

## Appendix 1

### Wirral Plan Environment Theme 2019-20 Quarter 1 Reports

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## Leisure and cultural opportunities for all

### Overview from Lead Cabinet Member

Leisure Strategy:

170 events were held in Wirral's Parks, Beaches and Open Spaces in Q1 2019-20, which is 42 more than during the same quarter last year.

The Macmillan project is now in its final year of funding which ends April 2020 and is currently exceeding expectations. Within its first year, the project was targeted to support 250 people affected by cancer on the Wirral but has in fact managed to support over 700 and achieved its 2-year target within 8 months. The project has now been implemented and has gone live with the volunteer pathway with people being recruited as a volunteers on a monthly basis to support delivery. The project has been shortlisted for a National Macmillan Excellence award and is awaiting the draft report from an evaluation for year . Discussions are also underway with the local Clinical Commissioning Group. All these elements will hopefully secure sustainability and further funding of the project. The sustainability is yet unknown but talks within the steering group are underway.

Work on the Leasowe Leisure Centre 3G pitches is due to commence July 29th and work is taking place to procure a development partner through the Denbighshire framework; we seek to trial this at the Tennis Centre. Dependent on this, the plan is to roll out further projects in 2019 including reception areas at West Kirby & Guinea Gap Leisure Centres, a wet change area and reception upgrades at The Oval, a soft play centre (venue TBC) and Adult Day services co-location at Leasowe.

Culture Strategy:

Substantial progress has been made against all culture strategy priorities during the first quarter of 2019, as the Borough of Culture programme has gotten underway with a series of incredible public events and already proving to be a catalyst for development in the cultural sector.

Our events so far this year have engaged over 100,000 people, with events including Animated Square, The Witching Hour and the OVO Energy Tour Series; satisfaction levels are showing an increase from last year's Imagine Wirral programme. These events have reached many more people through social media, with the following and engagement for our cultural programme continuing to grow. We've also attracted significant positive media coverage around all Borough of Culture events so far this year.

Over £140k has been secured through grant, sponsorship and commercial opportunities to support the delivery of our Borough of Culture programme. A funding strategy is being developed for culture, visitor economy and heritage which will recognise all potential sources of income at regional, national and international level.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Increase the number of people who regularly use the boroughs parks and open spaces	Annual Higher is better	67% (Oct 2015)		66% (2018-19)						n/a	The percentage of Wirral Residents who say they use the boroughs parks and green spaces at least once a month decreased slightly from 67% reported in the previous survey in 2016 but not enough to be deemed as statistically significant.
Increase the number of events in Wirral's parks, beaches and open spaces	Quarterly Higher is better	300 (2014-15)		378 (Q4 2018-19)	170 (Q1 2019-20)					Better	170 events were held in Wirral's Parks, Beaches and Open Spaces in Q1 2019-20, which is 42 more than during the same quarter last year.
Percentage of physically active adults	Annual Higher is better	(2014-15)	England: 66.0% (2016-17) North West: 65.1% (2016-17)	67.5% (2016-17)						n/a	This indicator has replaced "Adult (14+) Participation in sport (at least once per week)". A new indicator was required as the source data for the superseded physical activity indicators has been discontinued. The data provider, Sport England, has replaced the Active People Survey with Active Lives. The new survey provides the same indicators but the methodology has changed, both in terms of questions and the mode of completion (telephone to online/postal version).

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Increase the number of national quality awards for Wirral's parks, coastal sites and open spaces: Green Flags	Annual Higher is better	22 (2015-16)		32 (2018-19)						n/a	Wirral has now received 32 national quality awards, 3 more than the start of the year and 10 more than the start of the plan. These include 27 Green Flag Awards, Country Park Accreditation for Wirral Country Park, 2 Charters for the Bereaved – Silver Award for Burials, Gold Award for Cremations at Landican and the APSE (Association of Public Sector Excellence) Best Service Team for Cemeteries and Crematorium, and a Best Performer Award for Parks, Open Spaces and Horticulture at the 2018 National APSE Awards.
Utilisation of outdoor space for exercise / health reasons	Annual Higher is better	20.7% (2013-14)	England: 17.9% (Mar 15-Feb 16) North West: 17.5% (Mar 15-Feb 16)	23.4% (Mar 15-Feb 16)						n/a	Utilisation of outdoor space for exercise / health reasons continues to improve on the baseline figure from the start of the plan and is also performing considerably better than North West and nationally despite decreasing since the previous period.  It's worth noting that there is a time lag for this data which comes from the Public Health Outcomes Framework. The data released in quarter 1 was for March 2015 to February 2016. Also, the data comes from a relatively small sample size (less than 100) which may not give an accurate representation of overall activity in Wirral. This measure should therefore be viewed alongside other data for an overall picture of progress.
Increase the number of residents who say they regularly volunteer / support community groups in Wirral	Annual Higher is better	26% (Oct 2015)		24% (Dec 2017)						n/a	The percentage of Wirral Residents who say they volunteer at least once a month has decreased from 26% reported in the previous survey in 2016. The volunteering includes having given unpaid help either by taking part in or supporting any group, club or organisation (e.g. helping to run an activity/event, coaching, counselling, raising money, admin help).

## Wirral residents live healthier lives

### Overview from Lead Cabinet Member

We're very pleased to report that smoking prevalence in adults in Wirral has improved considerably according to the latest figures released by the public health outcomes framework. Now only 12% of adults in Wirral smoke, a reduction from 15.9% from last year and from 17.2% at the start of the plan. The improvement in Wirral from 2017 to 2018 is better than both the North West and National benchmarks and smoking prevalence in Wirral (12%) is now lower (better) than both the North West (14.7%) and England (14.4%) averages.

Focus on reducing smoking in pregnancy continues. Wirral Smoking in Pregnancy pathway is being reviewed and the Cheshire and Merseyside steering group will reconvene in September 2019.

Wirral University Teaching Hospital Maternity team and Maternity Voices Partnership service user group are leading on gaining insight with pregnant women at a local level and Wirral University Teaching Hospital (WUTH) are being supported to implement a smoke free policy and offering in-patients support to quit.

Excess weight in adults has improved to 62.5% in 2017-18 from 63.3% in 2016-17 and from 66.2% at the start of the plan (66.2%) The North West (64.3%) and National (62%) benchmarks both increased from last year. 87 more people were helped to lose weight in 2018-19 (2,044) than in 2017-18 (1,971). The latest Q1 figures don't include July but we're on track to show another increase in Q1 from the previous year.

The Making Every Contact Count programme is being re-framed locally to align it with the Healthy Wirral programme and the approach we are taking to promoting person-centred care. There's also work ongoing around mapping training that's available locally and this work will be linked to the Cheshire & Merseyside Health Care Partnership, Making Every Contact Count programme.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Admission episodes for alcohol related conditions	Annual Lower is better	853.0 (2013-14)	England: 632.0 (2017-18) North West: 700.0 (2017-18)	859.0 (2017-18)						n/a	There is a 12 month time lag on validated data being released. This data from the Public Health Outcomes Framework relates to 2017-18.  Performance has improved year on year since 2015-16 (901). Wirral's Alcohol Strategy sets out an action plan for continuing to reduce alcohol consumption to improve public health outcomes.
Smoking prevalence in adults (age 18 and over) in Wirral	Annual Lower is better	17.2% (2014)	England: 14.4% (2018) North West: 14.7% (2018)	15.9% (2017)					12.0% (2018)	Better	Smoking prevalence in adults improved to 12% in 2018, reducing from 15.9% in 2017 and from 17.2% at the start of the plan. The improvement in Wirral from 2017 to 2018 is better than both the North West and National benchmarks and smoking prevalence in Wirral (12%) is now lower (better) than both across the North West (14.7%) and England (14.4%).
Excess weight in adults	Annual Lower is better	66.2% (2012-14)	England: 62.0% (2017-18) North West: 64.3% (2017-18)	63.3% (2016-17)					62.5% (2017-18)	Better	Excess weight in adults has improved to 62.5% in 2017-18 from 63.3% in 2016-17. The latest figure are reducing (improving) despite the North West (64.3%) and National (62%) benchmarks both increasing (worsening).
Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Smoking status at time of delivery	Annual Lower is better	13.9% (2014-15)	England: 10.8% (2017-18) North of England: 13.4% (2017-18)	13.5% (2017-18)						n/a	Smoking at time of delivery has worsened from 12% in 2016-17 to 13.5% in 2017-18 and is higher than the Northwest and National Average.  Addressing smoking in pregnancy has been a priority recently in the Tobacco Strategy. ABL stationed an adviser at Wirral University Teaching Hospital to increase engagement with pregnant women and midwifery team and address the high attrition rate from the number of referrals to the number of women engaged with the stop smoking service. Public Health also led a Pregnancy workshop to bring together partners across Cheshire & Merseyside and as a result Wirral has an established Smoking in Pregnancy working group (which includes Clinical Commissioning Group, both maternity providers and ABL) that have developed a delivery action plan.
Number of smokers helped to stop smoking	Quarterly Higher is better	(n/a)		3,009 (2018-19)						n/a	Our commissioned service helped 54 less people engage in the process of stopping smoking in 2018-19 (3009) when compared to same period last year (3063). There is a 6 week follow up period which delays the provision of this data therefore the data is reported a quarter behind.
Number of smokers still quit at 4 weeks	Quarterly Higher is better	(n/a)		1,523 (2018-19)						n/a	21 more people have continued to stop smoking 4 weeks after deciding to quit in 2018-19 (1523) when compared to the same period last year (1502). There is a 6 week follow up period which delays the provision of this data therefore the data is reported a quarter behind.
Number of pregnant women helped to stop smoking	Quarterly Higher is better	(n/a)		53 (2018-19)						n/a	53 pregnant women were helped to stop smoking by the end of 2018-19. This is 3 more than the 53 helped in the same period last year. There is a week follow up period which delays the provision of this data therefore the data is reported a quarter behind.
Number of people helped to lose weight	Quarterly Higher is better	(n/a)		2,044 (2018-19)	419 (Q1 2019-20)					Worse	185 less people were helped to lose weight by Q1 2019-20 (419) compared to 604 helped in the same period last year. An increase in the number of people eating healthily in Wirral should reduce the prevalence of excess weight and obesity which is a key contributor to premature mortality and avoidable ill health.
Successful completion of drug treatment - opiate users	Quarterly Higher is better	(n/a)	England: 6.1% (Feb 18 - Jan 19)	5.7% (Apr 18 - Mar 19)						n/a	5.7% of opiate users successfully completed their drug treatment from April 2018 to March 2019 compared with 6.1% from February 2018 to January 2019 and 7.5% during the same period last year.  Wirral was slightly worse than the National Average (6.0%).
Successful completion of drug treatment - non-opiate users	Quarterly Higher is better	(n/a)	England: 37.8% (Feb 18 Jan 19)	58.4% (Apr 18 - Mar 19)						n/a	58-4% of non-opiate users successfully completed their drug treatment from April 2018-March 2019, an increase from both 57.6% from February 2018 to January 2019 and 54.4% from the same period last year.  Wirral is performing much better than the National average (37.7%).
Successful completion of alcohol treatment	Quarterly Higher is better	(n/a)	England: 38.9% (Feb 18 Jan 19)	39.1% (Apr 18 - Mar 19)						n/a	39.1% of people successfully completed their alcohol treatment from April 2018 to March 2019. This is slightly less than 39.2% from February 2018 to January 2019 and also less than 43.2% from the same period last year.  Wirral is performing better than the National average (38.9%).

## Community services are joined up and accessible

### Overview from Lead Cabinet Member

Wirral Together continues to progress with the development of the priority deals for health and wellbeing, environment, economy and children and families.

This quarter's successes include:

- Increased funding coming into the borough to help organisations to develop. Sixty groups have taken advantage of networks and training this quarter.
- With support from University of Chester, Community Action Wirral have engaged with local community organisations who support black and minority ethnic communities to develop a knowledge base to further understand the profile and scope of their organisations.
- Community Action Wirral have supported the following partners and organisations to encourage their staff to volunteer within the local community: Wirral Council, DWP, Wirral Chamber of Commerce, Wirral Metropolitan College, Unilever, Heap & Partners, Hi Impact Media and Magenta Living.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Increase the number of residents who say they regularly volunteer / support community groups in Wirral	Annual Higher is better	26% (Nov 2015)		24% (Dec 2017)						n/a	The percentage of Wirral Residents who say they volunteer at least once a month has decreased from 26% reported in the previous survey in 2016. The volunteering includes having given unpaid help either by taking part in or supporting any group, club or organisation (e.g. helping to run an activity/event, coaching, counselling, raising money, admin help).

## Good quality housing that meets the needs of residents

### Overview from Lead Cabinet Member

Progress has been made regarding key priorities during quarter one of 2019/20 and the detailed actions which support them. An overview is provided below:

Building more homes in Wirral to meet our economic growth ambitions

- Quarter 1 saw the completion of 69 affordable homes, bringing the cumulative total to 439 (which include 247 Help to Buy units).
- Work is ongoing to progress the grant funding agreement with Homes England and Peel Holdings which will enable some 1,000 new homes to be built on a brownfield site (first phase of residential development at Wirral Waters)

Improving the quality of Wirral's housing offer for our residents

- Quarter 1 the Warmer Wirral referral network generated 541 referrals to the Local Energy Advice Programme, resulting in 366 home visits that provided energy efficiency and fuel poverty related advice, leading to over £127,000 worth of energy bill savings so far.
- New enforcement powers (civil penalties and Rent Repayment Orders). Wirral's Housing Enforcement Strategy Statement has been revised to include all new powers and policies if approved at Cabinet on 22nd July 2019, the powers will be rolled out where appropriate.

Meeting the needs of our most vulnerable people to enable them to live independently

- A procurement exercise to select a consultant to carry out the Homelessness Review has taken place. Consultants should be appointed in July 2019, with the review completing in late autumn and a finalised Homeless Strategy in place for March 2020.
- The Council has participated in the identification of suitable clients to implement the Housing First model and the initial Test and Learn phase is due to commence in July.
- A draft action plan has been developed to respond to the Liverpool City Region Asylum Seeker and Refugee action plan, the Controlling Migration Fund outcomes and local priorities in Wirral. Meetings to review existing services are taking place, which will allow the identification of any gaps in services to inform the commissioning brief.
- The action to work with Registered Providers and private companies to deliver 300 additional extra care homes by 2020 remains as amber. Whilst the target of 300 will be surpassed with more than this figure being delivered, timescales will not be met due to the impact of the government delay in making their decision regarding funding of supported housing until August 2018.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
3,500 new homes will be built by 2020	Annual Higher is better	(n/a)		2,550 (Feb 2019)						n/a	The cumulative figure for 2018/19 is now reported as 2,550 as it has been finalised and submitted to Government. This indicator is an annual target and the provisional figure for 2019/20 will be reported in Q4. The number of affordable homes completed in Q1 was 69.
Improve 2,250 private sector properties	Annual Higher is better	(n/a)		2,220 (2016-19)						n/a	Work is ongoing across a number of housing standards schemes which contribute towards this target. This is an annual target which will report at year end but the target is likely to be exceeded.
Bring 1,250 empty properties back into use	Quarterly Higher is better	(n/a)		1,252 (Dec 2015-Mar 2019)	Green Actual: 1,249 Target: 1,186					Better	Achieved 84 units in Q1 which exceeds the target. Cumulative total within 1 unit of achieving overall 5 year target. This should be met in Q2.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Complete compliance inspections for all homes requiring a licence	Annual Higher is better	(n/a)		1,009 (2015-19)						n/a	Compliance checks are ongoing for properties subject to a Selective Licence or HMO licence. This is an annual target which will be formally reported at year end
An increase in the percentage of people over 50 living in appropriate housing, that meets their needs	Annual Higher is better	52.3% (Oct 2015)		52.3% (Oct 2018)						n/a	Data to be available October 2019
Number of home adaptations completed	Quarterly Higher is better	2,257 (2014-15)		2,732 (Apr 2018 - Mar 2019)	Blue Actual: 702 Target: 638					Better	Achieved 702 for Q1 which is above the target for the quarter of 638
Reduce homelessness through prevention	Quarterly Higher is better	707 (2014-15)		1,154 (Apr 2018 - Mar 2019)	328 (Q1 2019-20)					Better	no target set for 2019/20

## Wirral's neighbourhoods are safe

### Overview from Lead Cabinet Member

As we move into the final year of the Wirral Plan it is encouraging that reports of Anti-Social Behaviour (ASB) continue to fall. This endorses the 'Safer Wirral Hub' approach which serves to coordinate and focus those organisations that have an influence upon crime levels, along with the traditional statutory agencies and more importantly the communities themselves. Reports of crime also continue to fall, however crime reporting standards are updated annually and this must be considered when comparing data. Most types of crime have seen a reduction this quarter, including all types of acquisitive crime (theft), criminal damage and violence that causes an injury. Links and information sharing between the Wirral Ways to Recovery (WWiR) teams and Children and Young People (CYP) dept continue to strengthen. WWiR have maintained a significant increase in the successful engagement rate for offenders leaving custody, via initiatives such as increasing the numbers of Alcohol Treatment Requirements and Drug Rehabilitation Requirements given to local offenders.

Wirral continues to adapt to the new challenges such as cyber-crime and modern slavery. As a partnership we are delivering programmes in secondary schools to raise awareness of Cyber Safety. This quarter, 5 schools are undertaking the programme and 3 more will join the project in September. To help protect the elderly and vulnerable groups in our community against fraud whether on-line, via bank or the doorstep, our Local Policing Team and 'Home Instead' a local home care provider, are giving talks at community centres across Wirral. The first of these talks took place in June.

Modern Slavery Training has been provided by Merseyside Police and partners to over 100 trainees in Wirral, targeted those agencies dealing with vulnerable service users. Arson is a complex and serious crime and frequently results in loss of life, serious injuries, financial loss and environmental damage. Merseyside Fire & Rescue Service will deliver 1 Wirral Together Arson Awareness Day per month across Wirral. 3 have been delivered this quarter in Moreton, Liscard and Royden Park. We see our monthly campaigns as an excellent opportunity to promote multi-agency action in key demand wards in order to engage communities and tackle deliberate fire setting / serious and organised crime.

Finally we continue to raise awareness of and tackle Hate Crime wherever it occurs and I was particularly proud to attend a Remembering Srebrenica event which was organised by the Safer Wirral Service. This annual event brought together members from different faiths and backgrounds and demonstrated the fantastic work taking place to eradicate Hate Crime wherever it occurs.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Reports of anti-social behaviour (ASB) to Merseyside Police	Quarterly Lower is better	11,837 (2014-15)		6,029 (2018-19)	1,409 (2019-20 Q1)					Better	Reported ASB has fallen by 512 (26.7%) compared to the same period last year when 1,921 reports were made. 44.4% of ASB was in Birkenhead ward. However, the biggest reduction was in Birkenhead, with a reduction of 291 (31.7%).  We expect to see an increase next quarter in line with seasonal trends.
Proportion of residents who state they feel safe when outside in their local area (daytime)	Annual Higher is better	88% (Oct 2015)		90% (2017)						n/a	Date of next survey to be announced
Proportion of residents who state they feel safe when outside in their local area (After Dark)	Annual Higher is better	55% (Oct 2015)		51% (2017)						n/a	Date of next survey to be announced
Number of crimes recorded by the police	Quarterly Lower is better	19,061 (2014-15)	Ranking within 15 Most Similar Community Safety Partnership Groups: 4 (Mar 2018-Feb 2019)	25,510 (2018-19)	6,064 (2019-20 Q1)					Better	Recorded crime fell by 645 crimes (9.6%) compared to the same period last year.
Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
First-time entrants to the youth justice system (10-17 year olds, as a rate per 100,000 of the local general population)	Quarterly Lower is better	380 (Apr 2014 - Mar 2015)	Merseyside YOT (Police Crime Commissioner area): 324 (Apr 2017-Mar 2018)	254 (Jan - Dec 2018)						n/a	Data available Q2
Violence that causes an injury to an individual victim (not including homicide) recorded by the Police	Quarterly Lower is better	1,982 (2014-15)	Ranking within 15 Most Similar Community Safety Partnership Groups: 4 (Nov 2017-Oct 2018)	2,825 (2018-19)	722 (2019-20 Q1)					Better	Violence that causes an injury fell by 24 crimes (3.2%) compared to the same period last year.
Percentage of Youth Re-Offending (age 10-17 years)	Quarterly Lower is better	51.4% (Jul 2012-Jun 2013)	England: 41.6% (Oct 2015- Sep 2016) Merseyside YOT (Police Crime Commissioner area): 46.2% (Oct 2015- Sep 2016)	40.5% (Jul 2016 - Jun 2017)						n/a	Data available Q2

## Attractive local environment for Wirral residents

### Overview from Lead Cabinet Member

During this first quarter we have set out plans for delivering the actions within our delivery plan for 2019/20. We are now in the final year delivery of the Wirral Plan and Attractive Local Environment Pledge, therefore it's important that we see signs of behaviour change in terms of the way residents act within their local environment and people taking more responsibility.

We want to push further on our initiatives to get people involved and active in their neighbourhood, building on 'Love Where You Live' support to volunteers campaign. We have received very positive feedback and want to provide this opportunity to as many people as possible across Wirral.

During this year we will focus on:

- Working with Community Action Wirral in delivering Love Where You Live training. The next forum is planned for September.
- Delivering an education campaign to encourage support for good dog ownership. Expanding the Tikspac boards, we will develop education campaigns. A delivery plan is due to start in Q2.
- Developing the "Wirral Together for the Environment" deal, utilise the City region's Year of Environment to engage people and raise the profile of environmental issues.
- The Neat Streets programme. The programme started in May and so far, we have removed 270 abandoned bins, removed 22 tonnes of weeds and removed 81 tonnes of litter and fly-tipping.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti. (Main Gateways and Retail Areas)	Quarterly Higher is better	97.5% (2014-15)		98.4% (2018-19)	Blue Actual: 98.8% Target: 93.5% (2019-20 Q1)					Better	Street cleansing performance remains strong along the borough's gateways and district centres. The borough was also well presented for the Borough of Culture events that took place in the first quarter.
Achieve 50% kerbside recycling of domestic waste by 2020.	Quarterly Higher is better	36.30% (2014-15)		32.50% (2018-19 YE)						n/a	Q1 data available in Q2.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2018-19	2019-20 Q1	2019-20 Q2	2019-20 Q3	2019-20 Q4	Year End 2019-20	Trend (See Key)	Comment
Reduce the overall collected general waste (non-recycling) per household	Quarterly Lower is better	502.15 (2014-15)		538.33 (YE 2018-19)						n/a	Year end 2018/19 – reported at end of Q1 the following financial year.  Total collected general waste decreased by 7.6kg per household, which is moving in the right direction. Could be due to increased publicity regarding waste free shopping and single use plastics and packaging.
Increase level of school recycling	Annual Higher is better	35.00% (2014-15)		49.00% (2018-19)						n/a	Data available mid-month after quarter end.
Increase the number of garden waste subscribers	Quarterly Higher is better	(n/a)		39,966 (2018-19)	34,523 (Apr-June 2019)					Worse	The number of subscribers this quarter has fallen by 2,120 compared with Q1 last year. Almost 5,000 less households renewed their subscription in April compared to the year before. We are reviewing the communication plan to promote the service again in the coming months and also looking to develop additional garden centre partners.
Using targeted communications, increase kerbside (green and grey bin) recycling rate for the ten lowest performing rounds to at least 25%	Quarterly Higher is better	(n/a)		21.36% (2018-19)						n/a	Data available mid-month after quarter end.

### Report Key

Trend - Performance is shown as Better, Same or Worse compared with the last reporting period except for: Increase the number of events in Wirral's parks, beaches and open spaces, Number of smokers helped to stop smoking, Number of smokers still quit at 4 weeks, Number of pregnant women helped to stop smoking, Number of people helped to lose weight, Bring 1,250 empty properties brought back into use, Reduce homelessness through prevention, Reports of ASB to Merseyside Police, Number of crimes recorded by the police, Violence that causes an injury to an individual victim (not including homicide) recorded by the Police, Kerbside Recycling, Household Waste and Garden Waste and recycling lowest performing rounds, which are compared with same period the previous year.

Target - Where targets apply, these are shown as either Blue, Green, Amber, Red based on the agreed tolerance range for individual measures.

Action - These are shown as either:

- Green (on track to deliver on time)
- Amber (off track but action being taken to deliver on time)
- Red (off track and won't deliver on time)