



# WIRRAL

## Community Safety Plan 2014-15



# Introduction by the Wirral District Manager, Paul Murphy



Welcome to the Community Safety Plan for Wirral for 2014-15.

As well as focusing on the fire and rescue related risks in Wirral, this plan reflects our continued role in local Partnerships. We work closely with our key partner agencies; in particular Wirral Council, Police, Health Services and the Voluntary and Faith Sector to deliver improved outcomes for our community. For example; our partners share information with us so we can help reduce risks to the most vulnerable people in Wirral.

The aim of this plan is to provide you with an update on our performance and activity from 2013/14 and to provide information on our objectives and the actions we will take during the next year to make Wirral a safer, stronger community.

This plan should be read in conjunction with the Merseyside Fire and Rescue Authority (MFRA) Integrated Risk Management Plan 2013-16.



Contained within the Community Safety Plan are our main priorities and how these will be implemented and achieved across the district in 2014/15. Our four main objectives are;

1. Reduce Fires, deaths and injuries, road traffic collisions and anti-social behaviour
2. Provide an efficient and effective response to emergency incidents
3. Maintain and improve staff training, safety and competence
4. Maintain and improve, staff health, fitness and welfare

These priorities are determined by a number of influences including:

- The Fire and Rescue Service Act 2004
- The Fire and Rescue National Framework
- Wirral Borough Council Corporate Plan 2014-16
- Police & Crime Plan 2013-17
- Wirral Health & Wellbeing Strategy 2013-15

# Wirral

Wirral is a borough of contrasts; a peninsula of 60 square miles, with 25 miles of coastline, comprising of both urban and rural areas. The population of Wirral is 319, 800 and growing, with 190,000 of working age.

There are 8,000 businesses in Wirral providing employment for 105,800 people across a unique combination of industries.

Merseyside Fire Rescue Service (MFRS) is well prepared to respond to incidents across these complex areas, including oil and chemical works, shipbuilding and docklands, large retail developments, major transport links such as Motorways and the Mersey Tunnels, as well as the growing leisure and tourism industry which this year sees the return of the Open Golf Championship which expects to draw a crowd of over 250,000 people over four days of competition.

Wirral's elderly population is higher than the national average and is growing. This group is particularly vulnerable to fire, with a large proportion of Wirral's fire fatalities over the last 10 years occurring within the over 70 age group.

There are extremes of wealth in Wirral; the affluent West of the borough contrast sharply with the more deprived East. Overall, the levels of deprivation, alcohol and drug misuse are significantly worse than the England average, as are life expectancy rates (there is a difference in life expectancy of 14.6 years for men and 9.7 years for women between the most and least deprived areas) and associated ill health and disability.

There is also a higher prevalence of severe mental illness in Wirral, and high incidence of fuel poverty and dementia. All of these issues increase risk of fire significantly in the home. Alcohol and mental health issues, however, are not isolated to the more deprived wards and a number of related serious fires have occurred in more affluent areas in recent years.



# Wirral demographics

Wirral		District Total	% of Merseyside Total	Merseyside Total
Population (mid 2012 estimate)		320229	23.1%	1,385,666
Racial Profile	White: Total	310156	23.8%	1,305,303
	Mixed/multiple ethnic group: Total	3286	15.7%	20,954
	Asian/Asian British: Total	5116	16.8%	30,405
	Black/African/Caribbean/Black British: Total	695	4.8%	14,552
	Other ethnic group: Total	530	5.3%	9,975
Age Profile	Age 0 to 15	59,244	24.2%	245093
	Age 16 to 24	33,735	20.0%	168827
	Age 25 to 34	34,925	20.3%	172331
	Age 35 to 49	65,972	23.7%	278882
	Age 50 to 64	64,057	24.5%	261387
	Age 65 to 74	31,004	25.4%	122292
	Age 75 to 84	20,524	25.2%	81512
	Age 85 and over	6,923	27.9%	24790
Long Term Health	Very good or good health	249,267	23.67%	1,053,041
	Fair health	44086	22.84%	193,010
	Bad or very bad health	23,031	21.12%	109,063
Dwellings		142197	23.5%	604,197
Non Domestic Properties		8039	20.2%	39,789
Land Only (KM)		157.49	24.4%	644.78

## Working Population 197380

Benefit Type	Wirral		NorthWest	
	Count	Rate	Count	Rate
Jobseeker's Allowance	7,595	3.8%	182,320	4.0%
ESA and Incapacity Benefits	18,720	9.5%	360,075	7.9%
Lone parents	3,530	1.8%	65,240	1.4%
Others on income	960	0.5%	18,075	0.4%
<b>Total Out of Work Benefits</b>	<b>30,805</b>	<b>15.6%</b>	<b>625,710</b>	<b>13.8%</b>

Source: Department for Work and Pensions, May 2013

## Rates of Unemployment

District	1996/97	1997/98	1998/99	1999/2000	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Knowsley	13.9%	13.5%	15.7%	11.7%	9.4%	9.0%	9.0%	7.0%	6.8%	7.1%	7.9%	8.2%	8.3%	10.7%	11.6%	12.7%	11.0%
Liverpool	14.9%	12.7%	12.9%	10.6%	10.6%	9.8%	9.4%	8.3%	8.3%	9.0%	9.7%	8.1%	9.8%	12.5%	11.4%	11.8%	11.8%
St Helens	8.9%	6.6%	7.9%	6.4%	7.2%	6.0%	5.7%	5.1%	4.8%	5.2%	5.8%	6.6%	7.6%	8.5%	8.4%	9.4%	7.4%
Sefton	9.7%	7.9%	8.3%	7.6%	6.8%	6.0%	5.6%	5.1%	5.5%	5.5%	6.2%	5.8%	6.5%	8.6%	9.0%	9.3%	8.5%
Wirral	9.6%	7.8%	9.4%	8.0%	8.0%	6.7%	6.3%	5.1%	5.7%	5.5%	6.7%	6.5%	7.3%	8.8%	8.7%	9.0%	7.0%



# The Team

Your local Management Team for Wirral are:



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In the district, we have six fire appliances and two specialist appliances spread across our stations in Birkenhead, Bromborough, Heswall, Upton, West Kirby and Wallasey. This allows us to meet our attendance standards in all areas, although the closest appliance will always be sent to any emergency incident.

These stations are staffed by 23 Watch Managers and 112 firefighters.

Our two specialist appliances are a Combined Platform Ladder (CPL), located at Wallasey, and a High Volume Pump (HVP) located at West Kirby.

The Combined Platform Ladder provides high access for rescues from height, access to tall buildings and a platform for the application of large volumes of water onto a fire. The High Volume Pump is a National Resilience asset which can deliver/remove large volumes of water over long distances. It has been used to remove flood water and to provide large volumes of water for firefighting.



# Community Fire and Rescue Stations



**Birkenhead Community Fire Station** is a newly built station in Exmouth Street and serves the communities of Birkenhead and Tranmere, Bebington, Bidston and St James, Claughton, Oxtan, Prenton and Rock Ferry.

The proximity of the station to the water front presents a diverse range of risks within the area, including large scale single and multi-occupancy domestic properties, a large shopping centre, ship builders and repairers, engineering works and a COMAH (Control of Major Accident Hazards) top tier site at Tranmere Oil Terminal. The station area includes the M53, underground railway and the Queensway Tunnel.

Birkenhead Community Fire station has become a hub for local communities, engaging children, families and community groups in fire safety education and the development of life skills. Youth services use the station facilities for Beacon & Prince's Trust courses & activities for the youth of the area.



**Bromborough Community Fire Station** was opened in 1959 by Viscount Leverhulme. The station covers 5 wards which include Clatterbridge, Bebington, Bromborough, Eastham and Rock Ferry, providing cover to both affluent and socially deprived areas. A large area is populated by commercial and retail properties including the expanding Croft Retail Park.

The area has significant risks within the chemical industry, Clatterbridge Hospital, major road and rail networks including the M53, Unilever, Lady Lever Art Gallery, QE2 Dock, a top tier COMAH site and various risks associated with the River Mersey, which borders the station area.

The local community have use of the station community room and gym to encourage healthier lifestyles and to engage young people in fire safety education and the development of life skills.

# Community Fire and Rescue Stations



**Heswall Community Fire Station** serves the Wirral wards of Heswall, Irby, Pensby and Thingwall, whilst also providing supporting emergency cover for Cheshire in the Neston area.

Heswall has approximately 7 kilometres of coastline. The risk profile of the station area is one that consists of approximately 5000 hectares of a predominantly low risk rural geography of residential housing, farmland and heath land with areas of residential housing. The area also incorporates a significant number of local small to medium business enterprises and important industrial areas such as the Darlington Commercial and Industrial Estate on Chester Road.

Road links are good throughout the wards and include the M53 motorway network and other (Class A/B roads) travel routes to Liverpool and Chester.



**Upton Community Fire Station** serves the communities of Upton, Greasby, Moreton, Woodchurch, Noctorum and Beechwood.

The Upton station area covers a variety of risks including a high percentage of sleeping risks, including Arrowe Park Hospital and two residential high rise blocks located in Moreton and Woodchurch respectively. In addition to large urban risk, there is also a semi-rural community with a number of small farms and areas of commerce/business such as the North Cheshire Trading Estate.

The M53 motorway system and other high speed roads dissect the station area. In addition to these locations, there are also rural/urban rail links consisting of an electrified third rail line which runs east – west across the north of our area and a non-electrified line which dissects our station area north – south.

# Community Fire and Rescue Stations



**West Kirby Community Fire Station** serves the Wirral wards of West Kirby, Hoylake, Meols, Frankby, and Thurstaston.

The station area is predominantly low risk semi-rural geography containing residential housing, farmland and heathland, but also incorporates a significant number of local small to medium business enterprises and important industrial areas such as the Carr Lane Industrial Estate in Hoylake.

Geographically, the area is bounded on two sides by an estimated 10 kilometres of coastline, which is exposed to estuarial tidal ranges from the River Dee and the River Mersey. Running through the area, originating and terminating at West Kirby is the electrified Wirral Line Merseyrail, with 4 stations and 4 level crossings (1 x automated and 3 x Unmanned) between West Kirby and Meols.



**Wallasey Community Fire Station** covers the wards of Wallasey, Liscard, New Brighton, Seacombe, Leasowe and Moreton East and some parts of Bidston St James.

The station area includes large residential areas incorporating all types of housing stock, commercial premises in and around the town centres, leisure facilities at the seaside resort of New Brighton, the Kingsway Tunnel, M53 motorway, rail links and stations. The station area is bordered by the River Mersey and inherent risks associated with a tidal river including severe flooding and the River Mersey ferry terminals.

The Wirral Prevention and Protection Team are based at Wallasey Fire Station. There is a Heartbeat gym, Youth Hub and community room at the station.



# Incidents in Wirral

The charts show the breakdown of incidents and how they are distributed across Wirral's station areas. Accidental fires in the home and anti-social behaviour fires are found mostly in the built up urban areas of Birkenhead and Wallasey. However, it is interesting to see the even spread of Road Traffic Collisions across the Borough which makes targeting very difficult. Figures have shown a gradual reduction in incidents with a corresponding decline in serious injuries.

On investigation we also discovered there was an increase in fires which spread from garden bonfires to residential properties. We initiated a campaign along with key partners to warn of the dangers of burning off garden waste and we have since seen a decrease in the numbers of incidents of this nature.

We will continue to support the business community in further reducing the number and impact of fires in commercial premises which have been falling year on year, and continue to work alongside our colleagues in Merseyside Police to reduce the number of Deliberate Vehicle Fires across Wirral where we have witnessed a year on year increase since 2011/12.

MFRS continue to develop our Automatic Fire Alarm (AFA) Strategy which has successfully reduced the number of attendances at AFAs to an all-time low, enabling stations to be more productive within the working day.

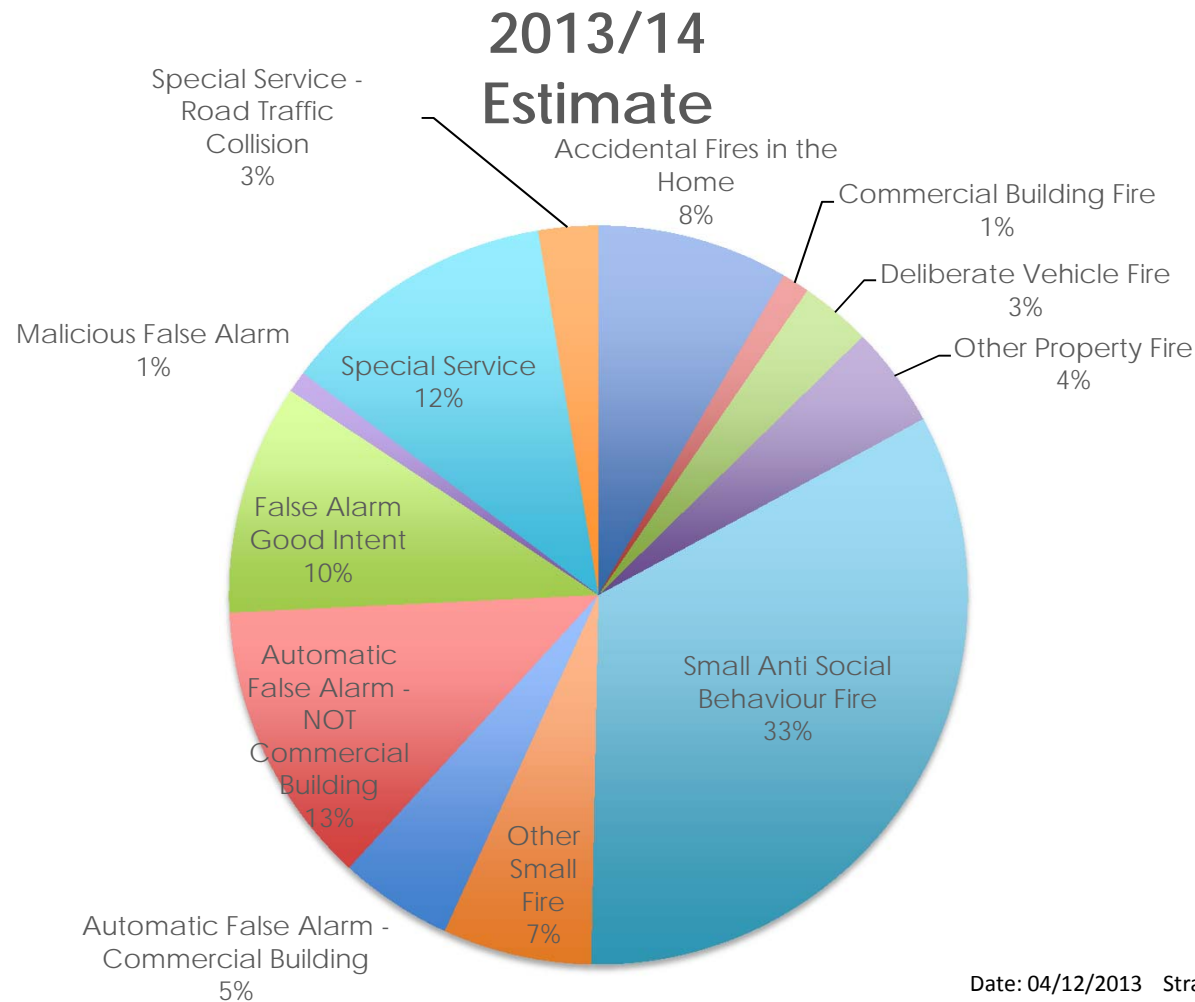
To maintain the very high standards of operational competence expected of our staff, fire crews continue to prepare and respond to emergencies through operational training on and off station or through Crew Based Training at our Training and Development Academy.

This has been underpinned by the introduction of Operational Station Audits, the introduction of Monitoring Officers at incidents and through Safe Person Assessments (SPA's) which examine individual fire fighter competence against risk critical items of frontline equipment.

To evaluate our Operational Preparedness and Response, MFRS carry out a comprehensive programme of off-site exercises. For example, a large multi-agency exercise was held at Nustar Eastham Ltd which tested both the on-site and off-site plans for a serious incident, which was very successful.



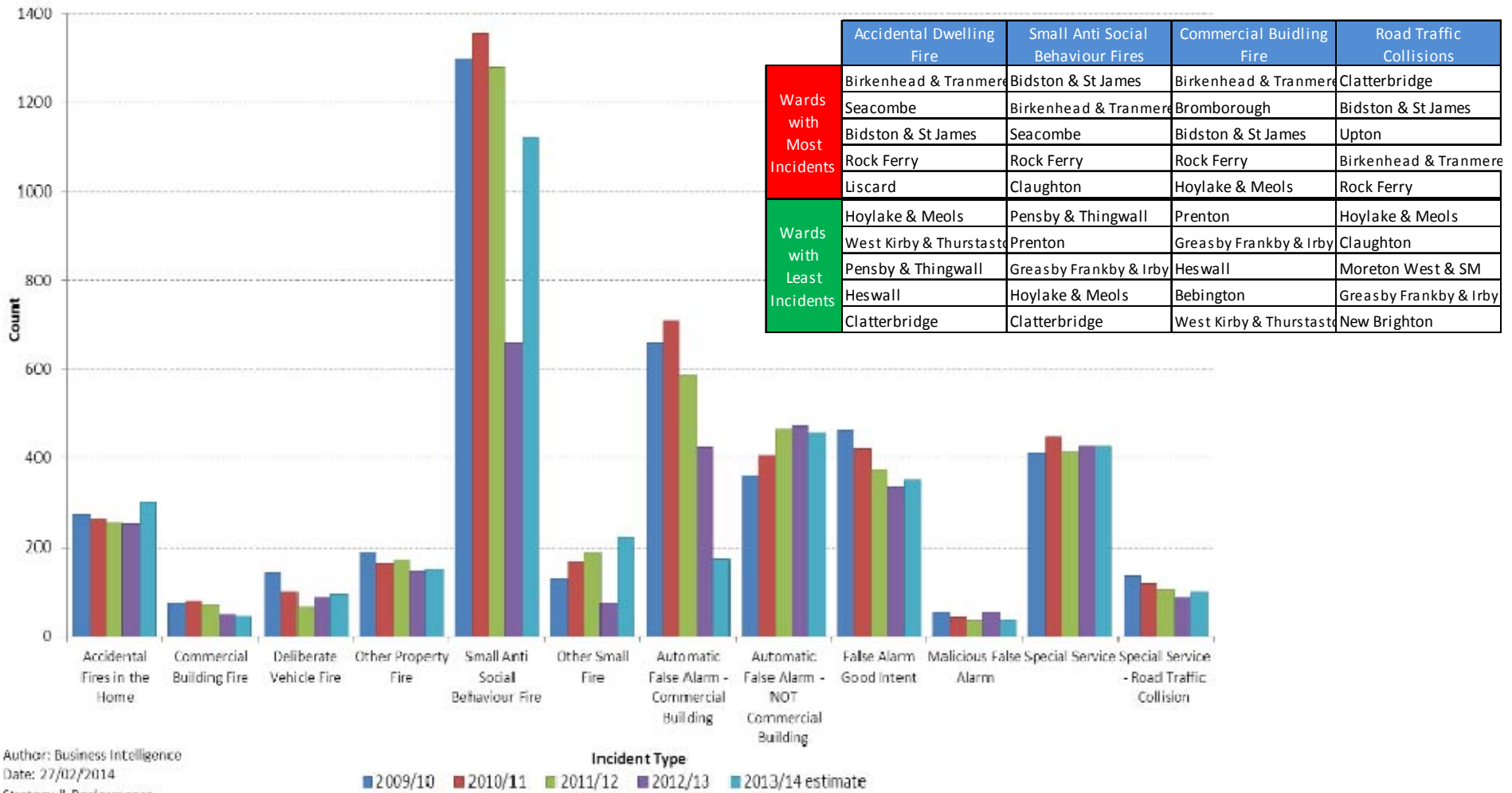
# Incidents attended in Wirral



Date: 04/12/2013 Strategy & Performance

# Incidents attended in Wirral

Incidents Attended in Wirral between 2009/10 - 2013/14 (estimate)



# Our Performance

In 2012/13 we saw a gradual reduction in fires in the home, but in 2013/14 these have started to rise again. Wirral experiences very low numbers of serious injuries from fire and these have fallen to only 1 in 2012/13. However, we do see around two fatalities per year despite our comprehensive Community Safety Strategy.

The winter month of January saw the greatest number of fire deaths. There is no bias towards gender, but when analysed, the four age groups at greater risk are the 40-44, 45-49, 75-79 and 80-84 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.

We are working closely with our partners to identify vulnerable and at risk residents who share these factors, many of whom live outside areas designated as being at high risk of fire.

Wirral still experiences a very high proportion of kitchen fires due to cooking left unattended. We focus closely on this aspect of fire safety during Home Fire Safety Checks and it is reassuring to find that due to the early warning given by fitted smoke alarms, most of these fires require little or no fire-fighting action on arrival, thus increasing safety for both residents and fire fighters.

After an exceptionally low figure for incidents of anti-social behaviour fires in 2012/13, we have continued with further reductions over the 2013 bonfire period with a huge 49% reduction in incidents. This follows reductions of 36% in 2011 and 37% in 2012 which has made this period much calmer and safer for Wirral residents and has been achieved by intensive work with Merseyside Police, Magenta Living, Wirral Anti-social Behaviour Team and our other key partners.



Last year, Wirral's Operational Staff visited over 9000 homes to carry out Home Fire Safety Checks where smoke alarms are fitted and safety advice delivered to residents. We continue to target those at higher risk of fire and closely scrutinise our performance every quarter to ensure our plans are effective. To promote our safety activities we have introduced 'themed' open days across Wirral Fire Stations, a recent event being held at Birkenhead Fire Station to coincide with Older Person's Day, where we invited partner agencies along to showcase the services available to our older residents, whilst reinforcing our own fire safety advice. MFRS will continue to innovate and find alternative ways of reaching and supporting people within local communities who are socially isolated.

We continue to work closely with the Department of Adult Social Services (DASS), Children and Young Peoples Department (CYPD) and Public Health to identify and assist our most vulnerable residents. We have created the role of Fire Community Safety Officers within Wirral and have embedded these Officers into our partner organisations to look at Road Traffic Collisions, Anti-social Behaviour, Youth Engagement, Health along with the Wirral 'Intensive Family Intervention Programme' (IFIP) who work with 'troubled families' in Wirral.



# Our Plans for Wirral

## Our Organisational Objectives:

We have a number of Organisational Objectives that we want to deliver for every area of Merseyside. These are:

- *To reduce fires, deaths and injuries, road traffic collisions and anti-social behaviour working with partners and the community to protect the most vulnerable people in Merseyside*
- *To provide an efficient and effective response to all emergency incidents, for all risks across all areas of Merseyside*
- *To maintain and improve staff training, safety and competence to ensure they can safely and effectively resolve all emergency incidents*
- *To maintain and improve staff health, fitness and welfare to ensure our staff are the best they can be.*



# Our Plans for Wirral

We have talked to our partners and studied our performance last year and we aim to improve outcomes for Wirral in 2014/15 by focusing on the following areas:

## Our Local Priorities:

The MFRS Wirral Community Safety Plan supports Wirral Council's move to four constituency areas and the planning process outlined the level of community risk in each of those areas, and works towards identifying those who are most vulnerable or at risk from fire. The plan is linked to a number of key factors such as social demographics, historical incident data and social deprivation in order to target our local community safety strategies to prevent fire more effectively and the plan is underpinned by an Equality Impact Assessment.

Our local fire stations are all dedicated "Safe Havens" and have also become a hub for local communities, with children, families and a diverse range of community groups all using our resources; whether it be our kitchens to promote independence and cook food safely, or our gyms to encourage healthier life styles or through our personnel engaging with young, old, and vulnerable people alike to promote health and wellbeing to reduce Wirral's health inequalities whilst continuing to deliver key fire safety and social responsibility messages.

We recognise that to truly respond to the needs of Wirral's communities, we need to understand them, their problems, concerns and challenges and we need to shape our service to respond to those needs efficiently and effectively by working together with our community and our key partners.

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 a 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 approach to Home Fire Safety Checks, Hotspot Campaigns and we will continue to deliver community re-assurance 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 the a high level of training, information, and equipment to ensure they can safely and effectively resolve all emergency incidents.

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.

# Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
<p><b>Excellent Operational Preparedness</b> We will provide our firefighters with the training, information, procedures and equipment to ensure they can safely and effectively resolve all emergency incidents.</p>	<p>Maintain and improve staff training, safety and competence:</p> <p>Local Performance Indicators 98, 99, 120a, 120b, 120c, 120d, 121, 129, 130, 131, 132, 133, 137, 139</p>	<p>Testing Operational Preparedness against the Standard Operating Procedures and Generic Risk Assessments for locally identified risks on an annual basis.</p>	<p>Complete all training as assigned in the Station Training Calendar and test against locally identified risks.</p>	<p>All Stations</p>
		<p>Complete Site Specific Risk Information inspections in line with the Service strategy.</p>	<p>Complete Site Specific Risk Information on all allocated sites in station area and allocated Merseyside category 1 and 2 sites during 2014/15.</p>	<p>All Stations Protection Department</p>
		<p>Complete water surveys (hydrant inspections) in line with the Service strategy.</p>	<p>Ensure that water Surveys are completed within the prescribed timescales.</p>	<p>All Stations</p>
		<p>All personnel to attend core risk critical training courses during 2013/14.</p>	<p>All personnel to attend the core risk critical training (Training and Development Academy) courses during 2014/15.</p>	<p>Wirral District</p>
<p>All personnel to complete allocated Learn Pro packages and online assessments.</p>	<p>All personnel to complete allocated Learn Pros and achieve the required level of competence.</p>	<p>Wirral District</p>		

# Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
<b>Excellent Operational Response</b> To maintain an excellent emergency response to meet risk across Merseyside with safety and effectiveness at its core.	Provide an efficient and effective response to emergency incidents:  Local Performance Indicators 55, 98, 120a, 129, 130, 131, 132, 133, 98	All operational crews will aspire to achieve an Operational Assurance Team daily audit result of 100%.	All stations to secure a score of 60% or above in all sub categories will also be deemed as a competent performance with minor development areas.	All Stations
		All individual Safe Person Assessments (SPA's) to be completed.	All personnel to complete allocated Safe Person Assessments	All Stations
		Achieve Alert to Mobile times within prescribed timescale.	To ensure that resources are mobile to calls within prescribed time limits.	All Stations
		Manage and reduce accidents and injuries to the lowest achievable level.	Ensure compliance with relevant Health and Safety legislation. Ensure station preparedness and Health and Safety audits are completed and outcomes are actioned.	Wirral District
			Ensure that all operational personnel carry out fitness training.	Wirral District



# Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
<b>Excellent Prevention and Protection</b> We will work with our partners and our community to protect the most vulnerable through targeted local risk reduction interventions and the robust application of our legal powers.	Reduce fires, deaths and injuries, road traffic collisions and anti-social behaviour:  Local Performance Indicators 1, 2, 3, 4, 5, 5a, 5b, 5c, 5d, 5e, 6a, 10a, 10b, 10c, 19, 19a, 20, 36, 41, 42, 42a, 44, 45, 46, 47, 48, 48a, 49, 50, 52, 53, 61, 61a, 61b, 66, 135, 136, 138, 121,	Reduction in the number of accidental dwelling fires and resultant injuries and fatalities through intelligent targeting of risk in the home using the home fire safety check.	We will continue to deliver Organisational Aims and promote and understand the strategic priorities of key partners through the development of constituency level partnerships and local contacts at a station level.	Wirral District
		The reduction of Arson and anti-social behaviour through seasonal pre-planning and arson/hate crime risk assessment and intelligence led target hardening.	We will continue to mutually share information with partners at a local level to identify vulnerable persons within Wirral's communities to ensure a targeted approach to Home Fire Safety Checks, Hotspot Campaigns and we will continue to deliver community re-assurance following any significant incidents to reduce fires, death and injuries, road traffic collisions and anti-social behaviour.	Wirral District
		Enhance Road Safety through education and engagement with young drivers most at risk.	We will continue to support and deliver both fire related and community engagement activities within the community to promote joint initiatives.	Wirral District
			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.	Wirral District
			We will identify void properties and build-up of combustibles through Environmental Impact Assessments and refer through to the appropriate partner organisation for action.	Wirral District
			We will continue to deliver educational workshops to our partner organisations and within the community to identified vulnerable groups.	Wirral District
			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 the a high level of training, information, and equipment to ensure they can safely and effectively resolve all emergency incidents.	Wirral District

# Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
<p><b>Excellent People</b> We will develop and value all our employees, respecting diversity, promoting opportunity and equality for all.</p>		<p>Improve business fire safety in compliance with Regulatory Reform Order (Fire Safety) 2005. Through the application of the Fire Protection Policy and the risk based inspection programme.</p>	<p>We will continue to support the Wirral business community in reducing the impact of fires in commercial premises, along with working alongside our partners to strengthen Wirral's community resilience.</p>	
	<p>Maintain and improve, staff health, fitness and welfare:</p>	<p>Absence to be managed to lowest achievable levels.</p>	<p>To deliver a reduction in sickness across the Wirral District.</p>	<p>Wirral Managers</p>
	<p>Local Performance Indicators 130, 131, 132, 133, 98, 106, 111a, 111b, 112 116, 117, 134</p>	<p>Completion of appraisals for all staff in January and February.</p> <p>Development of staff skills and knowledge through training opportunities.</p>	<p>Ensure 100% completion of quality Values Based Appraisals at all levels within Wirral.</p> <p>Training and support will be provided to meet development needs including those identified in individual personal development plans.</p>	<p>Wirral Managers</p> <p>Wirral Managers</p>