



Environment Overview and Scrutiny Committee

Date: Thursday, 30 November 2017

Time: 6.00 pm

Venue: Committee Room 1 - Wallasey Town Hall

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SUPPLEMENTARY AGENDA

7. **APPENDIX 1 - PERFORMANCE MONITORING REPORT QUARTER 2 2017/2018 (Pages 1 - 10)**

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Appendix 1

Wirral Plan Environment Theme

2017-18 Quarter 2 Reports

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Leisure and cultural opportunities for all

Overview from Lead Cabinet Member

Leisure Strategy

A large focus has been on organising the World Urban Parks European Congress as it draws near. With delegates due from across the world the event is a fantastic opportunity to showcase Wirral's parks and open spaces as well as the partnerships we have in place between our local communities and parks professionals. Birkenhead Park is expected to be awarded the first Large Parks Award at Gold standard from World Urban Parks and congress will create a statement of support of Birkenhead being put forward to be included on the tentative list for World Heritage Status.

There were 184 events held in Wirral's parks, beaches and open spaces in quarter 2 which is a significant increase on the 137 for the same period last year. We continue to work with Wirral's parks, coast and countryside to promote events and activities in Wirral's open spaces. Marketing activity is expected to increase as more resources are available again following the World Urban Parks Congress.

Two of six targeted commercial projects have been held for this year, both at Fort Perch Rock car park, however a circus project at Birkenhead Park did not come to fruition. Another two Café and concession project procurement exercises are scheduled for quarter 3 in Wirral Country Park and Eastham Country Park and a Friend's Group are developing a mock Green Flag Assessment to identify areas to bring Arrowe Park to Green Flag standard with a view to gaining the accreditation in the near future.

Developing health links between primary care and the network has evolved into two separate work streams which will continue to develop from quarter three onwards:

- The Leisure Services funding application to pilot Lifestyle Holistic Needs Assessments for cancer patients, a project which will offer cancer patients the opportunity to identify current unmet needs through holistic needs assessments and care plans.
- And a pilot of a primary care referral model for physical activity.

The review of Wirral's Leisure services is ongoing but has fallen behind schedule. An update report is due to go to cabinet in November which will summarise feedback received from a number of stakeholder engagement exercises and workshops. The top three things valued by members of the public, in priority order, are:

- That it's open and accessible to all as a community asset
- That it's affordable to use
- That the services on offer are of good quality

The report suggests that whilst there are savings within the single model approach, it does not address all the concerns and needs of community based service provision. Therefore further consideration will be given to alternative models of delivery that address these needs and ensure services delivered are cost effective and high value.

Culture Strategy

It's been another busy quarter for the Culture Strategy. In September, we hosted cultural tours of the Wirral for both Liverpool City Region, Steve Rotherham and the Director North of the Arts Council, Jane Beardsworth. This enabled us to showcase what the Wirral Cultural Partnership and our creative communities are doing across the borough and begin to work much more closely with them in the future looking at how we can access new funding streams to bring additional income to Wirral to support more cultural activity.

We have also been developing our relationships with Culture Liverpool to develop some key events for 2018 and I look forward to sharing more detail with you around these in the coming months. It has also been a really busy season for our creatives and partners who have put on some fantastic events such as Mencap's One Wirral Festival, Be in Birkenhead Festival and the Love New Brighton Parade which gets bigger each year. Over the next quarter we will be holding the second River of Light Festival with Wirral activity centred in New Brighton.

Work around developing a Cultural Ambassadors Programme for Wirral is still in its early stages but we will be holding further discussions with partners over the next month to look at how we can progress this over the next year.

Through Wirral View and Wirral's Chamber of Commerce we are helping to promote an extensive programme of craft fairs, exhibitions, plays and pantomimes that have been planned over the next quarter.

Next year will be an exciting year for Wirral as we look to celebrate a Year for Culture and Creativity in Wirral which will help boost the profile of both major and community events, helping to improve access to culture for all our residents and attract more visitors to our borough. We are also working closely with our creatives at how we can use some of Wirral's empty spaces for new and exciting uses.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend (See Key)	Comment
Increase the number of people who regularly use the boroughs parks and open spaces	Annual Higher is better	67% 2015-16						n/a	This data will be reported later in 2017/18.
Increase the number of events in Wirral's parks, beaches and open spaces	Quarterly Higher is better	300 Q4 2015		332	103	287		Better	There were 184 events in Q2 (July- Sep 2017) held in Wirral's parks, beaches and open spaces which is a significant increase on the 137 for the same period last year. Having already hosted 287 events in total this year we're on track to achieve a substantially higher number of events than were held last year.
Adult (14+) Participation in sport (at least once per week)	Annual Higher is better	38.2% 2014-15	England: 36.9% (2015-16) North West: 36.3% (2015-16)	39.2%				n/a	Our Year End 2016-17 figure has been updated after Sport England updated thier value from the Active People Survey with a more up to date figure relating to the financial year 2015-16. Whilst it is based on a small sample of 500 people and there is a time lag on the release of the data it's encouraging that adult participation in sport has increased from the start of the Wirral Plan and is also higher than participation nationally and across the North West region.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend	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		24			29	Better	We're delighted to announce that Wallasey Beach has recently been awarded a Blue Flag, the Breck in Wallasey Village was awarded a Green Flag and Wirral Country Park has gained the Natural England Country Park Accreditation. The hard work of our individuals has also been rewarded by winning the Green Flag Employee of the Year and Wirral Met College Apprentice of the Year.
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)	26.5%			23.4%	Worse	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% 2015-16						n/a	This data will be reported later in 2017/18.

Wirral residents live healthier lives

Overview from Lead Cabinet Member

Action to tackle Tobacco Abuse:

Following Wirral's improvement in the smoking prevalence in adults, reported by the Public Health Outcomes Framework Annual Survey last quarter, our Stop Smoking Service continues to report higher footfall and a higher number of quitters than the same period last year. The service currently has a 47% success rate.

Smoking at Time of Delivery is a current priority. A Cheshire and Merseyside review is taking place to identify challenges and recommend improvements to performance. Also Public Health is working with Cheshire, Wirral Partnership and Wirral University Hospital towards a Smokefree healthcare system.

Action for Alcohol Abuse:

The Alcohol Strategy Group have identified difficulties in information sharing between some key services a Frequent Attenders Group has re-launched at Wirral University Teaching Hospital to focus resources on people that re-present to A&E often with alcohol related conditions. Infographics and e-media messages have been produced and the communications team are focusing on increasing hospital staff's effectiveness in preventing ill health from alcohol (and tobacco) use.

The "Drink Less, Enjoy More" campaign launches on 6th October. Focusing on 20 establishments with the most alcohol related incidents, the campaign will raise awareness that it against the law to sell alcohol to someone that is problematically drunk.

65 businesses are signed up to the Reduce the Strength Project which has successfully removed high strength lager and cider from sale in all retail outlets in Birkenhead Town Centre. 1,292 people accessed alcohol treatment between July 2016 and June 2017 of which 43% successfully completed their programme. The service is working with GP practices to increase referrals.

Increase the number of people with a healthy weight in the borough:

The two weaning projects launched last quarter are being developed further after being positively evaluated. Work is being done to raise awareness of the Healthy Start Vitamins initiative after a relatively low take up. A weight management offer for pregnant women has been launched and community based weight management sessions offer support to the wider community.

Support people to take more control of their health and wellbeing:

Nearly 25,000 people have received information and advice from the Ask Us Wirral service since it was launched on 3rd April. A large number of people reach the service online and over 30 locations now offer advice appointments.

The ConnectUs programme knocked on 6,221 doors this quarter leading to (amongst other things) 4,999 people assisted by the Council and 368 people registered on the programme. 94 individuals have engaged with Move On Up against a target for the year of 93. 80% reporting an improvement in their wellbeing as a result.

During the past 12 months approximately 3,000 people have had their blood pressure tested over and above the tests carried out as part of a clinical practice with 19% requiring a non-urgent GP referral and 2% (approximately 60 people) requiring an urgent referral. The vast majority of those needed an urgent referral were unaware their blood pressure was high.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend (See Key)	Comment
Admission episodes for alcohol related conditions	Annual Lower is better	853.0 2013-14	England: 647.0 (2015-16) North West: 737.0 (2015-16)	819.0			901.0	Worse	There is a 12 month time lag on validated data being released. This data from the Public Health Outcomes Framework relates to 2015-16. Performance has declined from the previous reporting period (2014-15) however Wirral's Alcohol Strategy sets out an action plan for reducing 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: 15.5% (2016) North West: 16.8% (2016)	18.9%			15.7%	Better	We're delighted to report that smoking prevalence has reduced from 18.9% 2015 to 15.7% in the latest (2016) Public Health Outcomes Framework Annual Population Survey. Smoking prevalence across Wirral has improved significantly more than the North West average and has seen more than double the improvement than the national average for the same period. This is an average for the borough, we still have areas of the borough with smoking rates above 30%, it is these areas that activity will focus on. There is a time lag on this data and the latest data available is for 2016. The Smoke Free Wirral Strategy sets out an action plan for the borough to tackle smoking prevalence and the local provider for stop smoking services has been working with GPs and practice nurses to improve referral pathways for their services.
Excess weight in adults	Annual Lower is better	66.2% 2012-14	England: 64.8% (2013-15) North West: 66.6% (2013.15)	66.7%				n/a	The latest figure from Public Health England is 66.7% for 2013-15. This was against benchmarks of North West (66.6%) and England (64.8%). 2017/18 figures are due to be published by Public Health England later in the year.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend	Comment
Smoking status at time of delivery	Annual Lower is better	10.5% 2014-15	England: 10.5% (2016-17) North of England: 14.0% (2016-17)	10.4%			10.5%	Worse	The number of pregnant women known to be smokers at the time of delivery remained at a constant rate in 2016-17 but we're pleased to report that it continues to be below the national target of 11%. It's also very encouraging that number of pregnant women known to be smokers at the time of delivery in Wirral is significantly less than the average for the North of England.
Number of smokers helped to stop smoking	Quarterly Higher is better			2,253	743			n/a	This is a new measure that counts the number of people setting a quit date recorded through a local contract. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process. 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			1,195	342			n/a	This is a new measure that counts the number of people that have still quit after 4 weeks as recorded through a local contract. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process. 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			47	38			n/a	This is a new measure that counts the number of pregnant women helped to stop smoking recorded through a local contract. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process. 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 people helped to lose weight	Quarterly Higher is better			1,553	525	869		Worse	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. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process.
Successful completion of drug treatment - opiate users	Quarterly Higher is better				6.9%			n/a	This is a new measure to count the successful completion of drug treatments by opiate users. Individuals achieving this can demonstrate a significant improvement in health and well-being in terms of increased longevity, reduced blood-borne virus transmission, improved parenting skills and improved physical and psychological health.
Successful completion of drug treatment - non-opiate users	Quarterly Higher is better				46.4%			n/a	This is a new measure to count the successful completion of drug treatments by non-opiate users. Individuals achieving this can demonstrate a significant improvement in health and well-being in terms of increased longevity, reduced blood-borne virus transmission, improved parenting skills and improved physical and psychological health. Data is due in Q2 2017.
Successful completion of alcohol treatment	Quarterly Higher is better				38.2%			n/a	This is a new measure to count the successful completion of alcohol treatments. Individuals achieving this can demonstrate a significant improvement in health and well-being in terms of increased longevity, reduced blood-borne virus transmission, improved parenting skills and improved physical and psychological health.

Community services are joined up and accessible

Overview from Lead Cabinet Member

Progress has been significant in quarter 2 linked to the Wirral Together strategy, with a number of developments and initiatives of note. Community Action Wirral and Wirral Chamber of Commerce are now collaborating on a new local authority funded Third Sector Infrastructure Support contract which will drive forward volunteering in Wirral in partnership with the public sector and local businesses. A stronger focus has been placed on ensuring that we capture local stories about volunteers and volunteering in the Wirral View publication, which is having a positive impact. A particular success from the most recent edition is in relation to 'Places of Welcome', a network of community organisations who offer an unconditional welcome to local people regardless of their circumstances. Following an article in Wirral View, a further 8 community organisations have contacted the network to volunteer to become Places of Welcome, potentially doubling the total number in Wirral. This is a small but powerful example of why Wirral View was created – allowing community organisations to connect, share ideas and get important information and support to more residents. The Connect Us project is also supporting local volunteering networks to grow, with 125 people linked by the community connectors into some form of purposeful and meaningful social activity or formal volunteering between July and September. As part of Wirral's 'Love Where You Live' campaign encouraging local people to team up and clean up their communities, an army of volunteers of all ages was on the streets and out and about in open spaces of Wirral in the second week of October for a co-ordinate clean-up effort. The Council provided litter picks and arranged for Biffa to remove waste where needed. The week culminated with a celebration event for the volunteers involved at Birkenhead Town Hall.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	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						n/a	This data will be reported later in 2017/18.

Good quality housing that meets the needs of residents

Overview from Lead Cabinet Member

The delivery of our indicators, measures and key priorities have continued to make significant progress during Quarter 2 of 2017/18; challenges are being addressed and overcome wherever possible which has meant we have met all but one of our activity milestones. Steps are being put in place to bring the remaining activity back on track.

Key achievements by end of Quarter 2 include:

- 145 new affordable homes had been built to support the Council's Affordable Homes Programme with work on the wider review of potential development options to identify housing sites continuing.
- We have maintained the quotas from the comparative period last year to bring empty properties back into use, ensuring communities see improvements to their living environments and to support the reduction of crime within those areas.
- Local Partnerships are continuing to provide support to the Council, in particular on working up bids for the Government's recently launched Housing Infrastructure Fund which if successful will assist in the acceleration of developments.
- Following intervention, 166 homes in the private sector have had hazards removed in Quarters 1 and 2 of 2017/18 to enable those homes to be warmer and safer for our residents.
- Systems for a Liverpool City Region (LCR) -wide referral system to contribute to the delivery of a pilot LCR Specialist accommodation based support service for victims of domestic abuse is currently in the process of being agreed.

A particular challenge during Quarter 2 has continued to be the volume of contracts and legal implications linked to the commissioning of new services for homelessness and socially excluded groups; we may now need to phase delivery. This may have an impact on the end date, but progress to mitigate this is being made, so at this point we envisage the action to be on track to be delivered as planned. Also, we have had reduced access to accommodation provision whilst refurbishment works are underway which has adversely impacted on homelessness prevention.

Focus during Quarter 3 will continue to be our key priorities to build more homes in Wirral to meet our economic growth ambitions, improve the quality of Wirral's housing offer for our residents and meet the needs of our most vulnerable people to enable them to live independently.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend (See Key)	Comment
3,500 new homes will be built by 2020	Annual Higher is better	n/a		946				n/a	This is an annual indicator which will report at year-end.
Improve 2,250 private sector properties	Annual Higher is better	n/a		928				n/a	This is an annual indicator which will report at year-end.
Bring 1,250 empty properties back into use	Quarterly Higher is better	n/a		597	Green Actual: 665 Target: 640	Green Actual: 725 (P) Target: 683		Better	Bringing back 60 empty properties into use during Quarter 2 means we have again exceeded our expectations and remain on track to achieve our goal for the year and over all target by 2020. Performance at Quarter 2 is provisional at time of reporting and is the cumulative total to date since the start of the Wirral Plan.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend	Comment
1,200 homes requiring mandatory or additional licenses will be inspected by 2020	Annual Higher is better	n/a		304				n/a	This is an annual indicator which will report 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 2015-16						n/a	This data will be reported later in 2017/18.
Number of home adaptations completed	Quarterly Higher is better	2,257 2014-15		3,047	671	1,346		Worse	Although data is less than performance achieved when compared to the same time last year (1,529), performance still exceeds the increased target set for Quarter 2 2017-18.
Reduce homelessness through prevention	Quarterly Higher is better	707 2014-15		1,291	272	549		Worse	We have not achieved our expectations for Quarter 2; vacant post has now been appointed to with temporary cover. An increase in the number of clients with complex issues has resulted in us taking longer to assist and a reduction in the availability of accommodation due to the effect of welfare reforms has impacted on outputs. In addition, we have had reduced access to accommodation provision whilst refurbishment works are underway which has adversely impacted on homelessness prevention.

Wirral's neighbourhoods are safe

Overview from Lead Cabinet Member

Although significant success has been achieved at Quarter 2 with the 9% reduction of anti-social incidents recorded, there has been an increase by 16% of the number of crimes reported to the Police. Despite this, Wirral has maintained the lowest crime rate in Merseyside, our increase over the last year is less than any other Community Safety Partnership (CSP) in Merseyside and half the average Merseyside increase. We have improved our ranking from 4th to 3rd since August last year and will continue to work towards a safer environment across the borough.

The rate of first-time entrants to the youth justice system for the rolling year April 2016-March 2017 has fallen by 1.7% to 174, compared to the 177 rate for the rolling year January 2016-December 2016. It is 44% lower than the 311 rate for the Merseyside Youth Offending Team peer group.

Our Anti-social Behavioural Team continues to work alongside our partners, including the Police and other agencies, at various locations and via agile working, to maintain working relationships which will help recognise, support, and address those who are vulnerable or victims of hate crime.

Work has continued to establish the Safer Wirral Hub which is scheduled to be formally opened in October; the Safer Wirral Hub will support a wide variety of initiatives including partnership activity and action to reduce crime.

All six of our priority initiatives to improve community safety and engage with local communities remain on track to be delivered as planned to support our outcome aspirations for 2017-18.

Our focus over the coming months will include:

- Working with Police and other partners to address the rising concern of criminal behaviour associated with the use of scrambler bikes.
- Using Police Property Act Funds to fund 5 community based projects on Wirral to carry out youth diversionary activity in the run up to Mischief and Bonfire nights. It is anticipated that almost 3000 young people will benefit.
- The Safer Wirral Hub will be officially launched on 10 October 2017 to ensure we are able to provide the necessary support to some of our most vulnerable residents.
- We will continue to consolidate current working partnerships while developing new ones with local, regional and national agencies to strengthen our endeavours to make our communities safer places to live.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend (See Key)	Comment
Reports of anti-social behaviour (ASB) to Merseyside Police	Quarterly Lower is better	11,837 2014-15		9,930	2,466	5,275		Better	Half way through the year ASB reports are 9% down on last year (5777) illustrating significant success.
Proportion of residents who state they feel safe when outside in their local area (daytime)	Annual Higher is better	88% Nov 2015						n/a	This data will be reported later in 2017/18.
Proportion of residents who state they feel safe when outside in their local area (After Dark)	Annual Higher is better	55% Nov 2015						n/a	This data will be reported later in 2017/18.
Number of crimes recorded by the police	Quarterly Lower is better	19,061 2014-15		19,724	5,550	11,391		Worse	The first two quarters of 2017-18 have shown a 16% increase on the same two quarters last year however, Wirral maintains the lowest crime rate in Merseyside, and the increase over the last year is less than any other Community Safety Partnership (CSP) in Merseyside and half the average Merseyside increase. Home Office benchmarking statistics produced in August 2017 illustrate an improvement in crime rate ranking within the group of 15 CSPs, from 4th to 3rd since August 2016.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend	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	177 Apr 2015-Mar 16	Merseyside Youth Offending Teams (Police Crime Commissioner area): 311 (Apr 2016-Mar 17)	180	177	174		Better	The rate of first-time entrants to the youth justice system for the rolling year April 2016-March 2017 has fallen by 1.7% to 174, compared to the 177 rate for the rolling year January 2016-December 2016. It is 44% lower than the 311 rate for the Merseyside Youth Offending Team peer group.
Reduce Youth Re-offending (Average number of re-offences per re-offender)	Quarterly Lower is better	3.92 Jan 2014-Dec 14	Merseyside Youth Offending Teams (Police Crime Commissioner area): 3.13 (Oct 2014-Sep 15)	3.75	4.00	3.88		Worse	The average youth justice system re-offences per re-offender for the October 2014-September 2015 cohort has reduced by 4% to 3.88, compared to 4.00 for the July 2014-June 2015 cohort. It is 24% higher than the 3.13 average for the Merseyside Youth Offending Team peer group
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: 5 (Mar 2017-May 17)	2,359	659	1,313		Worse	The number of crimes of violence causing injury has increased by 5% compared to the same period last year. This is set against a backdrop of a 9% increase across Merseyside. Within the Home Office benchmarking group of 15 Community Safety Partnerships, Wirral has improved from the 6th lowest rate per population to 3rd lowest between August 2016 and August 2017

Attractive local environment for Wirral residents

Overview from Lead Cabinet Member

We are now at the half way stage of this year's Attractive Local Environment delivery plan and almost 2 years on from the launch of the 2 strategies that drive actions against the Attractive Local Environment Pledge. As stated on previous occasions we embarked on a long term journey to address environmental threats through behaviour change, I think we are now at a point in time where the early signs of such a change are beginning to emerge. This is demonstrated in the change in composition of littering crimes with less fines for cigarette litter as more people realise discarding a cigarette but is a littering crime. We also want to help people get more involved in their local neighbourhood, so I am excited to be launching the Love Where You Live campaign this month, through which we will be providing equipment and support to groups and individuals enabling them to carry out local community activities.

During quarter 2:

We have established this year's Grot Spot Action Plan to address problem locations across the borough.

We consulted stakeholders and Council Members to identify grot spot sites and as a result we will target 18 identified sites this year, initially attempting to convince the landowner to do the necessary improvement work.

A key challenge for us remains our recycling performance which has levelled off in recent years. Whilst this reflects a national and regional picture of declining recycling performance I am determined to improve recycling performance in Wirral and provide better access and more choice for residents to do this.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	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		95.2%	Blue Actual: 97.9% Target: 93.2%	Blue Actual: 96.9% Target: 93.2%		Worse	The cleansing standards on Key Gateway routes and shopping areas continues to perform better than target and demonstrate excellent performance although slightly down year on year (0.4%).
Achieve 50% kerbside recycling of domestic waste by 2020	Quarterly Higher is better	36.30% 2014-15		35.90%	Amber Actual: 35.50% Target: 38.50%			Worse	1st quarter performance (April-June). The first quarter performance has been lower than expected, but similar to last year. The tonnage of dry recycling continues to fall, whereas the tonnage of general waste is still increasing. Wirral is not alone in seeing this decrease in recycling - over half of the local authorities in North West England have also seen a decrease in recycling compared with last year. We will be building on the campaign from Recycling Week, which this year was "Recycling - It's Worth It", to help our residents understand that their recycling does make a difference.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	Year End 2017-18	Trend	Comment
Number of FPN's issued for environmental offences (Littering)	Quarterly Higher is better	n/a		11,458	Blue Actual: 2,389 Target: 2,000	Blue Actual: 4,406 Target: 4,000		Worse	Although data is less than performance achieved when compared to the same time last year (5742), performance still exceeds the target set for Quarter 2 2017-18.
Number of FPN's issued for environmental offences (dog fouling)	Quarterly Higher is better	n/a		208	Green Actual: 48 Target: 45	Green Actual: 87 Target: 90		Better	Performance at Quarter 2 2017-18 has exceeded the comparator performance data at Quarter 2 2016-17 by more than 100%. All figures are variable and subject to change and the legal nuances and parameters under which the service operates.
People who think dog fouling is a problem in their local area.	Annual Lower is better	56.0% 2015-16		0.0%				n/a	This data will be reported later in 2017/18.
Reduce the total amount of waste produced by each household.	Quarterly Lower is better	502.15 2014-15		531.84	139.14			Worse	1st quarter performance (April-June). The tonnage of waste produced per household has increased compared with the same quarter last year. Over half of the local authorities in the North West of England have also seen an increase. For the rest of the year, we will be running a Love Food Hate Waste campaign and promoting charities and other local reuse options for household items.
Increase level of school recycling	Annual Higher is better	35.00% 2014-15		45.00%				n/a	This is an annual indicator which will report at year-end.
Increase the number of garden waste subscribers	Quarterly Higher is better				36,065	38,593		n/a	At Quarter 2 2016-17, we had 39,569 subscribers to the garden waste club. The reduction (1.6%) in the number of subscribers by Quarter 2 2017-18 is to be expected due to the removal of the £5 online discount.

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 space, Bring 1,250 empty properties brought back into use, Number of home adaptations completed, 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, Maintain Local Environment Quality (LEQ), Kerbside recycling of domestic waste and Number of environmental offences (Littering and Dog Fouling) 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.