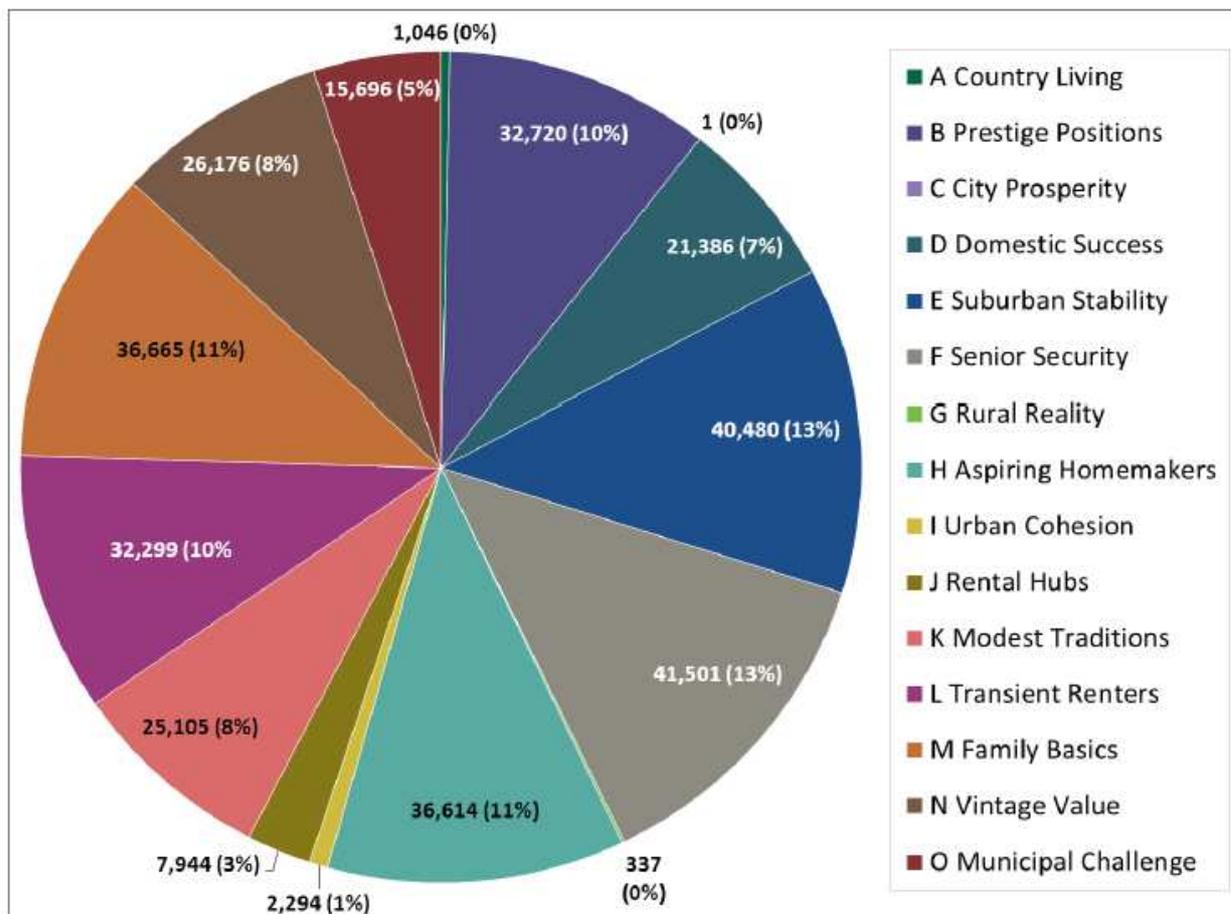


## Appendix B Mosaic Profile of Wirral

Source: Kinsella, E. & Wirral Council Performance & Public Health Intelligence Team (September 2014) Profile of Wirral: Population profile using Mosaic Public Sector Accessed Online 5.1.14: [http://info.wirral.nhs.uk/document\\_uploads/Geodemographics/NewMosaicProfileofWirral2010.pdf](http://info.wirral.nhs.uk/document_uploads/Geodemographics/NewMosaicProfileofWirral2010.pdf)



**Figure 1:** Breakdown of the Wirral population by Mosaic (2014)



**Figure 1** shows that almost half the population of Wirral are classified as belonging to just 4 Mosaic groups - Group F (Senior Security), Group E (Suburban Stability), Group M (Family Basics) and Group H (Aspiring Homemakers).

As **Figure 1** (and **Table 2** below) also show, there are some Mosaic groups who are almost non-existent in Wirral. Namely Group C – City Prosperity, Group G – Rural Reality, Group I – Urban Cohesion and Group A – Country Living.

Altogether, less than 4,000 people in Wirral are classed as belonging to any of these four groups, so they can generally be disregarded in most pieces of analysis produced for a Wirral only context.

**Appendix C Proportion of People Aged Over 65 Years Living Alone, by Wirral Ward, 2011**

Source: *Wirral Borough Council Performance and Public Health Intelligence Team (2014)*  
 Wirral Compendium of Health Statistics Accessed Online 5.1.15

[http://info.wirral.nhs.uk/document\\_uploads/Stats%20Compendiums/Wirral%20StatsCompendium%20Sept%202014.pdf](http://info.wirral.nhs.uk/document_uploads/Stats%20Compendiums/Wirral%20StatsCompendium%20Sept%202014.pdf)

| Ward                           | All Persons Aged 65+ |                     |                             |
|--------------------------------|----------------------|---------------------|-----------------------------|
|                                | Population Aged 65+  | Number Living Alone | Percentage Living Alone (%) |
| Bebington                      | 3,171                | 1,085               | 34.2                        |
| Bidston & St James             | 2,048                | 834                 | 40.7                        |
| Birkenhead & Tranmere          | 1,702                | 851                 | 50.0                        |
| Bromborough                    | 2,555                | 881                 | 34.5                        |
| Clatterbridge                  | 3,566                | 815                 | 22.9                        |
| Claughton                      | 2,826                | 813                 | 28.8                        |
| Eastham                        | 3,022                | 950                 | 31.4                        |
| Greasby, Frankby & Irby        | 3,307                | 962                 | 29.1                        |
| Heswall                        | 3,848                | 1,049               | 27.3                        |
| Hoylake & Meols                | 2,991                | 985                 | 32.9                        |
| Leasowe & Moreton East         | 2,418                | 910                 | 37.6                        |
| Liscard                        | 2,621                | 934                 | 35.6                        |
| Moreton West & Saughall Massie | 2,641                | 912                 | 34.5                        |
| New Brighton                   | 2,603                | 1,032               | 39.6                        |
| Oxton                          | 2,742                | 932                 | 34.0                        |
| Pensby & Thingwall             | 3,374                | 1,107               | 32.8                        |
| Prenton                        | 2,691                | 830                 | 30.8                        |
| Rock Ferry                     | 2,019                | 795                 | 39.4                        |
| Seacombe                       | 1,935                | 783                 | 40.5                        |
| Upton                          | 3,174                | 1,160               | 36.5                        |
| Wallasey                       | 3,042                | 1,001               | 32.9                        |
| West Kirby & Thurstaston       | 3,131                | 1,000               | 31.9                        |
| <b>Total</b>                   | <b>61,427</b>        | <b>20,621</b>       | <b>33.6</b>                 |

## Appendix D - Estimated Resident Population by Ethnicity, Wirral, Mid-2011

Source: *Wirral Borough Council Performance and Public Health Intelligence Team (2014)*  
Wirral Compendium of Health Statistics

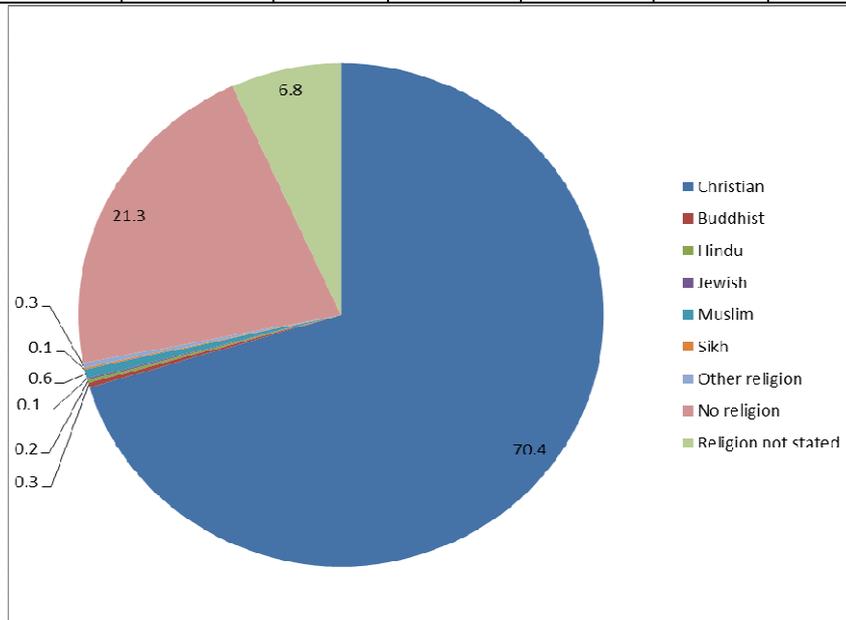
[http://info.wirral.nhs.uk/document\\_uploads/Stats%20Compendiums/Wirral%20StatsComp%20Sept%202014.pdf](http://info.wirral.nhs.uk/document_uploads/Stats%20Compendiums/Wirral%20StatsComp%20Sept%202014.pdf)

| Ethnicity                               | Mid-2011       |
|---|----------------|
| White: British                          | 303,682        |
| White: Irish                            | 2,667          |
| White: Gypsy or Irish Traveller         | 77             |
| White: Other White                      | 3,730          |
| Mixed: White and Black Caribbean        | 964            |
| Mixed: White and Black African          | 558            |
| Mixed: White and Asian                  | 949            |
| Mixed: Other Mixed                      | 815            |
| Asian or Asian British: Indian          | 1,344          |
| Asian or Asian British: Pakistani       | 226            |
| Asian or Asian British: Bangladeshi     | 851            |
| Asian or Asian British: Chinese         | 1,653          |
| Asian or Asian British: Other Asian     | 1,042          |
| Black or Black British: African         | 389            |
| Black or Black British: Black Caribbean | 189            |
| Black or Black British: Other Black     | 117            |
| Other Ethnic Group                      | 530            |
| <b>All persons</b>                      | <b>319,783</b> |

### Appendix E - 2011 Census: Religion figures for Wirral

Source: ONS, 2012

| All categories: Religion | Christian | Buddhist | Hindu | Jewish | Muslim | Sikh | Other religion | No religion | Religion not stated |
|--------------------------|-----------|----------|-------|--------|--------|------|----------------|-------------|---------------------|
| 319,783                  | 225,147   | 905      | 742   | 265    | 1,809  | 236  | 830            | 68,209      | 21,640              |



## Appendix F Life Expectancy at Birth by Wirral Wards

Source: *WBC Performance and Public Health Intelligence Team (2014) Wirral Compendium of Health Statistics*

**Table 1: Life expectancy by Wirral ward, 2007-11 (95% Confidence Limits, 5 years pooled)**

| Ward                           | Constituency | Life Expectancy at birth (Years) | LCL  | UCL  |
|--------------------------------|--------------|----------------------------------|------|------|
| Rock Ferry                     | Birkenhead   | 74.1                             | 73.2 | 75.1 |
| Bidston & St James             | Birkenhead   | 74.7                             | 73.7 | 75.7 |
| Birkenhead & Tranmere          | Birkenhead   | 74.8                             | 73.7 | 75.9 |
| Seacombe                       | Wallasey     | 76.4                             | 75.3 | 77.5 |
| Moreton West & Saughall Massie | Wallasey     | 76.8                             | 75.9 | 77.6 |
| Bromborough                    | Wirral South | 76.9                             | 75.8 | 77.9 |
| Eastham                        | Wirral South | 77.4                             | 76.5 | 78.3 |
| Upton                          | West Wirral  | 77.7                             | 76.7 | 78.7 |
| New Brighton                   | Wallasey     | 77.7                             | 76.8 | 78.7 |
| Leasowe & Moreton East         | Wallasey     | 78.6                             | 77.6 | 79.6 |
| Liscard                        | Wallasey     | 78.6                             | 77.6 | 79.6 |
| Claughton                      | Birkenhead   | 79.1                             | 78.3 | 79.9 |
| Bebington                      | Wirral South | 80.1                             | 79.2 | 81.0 |
| Clatterbridge                  | Wirral South | 80.1                             | 79.2 | 81.0 |
| Hoylake & Meols                | West Wirral  | 80.3                             | 79.4 | 81.3 |
| Prenton                        | Birkenhead   | 80.8                             | 79.8 | 81.7 |
| Wallasey                       | Wallasey     | 81.7                             | 80.7 | 82.8 |
| Oxton                          | Birkenhead   | 82.6                             | 81.7 | 83.5 |
| West Kirby & Thurstaston       | West Wirral  | 82.7                             | 81.8 | 83.7 |
| Pensby & Thingwall             | West Wirral  | 82.9                             | 81.9 | 83.9 |
| Greasby, Frankby & Irby        | West Wirral  | 84.0                             | 82.9 | 85.0 |
| Heswall                        | Wirral South | 84.4                             | 83.6 | 85.2 |

\*Confidence Intervals or limits indicate how accurate a value really is. Wide confidence intervals indicate a lack of certainty, whereas narrow confidence intervals indicate more precise estimates. It is most commonly expressed as '95%CI', which means we are 95% confident that the true figure lies within the two values.

## Appendix G Anti-Social Behaviour by Wirral Ward, January- December 2013

| Ward                             | Number        | Rate per 1,000 |
|----------------------------------|---------------|----------------|
| Bebington                        | 390           | 20.8           |
| Bidston and St James             | 829           | 70.8           |
| Birkenhead and Tranmere          | 2,474         | 131.4          |
| Bromborough                      | 728           | 49.0           |
| Clatterbridge                    | 85            | 7.2            |
| Claughton                        | 521           | 33.9           |
| Eastham                          | 350           | 25.2           |
| Greasby, Frankby and Irby        | 227           | 14.1           |
| Heswall                          | 220           | 14.8           |
| Hoylake and Meols                | 393           | 27.6           |
| Leasowe and Moreton East         | 628           | 46.8           |
| Liscard                          | 784           | 48.2           |
| Moreton West and Saughall Massie | 328           | 21.6           |
| New Brighton                     | 637           | 45.8           |
| Oxton                            | 346           | 26.1           |
| Pensby and Thingwall             | 209           | 19.2           |
| Prenton                          | 482           | 32.2           |
| Rock Ferry                       | 853           | 59.7           |
| Seacombe                         | 1,025         | 66.6           |
| Upton                            | 1,021         | 69.1           |
| Wallasey                         | 273           | 17.9           |
| West Kirby and Thurstaston       | 156           | 13.4           |
| <b>Wirral</b>                    | <b>12,959</b> | <b>40.5</b>    |

### Notes and Definitions

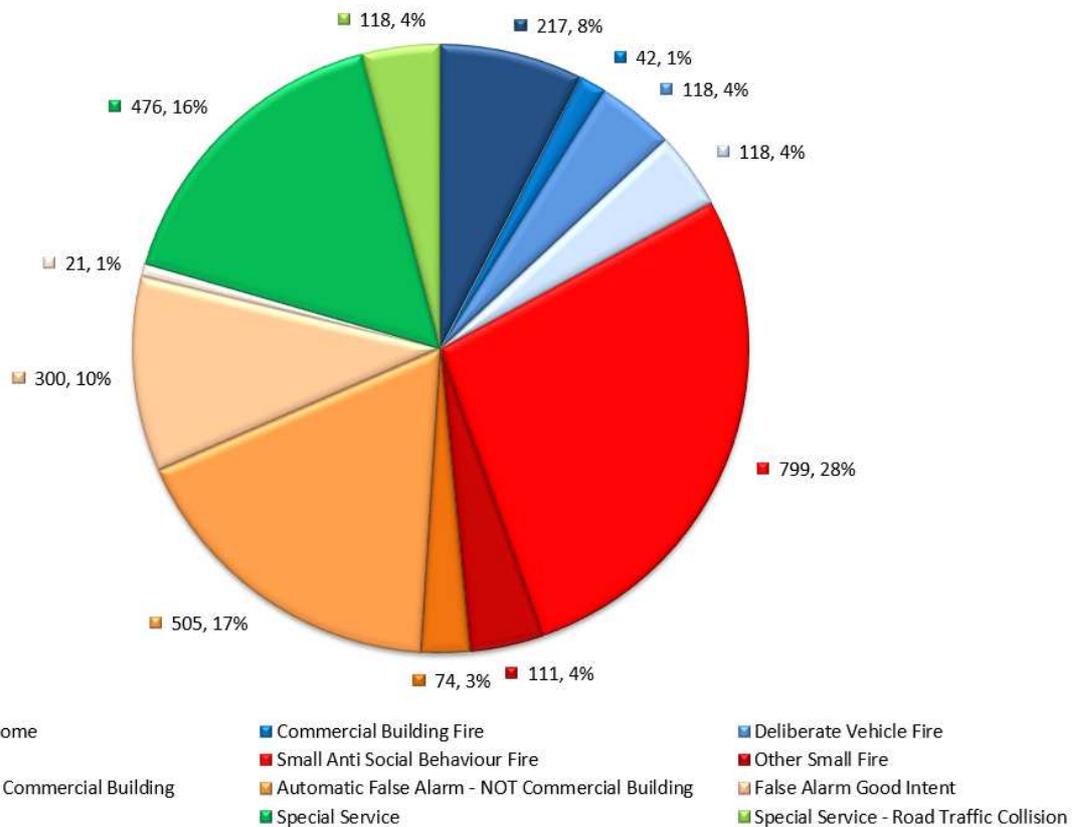
1. Table shows anti-social behaviour (ASB) occurring in Wirral and reported to Merseyside Police during 2013 (number of incidents and rate per 1,000 of ward population)
2. Anti-social behaviour as defined in the Crime and Disorder Act (1998): Acting in a manner that caused or was likely to cause harassment, alarm or distress to one or more persons not of the same household (as the defendant)
3. Rates calculated using ONS 2012 Mid-year population estimates as denominator (2013 Mid-Year estimates not yet available by ward)

**Appendix H Road Collision Casualties, by Wirral Ward, 2011 – 2013 (3 years pooled)**

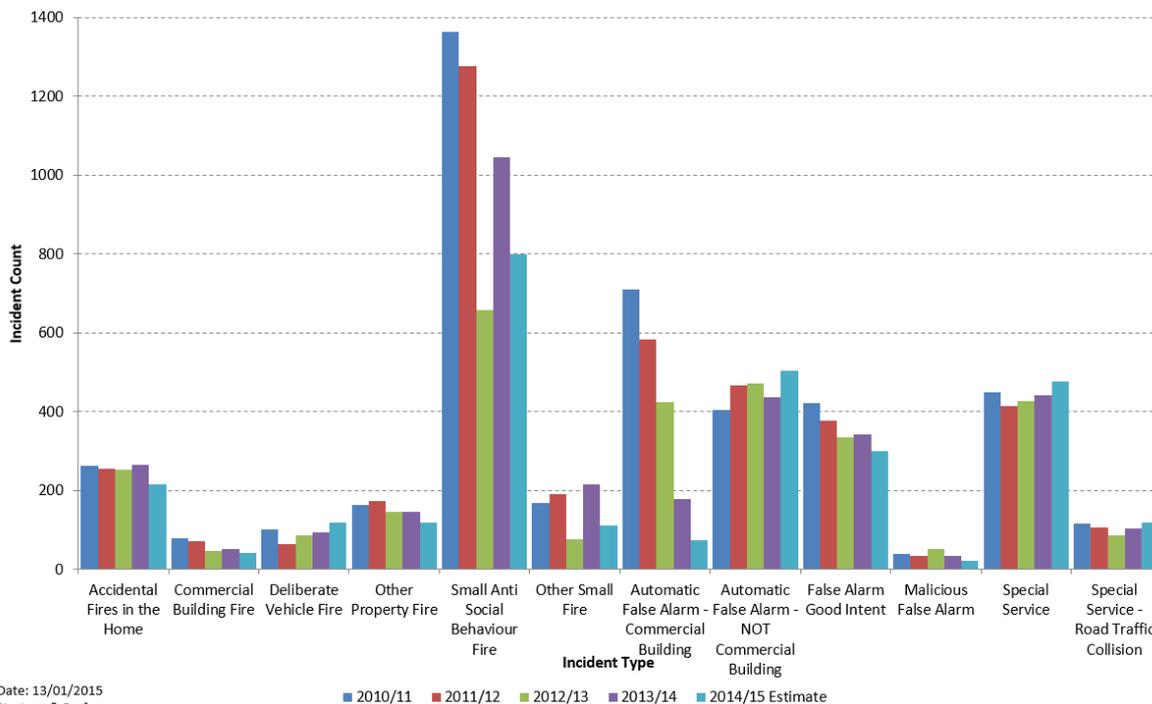
| Ward of Collision                | All Casualties Occurring in Ward |                                       |                                       |
|----------------------------------|----------------------------------|---------------------------------------|---------------------------------------|
|                                  | Total Number of Casualties       | % Killed or Seriously Injured (Adult) | % Killed or Seriously Injured (Child) |
| Bebington                        | 75                               | 14.7                                  | 0.0                                   |
| Bidston and St James             | 190                              | 12.1                                  | 1.6                                   |
| Birkenhead and Tranmere          | 246                              | 15.5                                  | 4.1                                   |
| Bromborough                      | 161                              | 14.3                                  | 0.0                                   |
| Clatterbridge                    | 129                              | 14.7                                  | 0.8                                   |
| Cloughton                        | 101                              | 17.8                                  | 4.0                                   |
| Eastham                          | 98                               | 14.3                                  | 1.0                                   |
| Greasby Frankby and Irby         | 59                               | 13.6                                  | 1.7                                   |
| Heswall                          | 60                               | 28.3                                  | 1.7                                   |
| Hoylake and Meols                | 77                               | 15.6                                  | 1.3                                   |
| Leasowe and Moreton East         | 105                              | 11.4                                  | 1.9                                   |
| Liscard                          | 102                              | 14.7                                  | 2.0                                   |
| Moreton West and Saughall Massie | 86                               | 8.1                                   | 0.0                                   |
| New Brighton                     | 64                               | 17.2                                  | 3.1                                   |
| Oxton                            | 88                               | 13.6                                  | 3.4                                   |
| Pensby and Thingwall             | 92                               | 19.6                                  | 2.2                                   |
| Prenton                          | 114                              | 6.1                                   | 1.8                                   |
| Rock Ferry                       | 162                              | 15.4                                  | 2.5                                   |
| Seacombe                         | 103                              | 17.5                                  | 3.9                                   |
| Upton                            | 129                              | 7.8                                   | 1.6                                   |
| Wallasey                         | 89                               | 18.0                                  | 3.4                                   |
| West Kirby and Thurstaston       | 60                               | 28.3                                  | 0.0                                   |
| <b>Wirral</b>                    | <b>2,390</b>                     | <b>14.7</b>                           | <b>2.0</b>                            |

**Appendix I Breakdown of Incidents in Wirral 2014/15**

**Incidents attended within Wirral during 2014/15 (estimate)**



**Incidents attended in Wirral between 2010/11 - 2014/15 (estimate)**



## **Appendix J Minutes - Wallasey Public Service Board**

### **Wallasey Constituency - Wallasey Public Service Board Tuesday 27<sup>th</sup> January 2015**

#### **Attendance:**

|                             |   |
|-----------------------------|---|
| Caroline Laing              | Wirral Council - Constituency Manager (Chair)                 |
| Andrew Pyke                 | Wirral Council – Anti-Social Behaviour Team                   |
| Carolyn Hooper              | Wirral Council – Anti-Social Behaviour Team                   |
| Damon Taylor                | Wirral Citizens' Advice Bureau (CAB)                          |
| Daniel Dawson               | Wirral Council – Environmental Health                         |
| Debbie Veevers              | Department for Work and Pensions                              |
| Inspector Peter Kolokotroni | Merseyside Police (Wallasey Neighbourhood)                    |
| Jane Harvey                 | Public Health   |
| Jenny Welsh                 | Merseyside Fire & Rescue Service – Wirral District Prevention |
| Josh Humphries              | Community Action Wirral                                       |
| Kathy Dumbell               | Riverside Housing   |
| Mark Armstrong              | Magenta Living  |
| Michelle Gray               | Wirral Council - Engagement Officer (Minutes)                 |
| Rhian Hughes                | Wirral Council - Early Years                                  |
| Sergeant Kate Roberts       | Merseyside Police (Wallasey Neighbourhood)                    |

#### **Apologies received from:**

|                    |  |
|--------------------|--|
| Chris Jones        | Wirral Council – Streetscene                         |
| Colin Clayton      | Wirral Council – Environmental Health                |
| Dave Decorte       | Wirral Council – Targeted Prevention Service         |
| David Swales       | Riverside Housing                                    |
| Gill Vicary        | Wirral Council - Trading Standards                   |
| Ken Smith          | Wirral Council – Environmental Health                |
| Kirsteen Sheppard  | Community Action Wirral                              |
| Margaret O'Donnell | Wirral Council – Licensing                           |
| Mary Quigg         | Your Housing Group                                   |
| Pete Collins       | Wirral Council – Library/One Stop Shop               |
| Peter Evans        | Cheshire and Wirral Partnership NHS Foundation Trust |
| Sarah Harper       | Wirral Council - Early Years                         |
| Steve Ruddy        | Wirral Council – Library/One Stop Shops              |

## **1. Welcome & Apologies**

Caroline Laing welcomed everyone to the fifth local Public Service Board (PSB) for Wallasey Constituency. Apologies were noted.

## **2. Minutes and Actions from last meeting (April)**

Minutes were agreed.

#### **Previous actions/comments:**

- ACTION: Caroline Laing to look into the use of Doodle.  
This will be covered under agenda item 4

### **3. Merseyside Fire & Rescue Service – Wirral District Community Safety Plan**

Jenny Welsh circulated the draft plan for the Fire & Rescue Service. Jenny highlighted the need for all partners to work together strategically as we share similar priorities (i.e. issues around ASB and those who are identified as vulnerable within our community). The Fire Service has undertaken an in-depth consultation programme by talking to partners and studied performance from last year and their aim to have their plan signed off by early February. They have highlighted 8 key priorities these are: To reduce fires, deaths and injuries; road traffic collisions; anti-social behaviour; provide an efficient and effective response to all emergency incidents; maintain and improve staff training; safety and competence and to maintain and improve staff health, fitness and welfare to ensure staff are the best they can be.

- 1 To deliver MF&RS's Organisational Aims and promote and understand the strategic priorities of key partners through the development of constituency level partnerships and local contacts at station level.
- 2 To mutually share information with partners at a local level assisting in the identification of vulnerable people within Wirral's communities to ensure a targeted approach to Home Fire Safety Checks, Hotspot Campaigns and we will continue to deliver community reassurance following any significant incidents to reduce fires, death and injuries, road traffic collisions and anti-social behaviour.
- 3 We aim to enhance our contribution to collaborative working through the promotion and delivery of local, national and seasonal safety campaigns, linked to historical incident data.
- 4 To support and deliver both fire related and community engagement activities within the community to promote joint initiatives.
- 5 To deliver educational workshops to our partner organisations and within the community to identified vulnerable groups.
- 6 To work with the public, private, voluntary and faith sectors to build relationships at a local level to identify joint training, familiarisation and Site Specific Risk information to ensure our own staff are provided with a high level of training, information, and equipment to ensure they can safely and effectively resolve all emergency incidents.
- 7 Identify void properties and build-up of combustibles through Environmental Impact Assessments and refer through to the appropriate partner organisation for action.
- 8 Support the Wirral business community in reducing the impact of fires on commercial premises, along with working alongside our partners to strengthen Wirral's community resilience.

Jenny asked for any feedback on the draft plan to email her. [JenniferWelsh@merseyfire.gov.uk](mailto:JenniferWelsh@merseyfire.gov.uk)

The gap left following Mike Buratti's secondment from his Arson Reduction Officer post was queried. Jenny advised that any arson-related issues can be emailed to [arsonreductionwirral@merseyside.gov.uk](mailto:arsonreductionwirral@merseyside.gov.uk) (or telephone 0151 296 6219).

## 4. Co-ordinating engagement activity (MyOffice.net)

Caroline Laing gave an update on the findings for an online shared calendar for all partners to use to plan and co-ordinate public engagement and consultation activity. This was discussed at the last meeting with a view to reducing duplication, create efficiencies, etc. A student, who undertook a work placement with the Constituency Team over the summer, researched and tested a number of online tools. Myoffice.net was identified as the most suitable for the Board's needs.

Michelle Gray gave an overview of the basic concepts on this on-line tool. She had renewed access to a 30-day free trial and is currently working with a support officer Myoffice.net set this up. Sgt Kate Roberts volunteered to work with Michelle to agree the data fields, liaising with partners, to get the best use out of this tool. Once completed it will go live.

The Board agreed to pilot the use of this tool. Caroline advised that the user licence fees would be met through the Committee's budget assigned for marketing and engagement activity in the first 12 months, however if successful partners would be asked to contribute the (small) fee for continued use.

**ACTION: Michelle Gray and Sgt Kate Roberts to prepare the shared calendar on Myoffice.net. User names to be provided to participants when the calendar goes live.**

## 5. Overview of 2014/2015 Constituency Committee funded projects

Caroline gave an update on the Constituency Committee projects (see attachments).



Project Proposals - WPSB - Projects  
2014-15 - APPROVED 2014-15 - January 201

Discussions took place in groups to consider each of the projects and how partners may contribute, assist in their planning, etc.

### 1 Smokefree Community Champions

#### Feedback from groups:

- \* MFRS could assist with premises for free
- \* Link with Fire Safety who offer smoking cessation advice?
- \* Magenta has communal areas/resident lounges to get message across
- \* Police Safer Schools Officers may know groups to target/may know of who can volunteer
- \* Similarly, there is a pastoral care officer/lead in each school
- \* Link up with Children's Centres for potential champions and potential clients
- \* Riverside Housing can advertise events
- \* One Stop Shops can advertise events

## 2 Reducing Super Strength Alcohol Campaign

### Feedback from groups:

- \* Could be focused around Police Stay Safe Operations – getting into off licenses
- \* Need to sell the incentive for shops to take part/change their licence

Queries around: Where are the targeted areas; How it works in practice; link with Police 7 Beats. Experience shows people drinking super-strength are normally around street-drinkers.

## 3 Inspirational Community Volunteer Intergenerational Project

### Feedback from groups:

- \* Pete Jenkinson is a retired police officer who gives talks about local history around the subject of Vikings
- \* PCSTO Magic is from Poland and he talks about challenges he has faced around Diversity; uses basketball as a way in with young people
- \* MF&RS could promote this opportunity to their Fire Officers
- \* Local guides/scouts – some have volunteers who have experience of volunteering/fundraising & how helped
- \* Duke of Edinburgh Award (DofE) award if not already promoted
- \* 6<sup>th</sup> formers/young people for Uni often have to do a personal statement – could be included that they supported this – so pitch the volunteering at older young people too
- \* Community Action Wirral run a volunteer brokerage service (and financial capability training for young people)
- \* Volunteer to help young people with basic cooking and healthy eating on a budget and how to sew buttons on clothes, etc. (Debbie Veevers mentioned a contact who came to the last Pop Up Talent event, a retired ex-special needs cook teacher who was looking to volunteer. She also knits and sews and young people are very receptive to her). She has volunteered at Forum Housing too.
- \* Liverpool Astronomical Society should be approached as they run regular public events.

## 4 Little Sparks Fund

### Feedback from groups:

- \* Work with Katrina Maxwell and her team (Youth Service) to promote
- \* Promote through Police Safer Schools Officers/involve PCSTO's
- \* Would be helpful if young people could work on ideas to help tackle issues around bonfire night etc – work with MFRS / summer holidays. The police will promote this option to their officers in preparation for discussions with young people.

## 5 LGBT youth provision and Navajo Charter Mark

### Feedback from groups:

- \* Inspector Ross Meredith is the LGBT Champion for Merseyside Police – he may be able to give pointers. Ross was active in pursuing the Charter for Merseyside Police.
- \* Riverside is happy to take to their LGBT group for any advice/support

## 6 Young People's Community Clean Up Project

### Feedback from groups:

- \* Work with local groups i.e. Victoria Road traders/The New Brighteners
- \* Link in with Schools / Cadets

## 7 Pop Up Talent Events

### Feedback from groups:

- \* Riverside – contractors done similar events – Ryan Gates a point of contact
- \* MF&RS – happy to assist, community safety advisor
- \* Invite Apprentices to come along to the events and share their experiences as an apprentice
- \* Themed events
- \* Magenta – Joanne Francom / IT Apprentice Chris Poynton does similar - could be a point of contact
- \* Best to run events in the schools so there is a captive audience of the right age
- \* Need project team due to the work required, suggest running two larger themed events
- \* One theme could be around catering/hospitality with a pop up café. Have a Great British Bake-off using Seacombe Children's Centre – with chefs from local restaurants to judge - aim to bring local restaurants and people in the catering trade to showcase working in that industry – we can link with the food plan, Environmental Health, etc. Also involve local supermarkets.
- \* One theme could be performing arts. The Terriers play is run at the Royal Court Theatre and is performed by young people and highlights how easy it is to make the wrong choices and the consequences of doing so. The actors stay behind and answer questions. The Royal Court has a youth engagement wing and have indicated they would be willing to bring play writer, actors, stage technician, lightning directors, etc to inspire young people.

## 8 Winter Safe and Warm Campaign

### Feedback from groups:

- \* Work with Children's Centres' Safe & Sound campaign (child safety gates, oil filled radiators, etc.) – opportunity to link into this existing project

\* CAB can also deal with referrals and offer advice/support

## 9 Facilitating provision of diversionary activities

### Feedback from groups:

None.

## 6. Partner Information

Updates were provided.

### Inspector Peter Kolokotroni (Merseyside Police) - Neighbourhood Priorities

SEACOMBE / POULTON - ASB/criminal damage in the area of Ashville Road, Seacombe/Poulton - most evenings and weekends. Identified USG (Urban Street Gang). Involvement of partner agencies including the Council's Anti-Social Behaviour Team and social landlords. Disruption – A number of arrests most recently for Burglary over the Xmas period. In addition several youths male and female arrested on more than one occasion for a variety of offences, investigations still ongoing; offenders have strict bail conditions that are being enforced by Police. A local youth was arrested for breaching his Anti-Social behaviour Order (ASBO) and a further male arrested and charged with a domestic violence related assault for which he received a custodial sentence removing him from the area. The Neighbourhood is in the process of organising a week of disruption activity with partnership agencies such as Utility companies, fines warrants, Trading Standards and Wirral ASB Team. The Neighbourhood is also trying to organise school talks relating to break down barriers with the Police covering respect for each other and race and diversity. This is being supported by the Anthony Walker Foundation.

LISARD / EGREMONT - ASB in the Rice Lane area including Rudgrave Square and King Street. The main issues here involved a neighbour dispute in Rudgrave Square and repeated low level ASB in and around Rice Lane. Several arrests made in relation to the neighbour dispute resulting in one neighbour relocating and mediation between the remaining two addresses. The matter appears to have been resolved. Regarding the ASB in Rice Lane a female youth has been issued with an Acceptable Behaviour Contract (ABC) having been identified as a leader amongst the group. Several other youths have been challenged and dealt with by the Police and Wirral ASB team. As a result reports of ASB in the area have dramatically reduced.

MORETON/LEASOWE - ASB around the area of Moreton Cross/Pasture Road - Evenings and at weekends, groups of youths gathering causing problems with shopkeepers and throwing missiles at passing vehicles. Identified USG (Urban Street Gang). Disruption – involvement of partner agencies including Wirral ASB team and social landlords. Several arrests for a variety of offences and strict bail enforcement. 1 x youth issued with an ASBO; he has since breach this and been rearrested. 1 x youth issued with an ABC. Joint agency home visits with Magenta enforcing tenancy agreements. Staff carrying out regular visit to the shops and one shopkeeper who was suffering racial abuse issued with a body camera for reassurance and to capture further evidence.

WALLASEY VILLAGE/NEW BRIGHTON - Spate of theft from sheds in this area. Burglary team of detectives set up. Extra attention to the area by varying Officers shifts. A number of shed alarms were obtained from Community Safety Team and distributed to vulnerable and repeat

victims. Letter/Leaflet drops in the area on crime prevention advice. Frequent visits to second hand outlets and transactions checked out. Several search warrants executed, Cannabis farm discovered in Seabank Road. A number of arrests were made and stolen property recovered Group of youths suspected were evicted from an address in Rake Lane.

New Priorities - Set at "Have Your Say" meeting Thursday 22<sup>nd</sup> January 2015:

SEACOMBE / POULTON – Current priority to remain, ASB/criminal damage in the area of Ashville Road, Seacombe/Poulton - most evenings and weekends. Continue to target current identified group.

LISCARD / EGREMONT – Speeding cyclists riding on pavements in the Liscard area and through the Cherry Tree Centre outside McDonald's.

MORETON/LEASOWE – Current priority to remain. ASB around the area of Moreton Cross/Pasture Road - Evenings and at weekends, groups of youths gathering causing problems with shopkeepers and throwing missiles at passing vehicles. Continue to target current group.

WALLASEY VILLAGE/NEW BRIGHTON – ASB Marine Point covering the Tower Grounds, evenings and weekends. Large groups of youths gathering, drinking and rowdy behaviour.

Inspector Peter Kolokotroni gave an overview regarding a serious scam and wanted partners to share around the community. This was emailed separately.

Josh Humphries (Community Action Wirral)

The WirralWell directory now has over 1,000 services registered and will soon be further promoted across the Wallasey and Birkenhead constituencies. WirralWell is an online directory for health, wellbeing and social care services in Wirral ([www.wirralwell.org](http://www.wirralwell.org)).

The new Community Action Wirral website is now live and over the coming weeks will contain information on some of the important policy changes affecting the third sector, news on local events and a lot more ([www.communityactionwirral.org.uk](http://www.communityactionwirral.org.uk)).

On 1<sup>st</sup> September [www.localofferwirral.org](http://www.localofferwirral.org) was launched on behalf of Wirral Council. Local Offer Wirral provides information for children and young people (0-25 years) with special educational needs and disabilities. It also provides information on what services children, young people and their families can expect from a range of local agencies, including education, health and social care.

Jenny Welsh (Merseyside Fire and Rescue Service Project Update)

Winter Warm Campaign 2014-15: Over the winter months, MF&RS personnel are advising members of the public about safe heating methods, as well as providing equipment for vulnerable and elderly people to replace dangerous heating equipment.

The programme has seen MF&RS working closely with key partners including Wirral Council Constituency Teams (Wirral West and Wallasey), Healthy Homes Team, Age UK Wirral, Magenta Living, Wirral Clinical Commissioning Group and Energy Projects Plus, helping older people to stay safe and warm in their houses, reducing social isolation and protecting the most vulnerable as temperatures drop.

Vulnerable or elderly occupants who are identified as utilising dangerous or inadequate forms of heating will be able to exchange this for an oil-filled radiator from MF&RS as part of the scheme,

as well as receive winter warmth packs containing fleece blankets, flasks and advice about staying safe and warm.

MF&RS will provide a Home Fire Safety Check and other safety equipment as required. Occupants would then be referred for help from partner agencies to deal with longer term issues such as help with managing fuel bills, adaptations or other on-going support.

The project is helping to promote closer working relationships and better identification of vulnerable or socially isolated people. It also links them up with services and addresses fire safety issues in winter such as unsafe portable heaters, or inappropriate use of heating.

Carolyn Hooper (Wirral Council – Anti-Social Behaviour Team)

An update was given on recent enforcement activity in the area.

Daniel Dawson (Wirral Council – Environmental Health)

The Team is progressing a healthier eating campaign (Eat Well) with fast food outlets funded by Public Health. A summary provided following the meeting is below:



Eat Well Wirral is a public health outcomes funded project designed and delivered by the Wirral's Environmental Health team to encourage takeaways in Wirral to make small changes to their menus in order to reduce some of the damaging properties associated with takeaway foods. Evidence suggests that consuming takeaway foods on a regular basis can be damaging to your health. Some changes are as simple as reducing the salt in recipes or substituting ingredients, many of which will go unnoticed by the customer. Other changes may include extending menus to offer healthier options and new dishes for those customers who want to adopt healthier lifestyles. Environmental Health staff will assist and coach businesses in making these changes and supply small grants to assist in initially purchasing new ingredients or equipment.

Members of the public should look out for the eat well logo and stickers showing what award the business has been given, from bronze which means the business has taken some steps towards providing healthier food through to gold where significant changes have occurred across the menu and the practices. Also follow the links on the Wirral council website (appearing shortly) where an up to date list of awarded businesses can be found.

Eat Well Wirral is scheduled to launch in March 2015.



Jane Harvey (Public Health)

There is a planned investment of £100k by Public Health in a large scale project to tackle social isolation.

Damon Taylor (CAB)

The new contact number for the CAB is 03444 772121. This is available 5 days a week Mon-Fri. Information can also be found at: [www.adviceguide.org.uk](http://www.adviceguide.org.uk).

Debbie Veevers (DWP)

Debbie noted an Open Day the following day and updated on the health-related worklessness pilot.

## **7. Any other business**

Wallasey Constituency Committee 2015/16 areas of focus

Caroline noted that the Committee would soon need to determine from its current priorities which areas of focus it wanted to concentrate spend on in 2015/16 and sought views/recommendations.

Future meetings

Calendar invites will be sent. All meetings will be held at Leasowe Millennium Centre 2pm-4pm.

Tuesday 28 April 2015

Tuesday 21 July 2015

Tuesday 20 October 2015

Tuesday 26 January 2016

## Appendix K Action Tracker – Wirral Public Service Board

### WIRRAL PUBLIC SERVICE BOARD – ACTION TRACKER

Actions from the meeting of 13<sup>th</sup> January 2015

| Description                                 | Action Lead         | Status / Comments  |
|---|---------------------|--|
| <p><b>Action Tracker from December:</b></p> | <p>All</p>          | <p>Clare Fish referred back to the November meeting, when a discussion took place about how we can collectively review the below areas:</p> <ul style="list-style-type: none"> <li>• Shared assets and estate;</li> <li>• Co-location of services;</li> <li>• Joint back-office functions;</li> <li>• Neighbourhood delivery of joint services</li> </ul> <p>Simon Gilby mentioned the existing activity that is taking place as part of Vision 2018, which is profiling the assets of health partners and the Council. It would be worth building on this to include PSB partners' assets.</p> <p>David Armstrong is to attend the March PSB to give an update about this and the wider public service assets review.</p> <p>The constituency map that was shared at the meeting will be circulated to partners.</p>  |
| <p><b>Child Sexual Exploitation:</b></p>    | <p>Simon Garner</p> | <p>Simon gave a presentation to the board about the current situation that surrounds Child Sexual Exploitation in the Borough. (CV to circulate the presentation and link to YouTube video)</p> <p>Fiona Johnstone suggested that the group collectively agree to commit to taking action within their organisation. This is to raise awareness about this topic via a briefing, and to give confidence to people to say something if they see something.</p> <p>John Martin suggested that it would be useful to provide an explanation of what a 'referral' is and the meaning and process behind it. Staff may be unsure about raising a concern if they are not sure whether it is CSE, they don't know what happens next or if it triggers a formalised process.</p> <p>It would therefore be particularly helpful to extend briefing and awareness raising to 'front-line' staff so that they feel more confident in mentioning concerns.</p> <p>Simon Garner offered the group a package of information</p> |

| Description                             | Action Lead   | Status / Comments  |
|---|---------------|--|
|   |               | <p>to use within their organisation.</p> <p>Details of how to access training is also available (Simon to provide information)</p> <p>The presentation from the meeting and video link will be circulated to the group.</p>  |
| <b>Leadership Development Programme</b> | Sue Higginson | <p>Sue gave an overview of the Leadership Development Programme, and explain that it is being part sponsored. The attendees on the course will be from Fire, Police, Council, Housing and Wirral Met College. The course is due to start on the 27<sup>th</sup> January and will run until August.</p> <p>Sue proposed that the course attendees will come back to a PSB meeting at a later date and report back on what they have learnt from the course.</p> <p>Sue will give regular updates to the Board along the way.</p>  |
| <b>Selective Licensing</b>              | Emma Foley    | <p>Emma gave a comprehensive presentation about the current status of selective licensing. Emma also informed the group about the Consultation, and notified the group that it will be closing on the 18<sup>th</sup> February.</p> <p><a href="http://www.wirral.gov.uk/my-services/council-and-democracy/have-your-say/consultations/current-consultations/selective-licensing">http://www.wirral.gov.uk/my-services/council-and-democracy/have-your-say/consultations/current-consultations/selective-licensing</a></p> <p><a href="https://www.surveymonkey.com/r/?sm=lgQutWp4ZXxmQa79JfRDaA%3d%3d">https://www.surveymonkey.com/r/?sm=lgQutWp4ZXxmQa79JfRDaA%3d%3d</a></p> <p>John Martin suggested using the constituency groups for a multi-agency approach, as there are over 80 people that attend.</p> |
| <b>Partner Updates</b>                  |               | <p>Fire and Rescue - Paul Murphy will circulate the MFRS Wirral District Community Safety Plan 2015-16 Draft to the Board for comment as soon as its completed (this is likely to be early next month).</p> <p>Paul also gave an update on the Premier League Kicks Programme, which is a 12 month project in partnership with Liverpool Football Club.</p> <p>Public Health - Fiona Johnstone welcomed thoughts from the group about tackling social isolation.</p>   |

**Next Meeting** – 10<sup>th</sup> March 2015, 2-4pm, Birkenhead Fire Station

