



## Council

Dear Councillor

You are hereby summoned to attend a meeting of the Council to be held at **6.00 p.m. on Monday, 7 October 2024** in the Council Chamber, within the Town Hall, Wallasey, to take into consideration and determine the following subjects:

**Contact Officer:** Anna Perrett  
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**e-mail:** [annaperret@wirral.gov.uk](mailto:annaperret@wirral.gov.uk)  
**Website:** <http://www.wirral.gov.uk>

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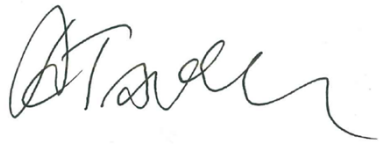
**PLEASE NOTE: Public seating is limited therefore members of the public wishing to attend are asked to register their attendance in advance by emailing [committeeservices@wirral.gov.uk](mailto:committeeservices@wirral.gov.uk).**

Wirral Council is fully committed to equalities and our obligations under The Equality Act 2010 and Public Sector Equality Duty. If you have any adjustments that would help you attend or participate at this meeting, please let us know as soon as possible and we would be happy to facilitate where possible. Please contact [committeeservices@wirral.gov.uk](mailto:committeeservices@wirral.gov.uk)

This meeting will be webcast at  
<https://wirral.public-i.tv/core/portal/home>

## AGENDA SUPPLEMENT

5. **MATTERS REQUIRING APPROVAL OR CONSIDERATION BY THE COUNCIL**
  - A. **REVISIONS TO THE CONSTITUTION (Pages 1 - 2)**
  
7. **MOTIONS ON NOTICE (Pages 3 - 8)**

A handwritten signature in black ink, appearing to read "Jill Travers". The signature is fluid and cursive, with a prominent initial "J" and a long, sweeping tail.

Jill Travers, Director of Law and Corporate Services

## TIMINGS AND GUILLOTINE

Members are reminded of the following:

Item 2 - under Standing Order 2(iv) Mayor's announcements normally limited to up to 5 minutes.

Item 4A. – under Standing Order 10.7, public questions, up to 2 minutes allowed to put a question and up to 2 minutes for a response. Up to 30 minutes in total allowed for public questions (Standing Order 2(v)).

Item 4B. - under Standing Order 11.1, representations (statements) up to 3 minutes, with public speaking on any one item not exceeding 10 minutes. Up to 20 minutes in total allowed to receive representations (Standing Order 2(vi)).  
Petitions – under Standing Order 11.2, present and speak to a petition for up to 3 minutes.

Item 4C. – under Standing Order 12.8, questions on notice from Members will not exceed 1 minute and up to 2 minutes for a response.

Item 6 – under Standing Order 2(xii) the total time allowed for questions and answers on decisions of committees is up to 45 minutes.

Under Standing Order 9 of the Council Procedure Rules:

The Mayor will adjourn the meeting for a period of ten minutes at a convenient time after one and a half hours.

Where three and a half hours have elapsed after the commencement of any meeting (and in the case of an extraordinary meeting of Council when two hours have elapsed since commencement of the meeting) the Mayor shall interrupt the meeting and the Member speaking must immediately cease doing so and sit down. The meeting shall then dispose of the item then under consideration as if the motion '*That the question be now put*' had been carried (i.e. the debate shall be concluded by the seconder and by the Member who has the right of reply and the vote will then be taken without any further discussion). This rule will not apply to meetings of a quasi-judicial or regulatory nature.

### ***Audio/Visual Recording of Meetings***

*Everyone is welcome to record meetings of the Council and its Committees using non-disruptive methods. For particular meetings we may identify a 'designated area' for you to record from. If you have any questions about this please contact Committee and Civic Services (members of the press please contact the Press Office). Please note that the Chair of the meeting has the discretion to halt any recording for a number of reasons, including disruption caused by the filming or the nature of the business being conducted.*

*Persons making recordings are requested not to put undue restrictions on the material produced so that it can be reused and edited by all local people and organisations on a non-commercial basis.*

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## Agenda Item 5A – Revisions to the Constitution

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### Proposed Green Group Amendment

**Proposed by Councillor Jo Bird  
Seconded by Councillor Pat Cleary**

Inset additional recommendation (1):

*Amend paragraph 3.3 as detailed within section 3 of the Constitution and Standards Report to state that no public question exceeds 200 words'*

Insert additional words into original recommendation 1 to:

*b. paragraph 3.3 as amended in recommendation (1) above,*

### **Recommendation as amended:**

Council is recommended to:

***(1) amend paragraph 3.3 as detailed within section 3 of the Constitution and Standards Report to state that no public question exceeds 200 words***

*(2) Endorse the proposed amendments to the Constitution,*

*(a) As detailed in sections 3.2 and 3.4 of the report by the Constitution and Standards Committee; and*

*(b) paragraph 3.3 as amended in recommendation (1) above,*

*(3) Adopt the revisions to the Constitution.*

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## Council – 7 October 2024

### Amendments to Motions on Notice

The Council is requested to consider the following amendments submitted in accordance with Standing Order 13.3.

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#### **MOTION 1. CHANGES TO THE WINTER FUEL ALLOWANCE AND PROTECTING PENSIONERS FROM FUEL POVERTY**

##### **Green Group Amendment**

**Proposed by Councillor Gail Jenkinson  
Seconded by Councillor Naomi Graham**

Insert an additional bullet point under section “Council believes:”

- *Minimising energy use is a highly effective way to tackle fuel poverty. Improved insulation is essential to create more warm, healthy homes*

Insert an additional bullet point after bullet point 1 in section “Council resolves to:”

- *As part of the above letter, urge the Chancellor to make funds available for an accelerated roll out of home insulation prioritising those residents currently experiencing high levels of fuel poverty*
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#### **MOTION 3. ETHICAL ADVERTISING**

##### **Joint Amendment – Labour Group and Liberal Democrat Group**

**Proposed by Councillor Liz Grey  
Seconded by Councillor Chris Carubia**

Insert additional sentence at the end of paragraph 7

*Council therefore welcomes the Labour Government’s promises to ban advertising of junk food to children online and on TV and seeks to align with this ambition to improve public health through greater restriction of advertising. 5*

Delete the following words from resolution 1

- 1) commit to introducing an Ethical Advertising Policy to support the Council’s objectives regarding climate change, air pollution and public health issues ~~to include at the very least, prohibition of advertisements and sponsorships for: vehicles powered by fossil fuels, including hybrids and all SUVs given the additional risks that these pose to public safety; Airlines, airports, or any~~

*content that can reasonably be seen to promote flying; Fossil fuel companies and their financiers; High Fat Salt Sugar products; and*

5 <https://www.bbc.co.uk/news/articles/cp3d33153r9o>

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## Council – 7 October 2024

### Amendments to Motions on Notice as Amended

The Council is requested to consider the following amendments submitted in accordance with Standing Order 13.3.

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#### **MOTION 1. CHANGES TO THE WINTER FUEL ALLOWANCE AND PROTECTING PENSIONERS FROM FUEL POVERTY**

##### **Green Group Amendment**

**Proposed by Councillor Gail Jenkinson  
Seconded by Councillor Naomi Graham**

Council notes:

- That, in Opposition, Sir Keir Starmer and Labour pledged to maintain Winter Fuel Payments and to freeze energy bills.
- That, in Opposition, the Labour Party commissioned the Joseph Rowntree Foundation to report on the likely effects of means-testing Winter Fuel Payments. It found that some 4,000 pensioners across the country could die if the Winter Fuel Payments are effectively scrapped.
- Labour's decision, after the election, to scrap Winter Fuel Payments for 10 million pensioners, includes 1.6 million pensioners with a disability and 1.2 million pensioners in absolute poverty.
- Data from the Department for Work and Pensions showing 58,800 pensioners in Wirral who received Winter Fuel Payments in 2023 (including 18,620 pensioners aged 80 or above), and who do not receive Pension Credit, are expected to lose the payment.
- The remarks by Caroline Abrahams CBE, Charity Director at Age UK: *'There are also about a million pensioners whose weekly incomes are less than £50 per week above the poverty line, who will also be hit hard by the loss of the Payment. Older people in this group often tell us they really struggle financially; the proposed change will make it even harder for them to afford to stay warm when it gets chilly.'*

Council believes:

- That the Winter Fuel Payment has been a lifeline for many older people across Wirral and that restricting its availability solely to those on Pension Credit risks leaving many pensioners in financial hardship, including those with disabilities and long-term ill health.

- The impact of removing Winter Fuel Payments and the 10% increase in the Energy Price Cap will have a devastating impact on many pensioners in the Borough, particularly those who have incomes just above the threshold for Pension Credit.
- The decision to means-test Winter Fuel Payments, at such short notice, is deeply unfair and will disproportionately affect the health and well-being of our poorest older residents.
- The government's approach fails to consider the administrative barriers and stigma that prevent eligible pensioners from claiming Pension Credit, leaving many without the support they desperately need.
- ***Minimising energy use is a highly effective way to tackle fuel poverty. Improved insulation is essential to create more warm, healthy homes.***

Council resolves to:

- Request that all four Group Leaders write a joint letter to the Chancellor of the Exchequer, and copied to Wirral's four Labour MPs, urging a review of the decision to means-test the Winter Fuel Payment and asking the government to ensure that vulnerable pensioners, particularly those who do not claim Pension Credit, are protected from fuel poverty.
- ***As part of the above letter, urge the Chancellor to make funds available for an accelerated roll out of home insulation prioritising those residents currently experiencing high levels of fuel poverty.***
- Request the Mayor, on behalf of the Council, to sign the 'Save the Winter Fuel Payment for Struggling Pensioners' petition being run by Age UK and circulate to all Members offering them the opportunity to sign the petition themselves.
- Instruct the Chief Executive to write to all voluntary, community and faith organisations supporting pensioners and those in fuel poverty inviting them to meet with the Council's Senior Leadership Team.

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### **MOTION 3. ETHICAL ADVERTISING**

#### **Joint Amendment - Labour Group and Liberal Democrat Group**

**Proposed by Councillor Liz Grey**

**Seconded by Councillor Chris Carubia**

Council acknowledges the policy on prohibited advertisements on the council's website alongside the entitlement of the council to remove the whole, or any part or parts of an advert as set out in the policy. Prohibited adverts currently include

tobacco or smoking related devices, alcohol where it encourages excessive or underage use and high interest or payday loans. <sup>1</sup>

Furthermore, Council is aware that the Local Planning Authority is responsible for regulating advertisements outside the urban area as set out in the Unitary Development Plan.

Council agrees that the policy should go further to ensure that any advertising in Wirral aims to reduce emissions, meet public health goals and support the kind of healthy and sustainable choices that are increasingly recognised as vital to achieving climate change goals.

Council believes that the very purpose of advertising is to stimulate demand for goods and services. This can normalise unsustainable and unhealthy choices.

Council notes that only a third (106) of local authorities in England had a relevant ethical advertising policy by the end of the 2024 municipal year. <sup>2</sup>

Council understands that statistical evidence shows how exposure to advertising increases consumption of advertised goods and services. As examples, a 2021 study found that demand for Sports Utility Vehicles (SUV) among UK residents is positively related to their exposure to SUV adverts. A ban on advertising for unhealthy food across the Transport for London network resulted in a drop in household purchases of unhealthy food and drink, preventing 100,000 obesity cases with an expected saving to the NHS of £200 million.<sup>34</sup>

Council considers that the advertising of high carbon products conflicts with the aims and policies of the council in relation to its carbon reduction and net zero commitments.

Council further considers that the advertising of food with a high fat and high sugar content conflicts with the aims and policies of the council in relation to promoting healthy lives. ***Council therefore welcomes the Labour Government's promises to ban advertising of junk food to children online and on TV and seeks to align with this ambition to improve public health through greater restriction of advertising.***<sup>5</sup>

Council notes the legal advice stating that it is within councils' power to restrict advertising for high carbon goods and services according to their discretion, and that this step is lawful, proportionate and necessary.<sup>6</sup>

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<sup>1</sup> <https://www.wirral.gov.uk/business/advertising-your-business/advertising-council-website>

<sup>2</sup> [Upward trend in councils introducing 'ethical' ad policies - Adfree Cities](#)

<sup>3</sup> [http://www.badverts.org/s/Advertising-and-demand-for-SUVs\\_Kasser-et-alBadvertising-2021.pdf](http://www.badverts.org/s/Advertising-and-demand-for-SUVs_Kasser-et-alBadvertising-2021.pdf)

<sup>4</sup> [Junk food advertising restrictions prevent almost 100,000 obesity cases and is expected to save the NHS £200m | LSHTM](#)

<sup>5</sup> <https://www.bbc.co.uk/news/articles/cp3d33153r9o>

<sup>6</sup> [High Carbon Advertising - Opinion.docx \(newweather.org\)](#)

Council notes the progress other councils, such as Edinburgh and Sheffield, have made in restricting the advertisement of high carbon products. Council further notes the progress other councils, such as Sefton and Liverpool, have made in restricting the advertisement of food products high in fat, salt and sugar (HFSS).

Council therefore resolves to:

- 1) commit to introducing an Ethical Advertising Policy to support the Council's objectives regarding climate change, air pollution and public health issues;  
and
- 2) Request that the Director of Regeneration and Place, in consultation with The Director of Public Health and Director of Law and Corporate Services bring a draft ethical advertising policy to Policy and Resources Committee for consideration within the next six months.