

# TS 3 Local Environmental Quality

Plan Owner: Fergus Adams

2010/11 plan version 2 (December 2010)

	Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target R-A-G
Narrow the gap in cleanliness standards between the 5% most deprived areas and the borough as a whole	<b>Develop community environment champions (starting with a pilot programme in the Beechwood Ballantyne area).</b>	Enhance community engagement with local environmental quality issues in order to reduce the amount and occurrence of littering and impact on other environmental issues.	<b>Technical Services</b> Beechwood Ballantyne Community Housing	Recruit individuals to participate in the programme	July 10	Meeting held with BBCHA's new Neighbourhood Manager	Identify individuals within the BBCHA area	G
				To develop a constitution for the organisation	Dec 11	Programme delayed due to Community Eng Manager being tasked with temp area manager roll and secondment.	Develop constitution and agree with partners	G
				Continue to recruit 'Champions' in other areas ready for boroughwide launch.	April 11	In progress - over 500 individuals from 40 groups have been identified	Maintain communication with interested individuals and groups.	G
	<b>Continue to promote the Tidy Business Campaign within the SOA area and beyond.</b>	Improve cleanliness standards in secondary and primary retail areas LAA NI 195 targets.	<b>Technical Services</b> Chamber of Commerce, Keep Britain Tidy, elected Members and Wardens service various community groups throughout Wirral.	Continue to develop partnership working with local businesses.	ongoing	131 tidy business awards to date. Oxton Village: '1st Tidy business Village in England' project Complete.	Continue to promote tidy business.	G
				To create a detailed action plan for the entire 2010/11 year, showing projects for the year.	June 2010	complete	complete	G
				Follow on from success of the Oxton 'Tidy business Village' project to develop England's first tidy business town. Involving the Trainee Technicians throughout Tech Services.	June 2010	Initial audit of businesses in West Kirby.	complete	G
				Follow on from success of the Oxton 'Tidy business Village' project to develop England's first tidy business town.	Oct 2010	Initial audit of W. Kirby showed worrying levels of compliance. As such enforcement based project is underway.	Initial letter drop	G

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	<b>Develop and implement citizen charters in 3 pathfinder areas.</b>	Enhance community engagement with local environmental quality issues in order to reduce environmental crime and increase cleansing standards in 3 targeted areas.	<b>Technical Services</b> LCTogether and Beechwood and Balantyne Community Housing Association	Design and develop local charter with community focus for one pilot area	April 10	Beechwood and Balantyne chosen, charter developed.	Complete	G
			Beechwood and Balantyne Community Housing Association	Deliver local charter with community focus in one pilot area (Beechwood and Ballantyne).	April 10	Micah Gold Consultants have developed a draft and this is due to go to print following recent comments from partners.	Complete	G
			Woodchurch neighbourhood Management, Together and Beechwood and Balantyne Community Housing Association	Organise and deliver community day roadshows	Sep 10	1st day to be delivered in Beechwood following print of Charter.	Launch day booked for 18/9/2010	G
				Deliver other charters to a given number of pilots	April 2011	Beechwood and Balantyne chosen, charter developed. More to follow.	Following initial Beechwood pilot	G
				Evaluate charters	April 11	Initial evaluation following launch of Beechwood Charter.	Utilise information from evaluation to shape further projects	G
			<b>Community environment days</b>	Enhance community engagement with local environmental quality issues in order to reduce the amount and occurrence of littering.	LCTogether, Beechwood and Balantyne Community Housing Association, elected Members and Wardens service	Focus changed to engage more with mobilised groups that contact us rather than attempting to mobilise new groups. As such no numeric target this year.	April 11	Sun 9 <sup>th</sup> may, Oxtan Secret gardens.
<b>Monitor and respond appropriately to the levels of flytipping across the borough</b>	<b>Continue to develop and deliver the national "The Big Tidy Up Campaign" to Wirral residents</b>	Enhance community engagement with local environmental quality issues in order to reduce the amount and occurrence of littering.	<b>Technical Services</b> Keep Britain tidy Various community groups	Brand all relevant community tidy ups with the big tidy up branding.	Sep 10	A number of groups identified to work with.	Identify potential areas for 'Big Tidy Ups' in Summer 2010.	G
				Launch Merseyside Month of the Environment with a number of big tidy ups across the region.	March 11	All authorities signed up.	Photo call (FEB) with Mayors to launch.	G

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Continue to improve the overall cleanliness of public highways through the Environmental Streetscene Contract and Biffa "partnering" arrangement	Biffa Street cleansing Workstream plans.	To improve the standard of street cleansing throughout Wirral.	Biffa Waste Services Wirral Council WITS	Put the PDA's onto the entry crews.	1 <sup>st</sup> June 2010	While operational need to review so that "None completed" work remains on PDA	Completed. Review of software still required.	G
				Need to look at types of work on entry schedules and remove "passageways"	1 <sup>st</sup> June 2010	Work on target for completion by the end of May with new schedules to be built	New schedules completed .NFA	
				Roll PDA's out onto the rest of the street cleansing service.	1 <sup>st</sup> August 2010	Complete	NFA	G
				Increase resources to improve NI195 detritus scores	1 <sup>st</sup> June 2010	Crew in place and supervisors checking work	2x Mech Brush and 2x caged tipper employed until new Weekend program commenced 27.8.2010. NFA	G
				Improve monitoring to help drive improvement in standards	1 <sup>st</sup> June 2010	Supervisor in place	Complete	G
				Improve knowledge of standards as required by NI195	1 <sup>st</sup> May 2010	Complete	NFA	G
				Street Cleansing 'Resident Focus Group'	July 2010	Ongoing	Organise another Street Cleansing 'Resident Focus Group' for Spring 2011	G
				Commence 'Street Cleansing Forums ' with representative group of Biffa frontline operatives.	Feb 2011	Ongoing, 2 x forums held so far.	Arrange 3 <sup>rd</sup> forum to reflect on progress with NI195 results.	
	MIEP funding to set baseline data for Merseyside surveying of NI195	To enable all Merseyside LA's NI195 survey results to be compared in confidence. This will also enable the MCSGP to establish best practice re. street cleansing and possibly identify regional efficiencies.	All other Merseyside Local Authorities and Keep Britain Tidy	Work with ENCAMS to establish baseline data for all Merseyside local authorities.	Apr- 10	Funding successful (July 2009)	Initial research complete.	G
			Keep Britain Tidy	Establish baseline data for Wirral from Keep Britain Tidy surveys.		First tranche of Surveys completed throughout Merseyside.	Awaiting feedback from KBT following completion	G
Work with partners and statutory	Heightened Partnership working with Biffa	To ensure improved level street cleansing and Customer engagement throughout Wirral	Technical Services Biffa	To create a post (duel funded by Biffa and the council) to deal with Customer/crew engagement.	June 1 <sup>st</sup> 2010	Been through redeployment with no successful candidates	To advertise internally.	G

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			To create an action plan with Biffa for 2010/11 showing detailed actions	July 1 <sup>st</sup> 2010	Jim Smith has already embarked on said plan with Biffa in his current role.	To fill post	G
			Initial project to identify households with more than one residual bin.	Feb 2011	Primary research completed by FJF and Biffa crews together.	To assess identified householder's eligibility for 2 bins and relate that to them.	G
<b>Liveability Mapping exercise</b>	Improve cleansing standards borough wide in order to identify projects to tackle hot-spot areas for fly-tipping and graffiti.	LCTogether, Wardens Service and Wirral Partnership Homes (WPH) and BBCHA.	To ensure the collection of monthly data from as many land owning partners as possible	ongoing	WPH, BBCHA, Streetscene and Wardens engaging in project. As such a legitimate representative sample of Wirral data is being utilised.	Continue collecting data	G
			To produce sets of boroughwide maps showing liveability issues for all quarters	ongoing	Continue to produce maps.	Continue collecting data.	G
		LCTogether, Beechwood and Balantyne Community Housing Association, elected Members, Wardens service and Wirral Partnership Homes (WPH)	To produce a number of projects directed specifically at the identified 'hot-spot' areas	Sep 10	2 <sup>nd</sup> and 3 <sup>rd</sup> quarter (09/10) maps being analysed for hot spots.	Share data and develop projects.	G
		Together, Wardens Service, BBCHA and Wirral Partnership Homes (WPH)	To continue the above mapping/project process following each set of quarterly maps	Apr 11	ongoing	Continue collecting data	G
<b>Empty Property Strategy</b>	Increase the amount of empty properties brought back into use and to maintain empty properties to higher standards, in order to reduce the negative impact on environment quality at street and neighbourhood level.	<b>Regeneration</b> Planning / Planning Enforcement Building control Fire Brigade (Arson Reduction) Housing strategy Council tax  Cosmopolitan Housing Association	Continue Enforced sales pilot	on-going	one successful pilot case delivered Four properties selected for enforced sale this year	Work with District Environmental Health, Planning DC & Building Control with regards to identifying suitable cases for the pilot. Also work with the Legal Team with regards to putting the relevant cases together to deliver Enforced Sales as appropriate.	A

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			"HOUSED" Scheme – use of grant funding to refurbish long term vacant properties in sustainable streets and sell on open market with a 10% discount	on-going	3 phases of the HOUSED Scheme already successfully delivered. Refurbishment works completed for Phase 4 and currently marketing five of the 6 properties.	Refurbish HOUSED properties in Phase 5, Craven Street.	G
<b>Launch a smoking litter awareness campaign, targeting public houses, shops, offices and eateries.</b>	Improve cleansing standards borough wide in order to meet LAA NI195 targets by reducing presence of small accumulations of smoking related litter	<b>Technical Services</b> Tranmere Rovers	Discuss basics of SRL campaign with Tranmere Rovers regarding distribution of 'STUBBIS' prior to matches.	NA	Complete	NA	G
		<b>Technical Services</b> Tranmere Rovers, PR	Meet with Tranmere Rovers to discuss concept further and work out an action plan for the duration of the project.	June 10	Dates TBC	Confirm dates	G
			Order 'STUBBIS', following sign off of artwork from both PR and Tranmere Rovers	Oct-09	Received	Complete	G
		<b>Technical Services</b> Tranmere Rovers	Distribute 'STUBBIS' prior to a number of home games throughout the 10/11 Season	Apr-11 (delayed due to public consultation project)	Stubbis and trailer artwork received	Confirm dates and mobilise team for PR event.	G
		<b>Technical Services</b> Tranmere Rovers	Measure impact of campaign	Apr-11	none	Prepare lessons learned report for future jobs	A
<b>Develop Key Stage 2 education pack tackling the issue of litter</b>	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing the number of recurring enviro-crime offences	<b>Technical Services</b> Children and Young People's department, PR and Graphics.	Develop education support pack to accompany existing DVD	Jan-11	Not completed – no budget due to additional garden waste leafleting	Engage education Officer with project.	A
			Re-produce pack and circulate to all schools. Develop web based activities	Jan-11	Not completed – no budget due to additional garden waste leafleting	Engage education Officer with project.	A
		Children and Young People's department	Evaluate use of pack	June 11	Not completed – no budget due to additional garden waste leafleting	Await roll out of project.	A
<b>Dog Fouling initiatives</b>	Reduce the occurrence of dog fouling across the borough in order to improve	Keep Britain Tidy	Dedicated fouling wardens enforcement team co-ordinated through Community Patrol.	Sep 10		NA	G

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	cleanliness standards and public satisfaction.	Regeneration, Animal Control and welfare, Community Safety – Community Patrol Officers, Anti Social behaviour Team, Youth Offending Team	Increased officer presence programmed for scheduled early mornings and Evenings.	Apr 11		NA	G
		Community Safety –Dog Fouling wardens (Future Jobs Fund)	Attendance at community events to increase public awareness.	Nov 2010	Official partner with KBT's national campaign due to launch on the 20/9/10	Roll out campaign.	G
<b>Improve partnership working with other statutory landowners with regards to environmental quality issues, specifically in SOA areas.</b>	Improve cleansing standards borough wide in order to LAA NI195 targets by reducing the number of recurring enviro-crime offences, paying particular attention to land adjoining adopted highway.	Other Merseyside Districts via Merseyside Cleaner Greener Safer Network	Review second LEQ survey in SOA areas in order to highlight and quantify environmental issues, as well as identifying types of land where problems occur.	May 09	March 09 survey deemed not statistically viable so Encams commissioned to do full survey (Sept 09)	complete	G
			Develop further the existing regional network of partners in the Merseyside cleaner safer greener partnership. This include RSLs and Statutory Undertakers such as Mersey Travel and Utility Companies	Aug 09	Meeting set up with Merseyrail to discuss cleansing standards outside stations (OCT 09)	Develop relationship with Mersey Travel via MCSG	G
			Identify opportunities for partnership working in 10/11	Apr 11	First meeting w/ highways agency took place in May – second to follow Oct 09	Re-establish meetings following breakdown of initial meetings.	G
					Meeting held with Keep Britain Tidy, Highways Agency, other Merseyside Authorities and Mersey Travel regarding upcoming Merseyside Month of Environment Initiative (Aug 10)	Identify projects and launch Initiative merseywide.	G
			Re-establish meetings following breakdown of initial meetings.	June 2010	First meeting w/ highways agency took place in May – second to follow Oct 09	Arrange new meeting and share cleansing schedules	G

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<b>Develop new and enhanced graffiti removal service</b>	Improve NI195 scores by reducing levels of graffiti within the borough through programmed removal of offensive and non-offensive graffiti.	WMBC ASB Team, Together, Probation Service, Youth Offending Service, Newly developed community action groups	Establish information flow for graffiti removal requests, and data capture	July 09	Complete	NA	G
		WMBC ASB Team, Together, Wardens Service	Secure co-operation from partners to gather intelligence re graffiti occurrences	July 09	Info from Parks and Open Spaces now being received increased level of partner engagement in Graffiti steering group.	Now being received	G
		WMBC ASB Team, Together and Procurement	Measure Impact of graffiti removal service	July 09	Ongoing – NI195 suggest steady improvements (4% against a target of 6% lower is better)	Continue to compare NI195 scoring and ENCAMS LEQ surveying in November	G
			Promotion of new service / policy to public	May 09	Completed launch	Arrange further public roadshows to promote service, possibly alongside ASB Team	G
			Increase external funding for service from Utility companies and RSLs	2009/10	complete	Na	G
			Procure a 3 year contract	Sep 10	Will be officially awarded by the 10 <sup>th</sup> of September 2010	Compare other procurement exercises across the UK	G
				Ongoing	Contract commenced on 1/10/11	Continue to monitor performance.	