



New man at helm for leading care provider

SEFTON'S leading adult social care provider has a new man at the helm.

Mark Fox has been appointed as the new managing director of Bootle-based New Directions.

Mark joins the organisation from Knowsley Council, where he was Head of Service in Adult Social Care, a position in which he played a key role in redesigning services to meet the needs of local people.

New Directions was the first local authority social care trading company in the country when it was established in 2007.

Eleven years on, it remains at the forefront of the local care sector, with a team of more than 500 staff providing a wide range of services to thousands of residents in Sefton and beyond with a disability, or other support need.

Commenting on his new role, Mark said: "I am very much looking forward to the prospect of leading New Directions

at a challenging but exciting time for the company.

"Having already met a number of New Directions staff, people who use the services and their carers, I have been inspired by their experiences and what they have told me.

"I am sure that, by working together, we can shape a very positive future for the organisation, and the people we serve," said Mark.

New Directions chair, Bobby Brennan, added: "I am delighted to welcome Mark Fox to the company.

"The role of New Directions is to provide support to some of the most vulnerable members of our community, and to enable them to lead healthy, fulfilling and independent lives.

"I am sure that Mark's skills, experience and impressive track record in the sector make him ideally placed to help us meet these challenging objectives."

BOOTLE



New managing director of New Directions, Mark Fox

Picture: MARTIN BIRCHALL

NOTICEBOARD

Birkenhead

THE Wilfred Owen Story has received the coveted Wirral Horn Award for their outstanding contribution to local heritage.

The museum was opened eight years ago and remains the UK's only permanent exhibition dedicated to the First World War poet.

Presenting the award, Paul Smith, the chairman of The Wirral History And Heritage Association, declared that the honour was "very well deserved", and was in recognition of The Wilfred Owen Story's commemoration of the poet's formative years spent in Birkenhead.

Owen's father, Tom, was station master at Birkenhead Central Station, and the family spent nine years in the town, where Wilfred was educated at The Birkenhead Institute.

They occupied three houses in the area that still stand today.

This period was the longest Wilfred Owen spent anywhere in his short life, which ended tragically a week before the end of the First World War.

Upon receiving the award, the museum's founder, Dean Johnson, said: "I am so proud to receive the Wirral Horn Award, and it is a wonderful recognition of the dedication of our volunteers.

"During the recent Wilfred Owen 100 Festival, The Wilfred Owen Story became the natural information and resource hub for many of the events taking part.

"When we opened eight years ago, Owen's heritage in the Wirral was not celebrated to any level at all. I am very proud to think we have helped a little in his increased prominence now, and, as a pupil of the Birkenhead Institute, I never thought one day I would be awarded for helping to keep our most famous old boy's legacy alive."



KIRKBY

Bluebell Park School, in Kirkby Village

BLUEBELL Park School visited Kirkby Town Centre to showcase their Christmas creations and carol sing to the shoppers of Kirkby at a pop-up shop on St Chad's Parade.

Students at Bluebell Park School opened a festive pop-up shop filled with handmade gifts for Christmas shoppers of Kirkby. The shop popped up between Monday, December 3, and Friday, December 7, offering a wide selection of crafts, including Santa plates, Christmas decorations, photo frames, 2019 calendars, handmade jewellery and more.

The pupils also sang a variety of Christmas carols outside, spreading Christmas cheer amongst shoppers.

Kirkby town centre's centre manager, Mike Matthews, said: "We are always delighted to welcome local schools to the town centre.

"Their performances definitely lift Christmas spirit in the town. Shoppers paused their shopping trip to enjoy."

For all the latest news, "like" the centre on Facebook: /Kirkby-Town-Centre or "follow" on Twitter @KirkbyTown and "follow" on Instagram @KirkbyTownCentre.

WIRRAL

LITTLE swimmers in their pyjamas had a splashing time and raised an amazing £414 for Home Start Wirral during their charity Puddle Ducks swimming event.

Chester-based baby and children swim school, Puddle Ducks, host a charity PJ Week each year, where children raise money for a local cause by learning water safety dressed in their favourite pyjamas.

This year, the Home Start Wirral is Puddle Ducks chosen charity.

The charity supports families who are struggling with post-natal depression, isolation, physical health problems, bereavement and many other issues.

The money Puddle Ducks has raised will go towards buying resources for their eight North West-based breast feeding groups.

The resources include a projector

for training their volunteers, and leaflets that will ensure their volunteers and new mums have the most up-to-date information to hand during their journey to reach their breastfeeding goals.

Little ones love swimming in their pyjamas, but, besides raising money for Home Start, there is a serious reason behind the fun event, as they are learning a valuable life skill.

Most people come into danger around water while fully clothed, so being in pyjamas provides a good indication of what it would be like and

gives them confidence and skills, should they ever be in a dangerous situation.

To find out more about Home Start Wirral and their services, please visit: <https://homestartwirral.co.uk/>

For more information on Puddle Ducks, please call 01829 740 825 or visit www.puddleducks.com



L-R Puddle the Duck, Sara Atherton and Jay Nash

Here's how to get in touch:

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