

Wirral Plan

2027 to 2031

DRAFT

A **new chapter**
for Wirral

This is our shared plan
to 2031, to write a **new
story** for our wonderful
and **vibrant peninsula**

People live well,
Wirral **thrives**

Welcome to a new chapter for Wirral

Wirral is a place with many strengths. We are fortunate to have vibrant communities, dedicated local organisations, successful businesses, valued public services and people who care deeply about where they live.

Like many places across the country, we face significant challenges. Demand for services continues to grow, financial pressures remain considerable, and too many people still experience poor health, inequality and barriers to opportunity. At the same time, Wirral has enormous potential and a proud history of people coming together to make things happen.

This Plan sets out our shared vision for Wirral to 2031. It provides a clear framework for how we will work together to improve outcomes for residents, support sustainable growth and ensure that everyone has the opportunity to live well and for Wirral to thrive.

We know that achieving this ambition will require us to do things differently.

It means listening more closely to residents, businesses and partners and being open about the challenges we face. We need to learn from what works and build stronger relationships with our communities. And we will have to boldly transform the way the Council operates.

The future of Wirral will not be shaped by the Council alone. Success will depend on the collective efforts of residents, communities, businesses, public services and partner organisations working towards shared goals.

By combining our strengths, knowledge and resources, we can create lasting change and deliver ***better outcomes for everyone.***

The Wirral Plan is built around four long-term aims for the borough, supported by clear and tangible commitments. It reflects a shared ambition across the Council and our partners to ***focus on what matters most to local people and to create a Wirral where people, communities and places can flourish.***

Together, we can build on Wirral's strengths, tackle the challenges ahead and create a borough that future generations are proud to call home.

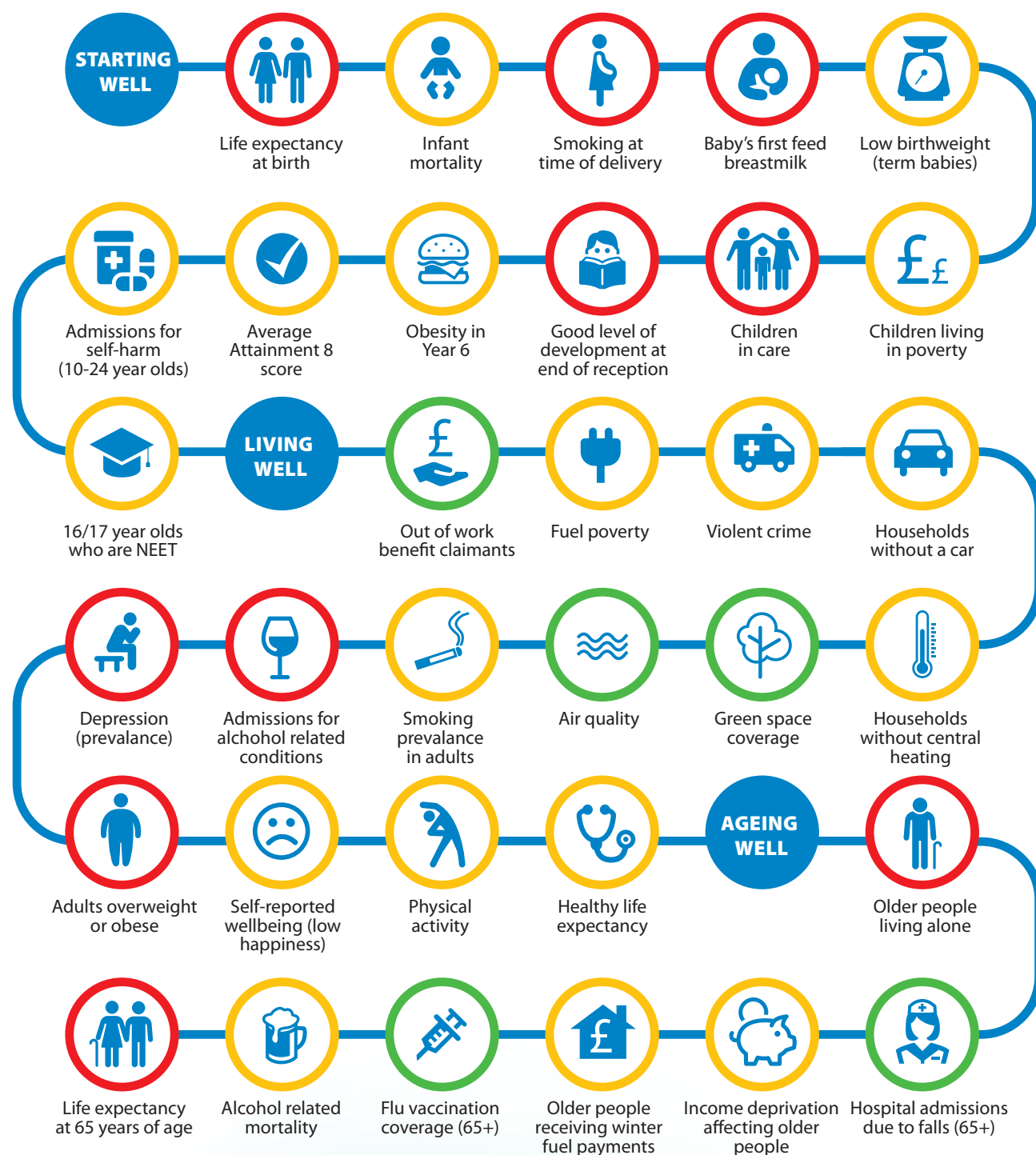
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be inserted

Cllr Paula Basnett
Leader of Wirral Council

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Matthew Bennett
Chief Executive

Living in Wirral: Outcomes compared with England



KEY: Comparison with England



Better



No significant difference



Worse



1. Reliable everyday services

The first aim is to deliver reliable everyday services so everyone benefits.

There is always the danger of things going wrong in your life and needing to access early help or one of the hundreds of services we offer. But for most of us our interaction with the Council is through everyday services such as the bins, roads, street cleaning, leisure centres and parks.

In the Wirral Conversation, residents made it clear that **everyday services matter**. People want reliable delivery, cost-effective services, and a quick response if something goes wrong.

You will:

- 1 Continue to access everyday, cost-effective and reliable services from the Council.
- 2 Be supported by a Council that advocates on behalf of residents, listens to residents and businesses, and is focused on what people really value.
- 3 Receive help if you want to keep your neighbourhood clean or contribute to your community in other ways.
- 4 Continue to access non-essential services that are financially sustainable such as leisure centres (within a 15 minute drive) and the Floral Pavillion.
- 5 Get a quicker response from the Council, including on the phone and when navigating the Council website.



2. Connections and resilience

Our second aim is for everyone to have better connections with their local community and more resilience to cope with life's challenges.

We are designing services to respond to the Wirral Conversation. So support is closer to home, delivered in local hubs, and made easy to access. Wirral is lucky to have so many excellent charities and community groups that we can work with more closely.

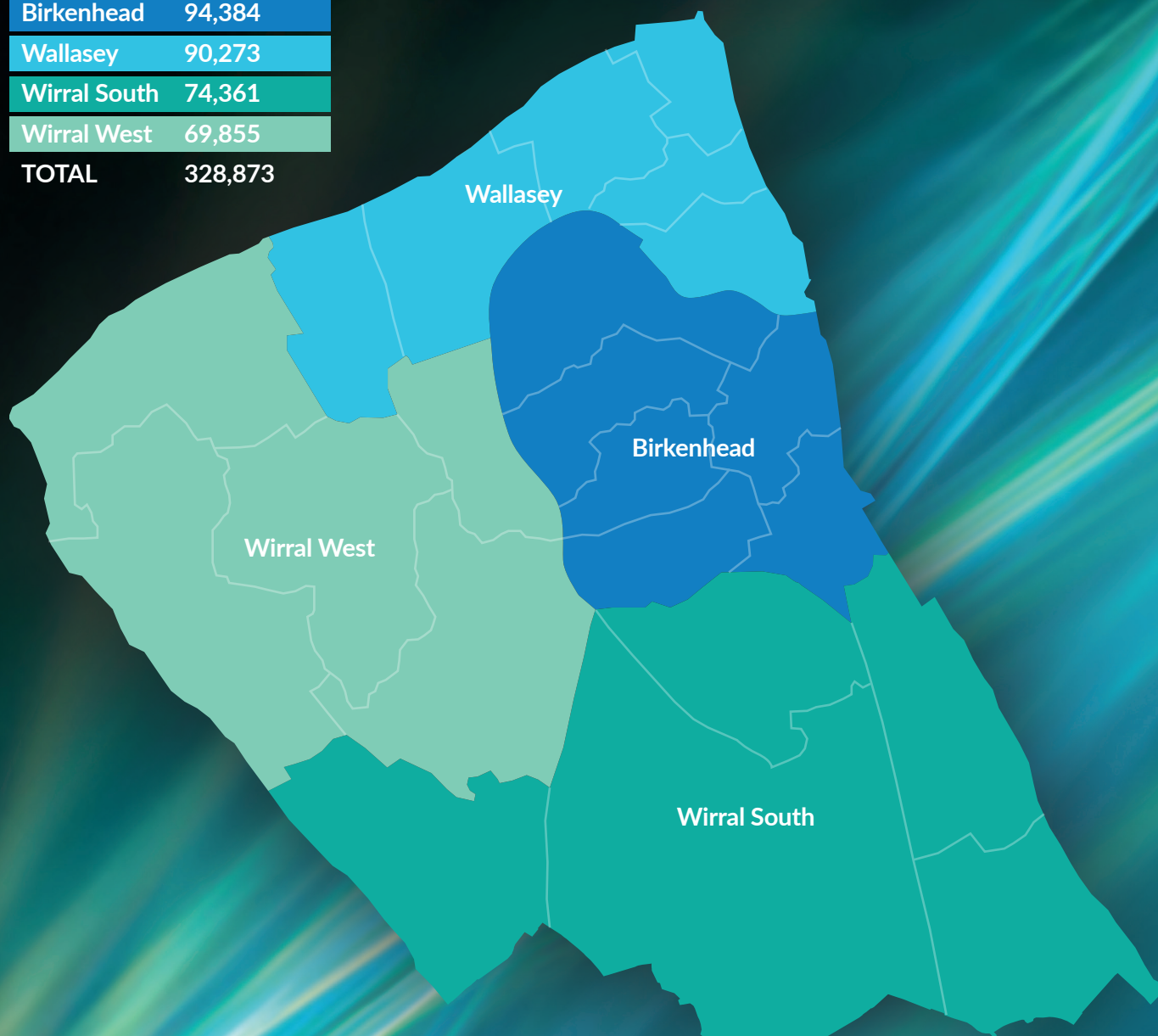
Wirral is divided into four localities, which helps us to understand local needs, people and community resources. By moving our staff to localities, we can ensure services are **closer to home** and more accessible, join up with local services such as the NHS, and wrap around people's needs.

You will:

- 1 Feel better connected to your local community, resources, activities and services that keep us all resilient.
- 2 Find it easier to navigate physical Council and partner services, self-serve and draw on local resources so you get help earlier and more easily.
- 3 Be able to access local community hubs including drop-ins, clinics and services closer to home.
- 4 Experience better alignment with local needs and priorities, as Council services operate from four localities.
- 5 See local services joining up across the Council, NHS, GPs, Police, DWP, Schools and voluntary, community, faith and social enterprise organisations.

Four localities of Wirral

	ONS Total Population
Birkenhead	94,384
Wallasey	90,273
Wirral South	74,361
Wirral West	69,855
TOTAL	328,873



Measuring outcomes

We will measure success by outcomes that show how people are living well and Wirral is thriving.

To be open with residents and businesses, we will publish a new outcomes framework so everyone can see how well we are doing. This helps us all learn and improve.

The Outcomes Framework will include a narrative for 16 themes such as good homes, health and wellbeing, keeping children safe, transport and the environment. We'll also add other outcomes that are really important to Wirral. In the framework, we will share the actions taken to improve outcomes and impact.

You can see the new outcomes framework at wirral.gov.uk/outcomes



3. Pro-active help for people

The third aim is to be pro-active and increase the amount of early help people can access.

Our biggest demand and costs are for Adult Services, Children's Services and Housing. If we don't manage these budgets well, we will not be able to afford other things the Council delivers.

The best way to reduce the cost of Adult, Children's and Housing services is by supporting more people and helping them earlier. (So needs don't escalate, people don't need expensive crisis services, and their lives are better.)

It's in everyone's interests for Wirral to be an **Early Help Council**.

You will:

- 1 Experience better wellbeing, health and safety with less risk of crisis.
- 2 Be able to access more online services, advice and guidance and self-help – and it will be easier to navigate.
- 3 Tell your story less often – because public services share data and link up.
- 4 Get joined up, pro-active and preventative support from the Council, so you don't pinball around from service to service.
- 5 See Council staff going the extra mile to help you to access services, navigate online or visit local community hubs.



4. Growth for Wirral

Our fourth aim is to grow the economy and create good jobs for Wirral residents.

Wirral is an amazing place - arts and music, green spaces, thriving town centres, the Mersey, Dee and sea on three sides, and neighbours who look out for each other. To be even better we need an ***inclusive and growing local economy***. An economy that supports local business success, ensures residents can access good jobs, improves homes, reduces inequality, and secures local public delivery.

A refreshed Birkenhead 2040 Framework will transform Birkenhead into a vibrant, family-friendly town with sustainable development and improved public spaces. Birkenhead will be our capital for hubs and people services.

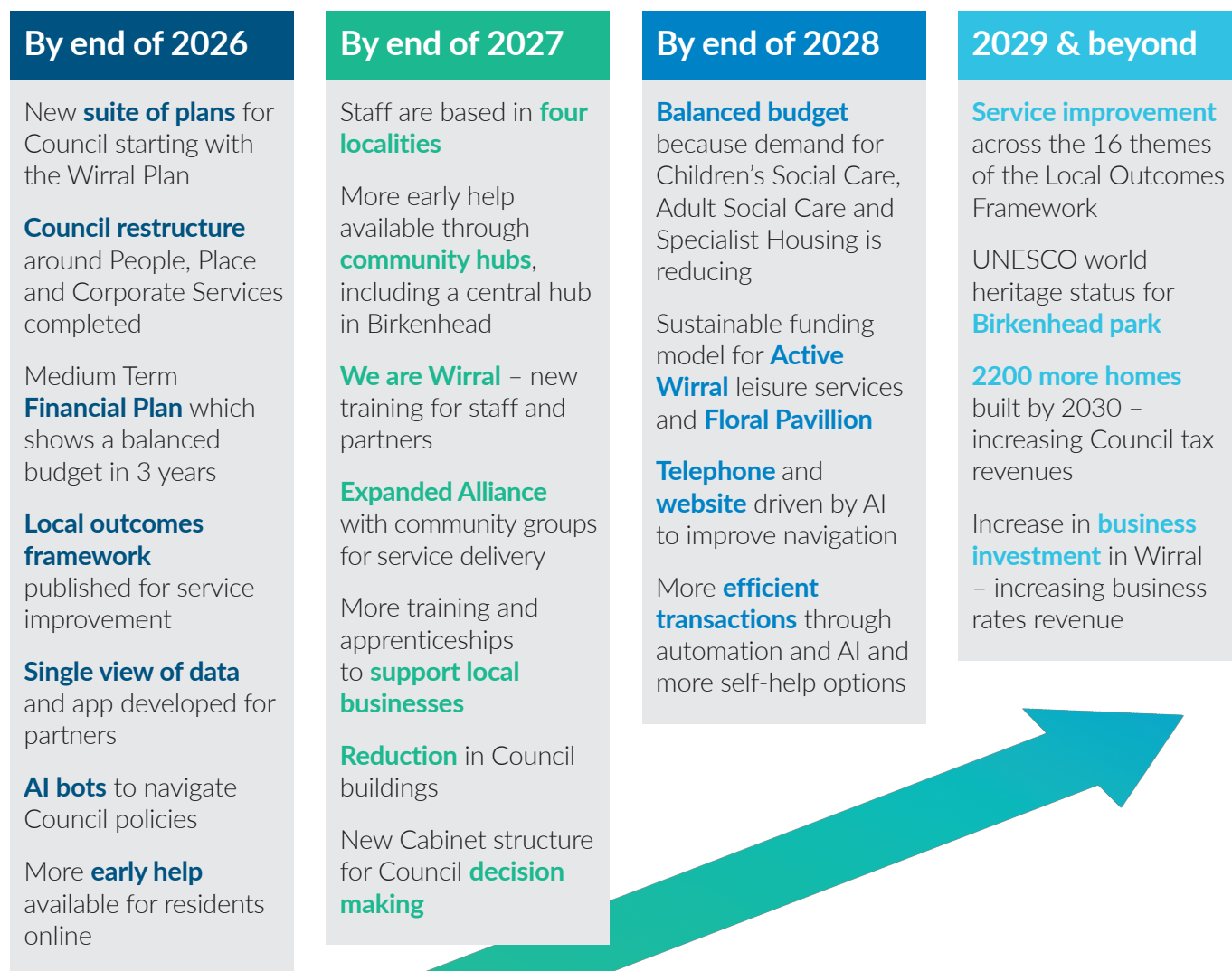
We have learnt lessons following the recent regeneration review and feedback through the Wirral Conversation. Our schools, Wirral Metropolitan College, DWP, businesses, voluntary sector and other partners are critical to train, develop and support the Wirral workforce. We will listen to businesses, including small businesses, and make it easy to invest in Wirral.

You will:

- 1 Benefit from a regenerated Birkenhead with a refreshed strategy to 2040 – so we reach a tipping point where private money flows into the area and helps all of Wirral.
- 2 See 2200 more homes built by 2030 in key strategic locations, to increase footfall and income, and support local businesses.
- 3 Access opportunities from a refreshed Economic Growth Strategy that supports businesses to invest locally.
- 4 Enjoy Wirral as a major tourist destination, including our coastal towns, green spaces and coastline, and bidding for UNESCO World Heritage status for Birkenhead park.
- 5 Benefit from social capital and local economic growth due to private investment or voluntary organisations running buildings that the Council no-longer needs.

Timeline

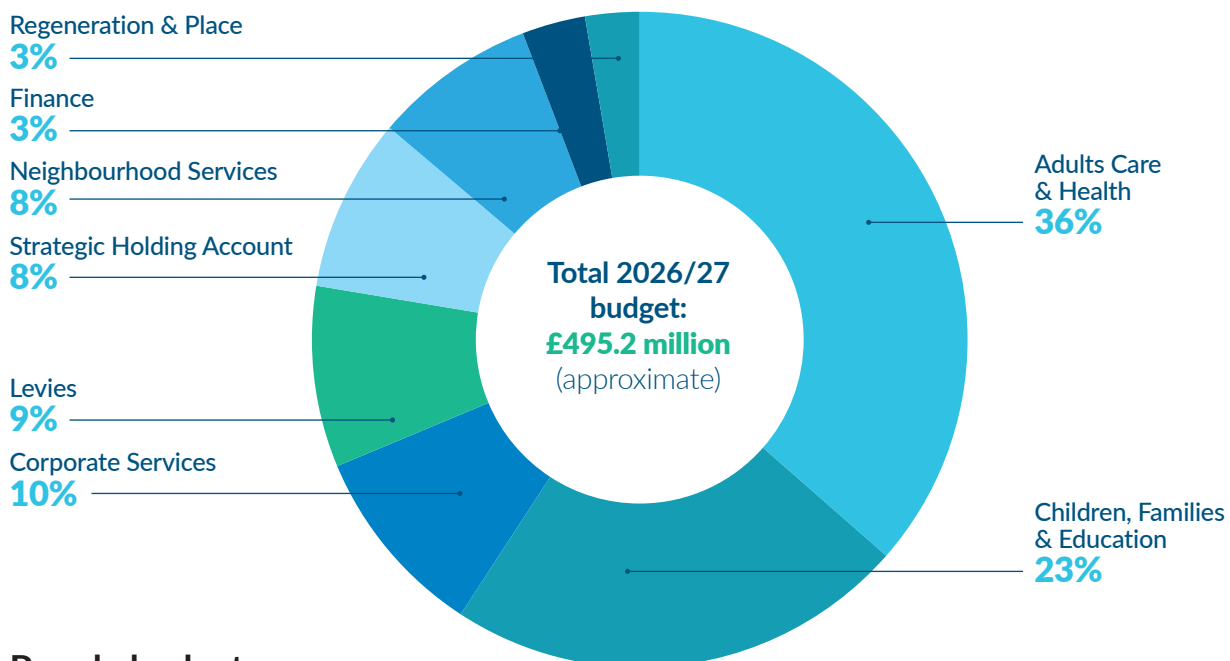
What changes can you expect, and when.



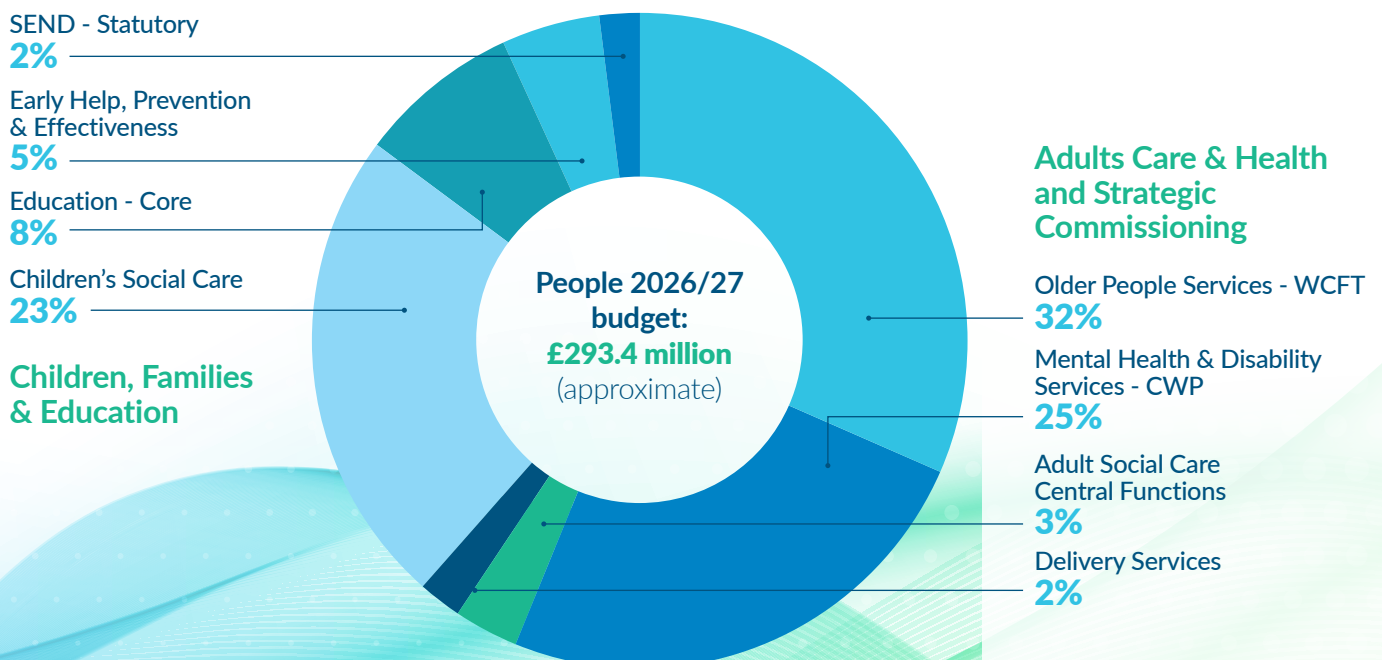
How your money is spent

Wirral Council delivers hundreds of services. There are things we all know about, such as waste and recycling collection, maintaining the parks and roads, and children's and adults social care. But did you also know we manage the Floral theatre, local filming and CCTV? We run a virtual school for children in care, and distribute funding for residents in crisis. We ensure there is good nursery provision, support adult skills, reduce homelessness, improve community safety, monitor and control diseases, promote oral health, commission immunisations, test shellfish, licence street trading, tackle loan sharks, preserve trees, respond to local emergencies, and much much more.

Net budget by Service Area

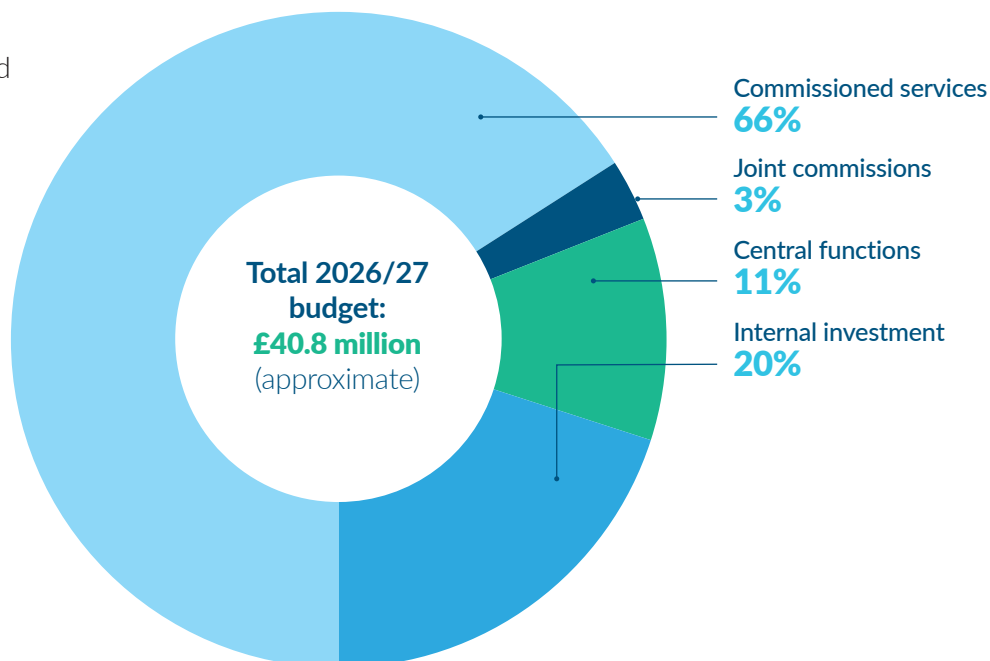


People budget



Public Health budget

Public Health is fully funded by a ring-fenced government grant and does not make up any part of the core council budget.



Place budget

Community Safety & Transport
4%

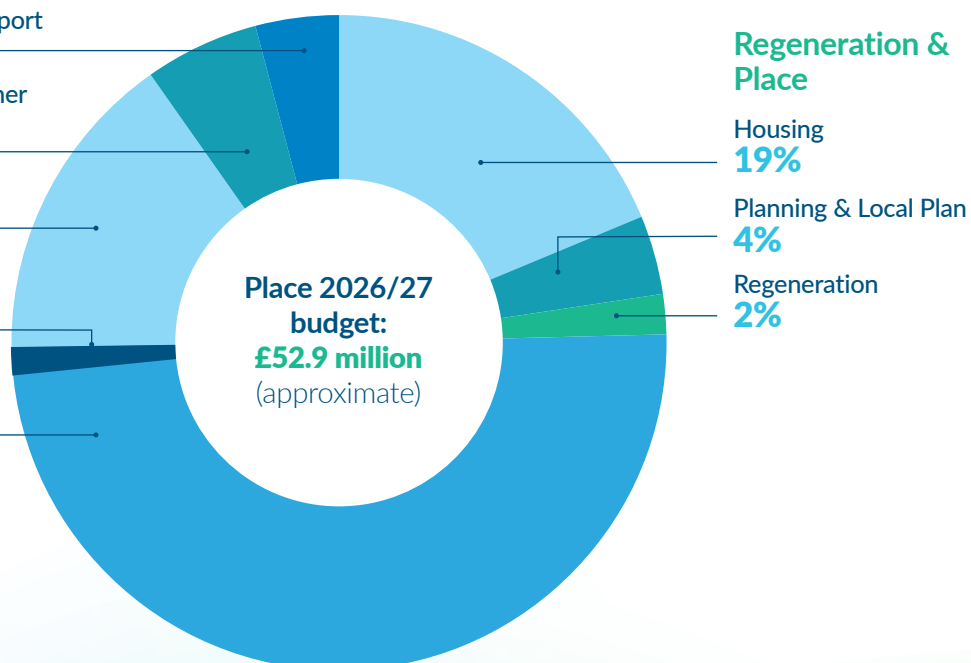
Leisure, Libraries & Customer Engagement
6%

Highways & Infrastructure
15%

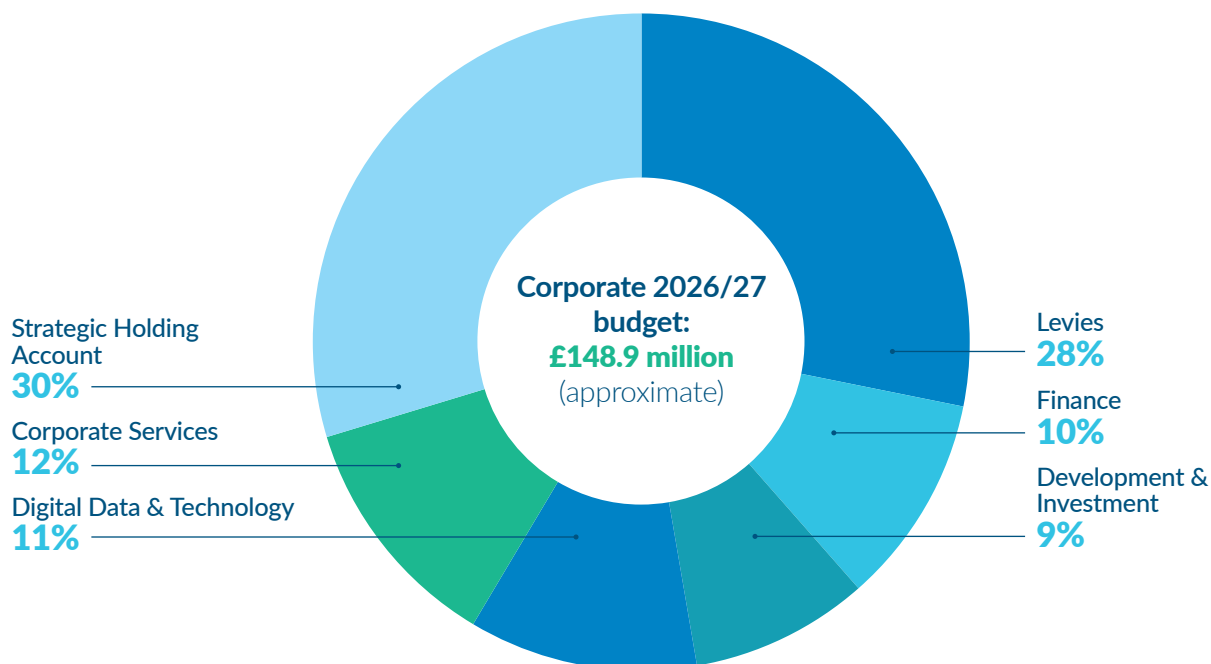
Neighbourhoods Management Team
1%

Climate Emergency & Environment
49%

Neighbourhood Services



Corporate budget



Future Plans

The Wirral Plan is our top plan. We are also refreshing a suite of plans and strategies so there is clear and consistent delivery across the Council:

- **Making a difference for Wirral** - is our target operating model. It's written for staff and is effectively the manual or blueprint for a future design for the Council and our services.
- **Medium Term Financial Strategy** - sets out the Council's framework for decision-making. It supports delivery of the Council Plan through a disciplined financial approach that aligns resources, risks and transformation activity to achieve long-term sustainability.
- **People Strategy** - describes how we will support our workforce to develop and deliver the Wirral Plan, including training and cultural changes.
- **Digital and Data Strategy** - describes how we bring together data and use new technology as the foundation for a sustainable council, including AI for automation, navigation and identifying needs.
- **Economic Growth Strategy** - is to create the conditions for new and local business investment in Wirral.
- **Estates Strategy** - will ensure we have the right accommodation for staff in localities, and plan for delivering through hubs in the community.

