



## Sustainable Communities Overview and Scrutiny Committee

<b>Date:</b>	<b>Tuesday, 29 January 2013</b>
<b>Time:</b>	<b>6.00 pm</b>
<b>Venue:</b>	<b>Committee Room 1 - Wallasey Town Hall</b>

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### AGENDA

**1. MEMBERS CODE OF CONDUCT - DECLARATIONS OF INTEREST**

Members are asked to consider whether they have any disclosable pecuniary or non pecuniary interests in connection with any item(s) on this agenda and, if so, to declare them and state the nature of the interest.

Members are reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they are subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement.

**2. MINUTES (Pages 1 - 18)**

To receive the minutes of the meetings held on 21 November and 4 December, 2012.

**3. STREETSCENE ENVIRONMENT SERVICES CONTRACT - 6TH ANNUAL REVIEW (Pages 19 - 36)**

Gary Robinson, Business Manager from Biffa will be in attendance and give a presentation to the Committee, 'Biffa Annual Report 2012'.

(The appendices for this report will be circulated in a supplement).

4. **MINIMISE WASTE BY ENCOURAGING WASTE REDUCTION AND RECYCLING - PROGRESS UPDATE (Pages 37 - 74)**
5. **CORPORATE GOAL PROGRESS REPORT - 'HAVE HIGH STANDARDS OF ENVIRONMENTAL QUALITY ACROSS WIRRAL' (Pages 75 - 94)**
6. **TACKLING DOG FOULING (Pages 95 - 104)**
7. **STREETSCENE ENFORCEMENT CAMPAIGNS UPDATE (Pages 105 - 112)**
8. **MANAGEMENT OF HIGHWAY STRUCTURES (Pages 113 - 128)**
9. **PROGRESS REPORT ON THE IMPLEMENTATION BY WIRRAL OF THE FLOOD RISK REGULATIONS 2009 AND THE FLOOD AND WATER MANAGEMENT ACT 2010 (Pages 129 - 152)**
10. **LIBRARIES AS CENTRES OF THEIR COMMUNITIES (Pages 153 - 160)**
11. **LEASOWE LIBRARY HEALTH AND WELL BEING DEVELOPMENT UPDATE (Pages 161 - 174)**
12. **WIRRAL HERITAGE STRATEGY (Pages 175 - 248)**
13. **THE FOOD HYGIENE RATING SCHEME (Pages 249 - 258)**
14. **TACKLING DOORSTEP CRIME AND THE DEVELOPMENT OF JOINT NO COLD CALLING / NEIGHBOURHOOD WATCH ZONES (Pages 259 - 272)**
15. **REDUCING THE COUNCIL'S CARBON FOOTPRINT PROGRESS REPORT NO. 6 (Pages 273 - 294)**
16. **WIRRAL CLIMATE CHANGE GROUP ANNUAL REPORT (Pages 295 - 308)**
17. **DECISIONS TAKEN UNDER DELEGATED POWERS (Pages 309 - 314)**
18. **FORWARD PLAN**

The Forward Plan for the period February to May, 2013 has now been published on the Council's intranet/website and Members are invited to review the Plan prior to the meeting in order for the Sustainable Communities Overview and Scrutiny Committee to consider, having regard to the work programme, whether scrutiny should take place of any items contained within the Plan and, if so, how it could be done within relevant timescales and resources.

- 19. REVIEW OF SCRUTINY WORK PROGRAMME (Pages 315 - 318)**
- 20. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR**

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## **SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE**

Wednesday, 21 November 2012

<u>Present:</u>	Councillor	D Elderton (Chair)	
	Councillors	J Crabtree L Fraser D Mitchell C Muspratt T Norbury	J Stapleton M Sullivan KJ Williams S Williams
<u>Cabinet Members:</u>	Councillors	G Davies C Meaden	H Smith

### 29 **FILMING OF MEETING**

Prior to the first item of business, Councillor J Williams moved, seconded by Councillor M Sullivan, that –

‘Filming of the meeting be not allowed.’

Councillor J Williams suggested that filming could be regarded as disorderly and disruptive. Other Members suggested that there was nothing wrong in anyone filming a Council meeting which was open to the public.

The Chair then asked for advice from Mr K Abraham, legal representative from the Department of Law, HR and Asset Management. Mr Abraham provided the Chair with an advice note from Surjit Tour, Acting Director of Law, HR and Asset Management, which had been provided to the Leader of the Council in respect of Cabinet meetings.

With reference to the advice note, the Chair confirmed that the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 SI 2012 No. 2089 (“the Regulations”) were the relevant statutory provisions. The Regulations came into force on the 10 September 2012.

The Regulations did permit members of the public to attend Council committee meetings subject to some exceptions. Although the Regulations did state, “any person attending the meeting for the purpose of reporting the proceedings is, so far as practicable, to be afforded reasonable facilities for taking their report”, they also say “nothing in these Regulations requires a decision-making body to permit the taking of any photographs of any

proceedings or the use of any means to enable persons not present to see or hear any proceedings (whether at the time or later), or the making of any oral report on any proceedings as they take place” (Regulation 20 (4)).

Therefore members of the public had no right to film or record the meeting.

In giving further advice to the Committee, Mr Abraham emphasised that if Members found the filming so intrusive, unnerving or problematic that it interfered with the committee proceedings then the individual concerned could be asked to stop filming.

The motion was then put and carried (6:3) (One abstention)

**Resolved (6:3) (One abstention) - Filming of the meeting be not allowed.**

### 30 **MEMBERS CODE OF CONDUCT - DECLARATIONS OF INTEREST**

Members were asked to consider whether they had any disclosable pecuniary or non pecuniary interests in connection with any item(s) on this agenda and, if so, to declare them and state what they were.

Members were reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they were subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement.

Councillor T Norbury declared a personal interest in agenda item 8 – Wirral University Teaching Hospitals (WUTH) NHS Foundation Trust – Travel Plan Review (see minute 37 post), by virtue of him being an employee of Merseytravel.

### 31 **MINUTES**

**Resolved – That the minutes of the meetings held on 26 September and 6 November, 2012 be approved.**

### 32 **DOMESTIC HOMICIDES**

The Acting Director of Law, HR and Asset Management submitted a report on the progress of the Domestic Homicide Review process which had been applied since the enactment of provisions contained within Section 9 of the Domestic Violence and Crime Act 2004.

On 13 April 2011 following the implementation of the Act, the statutory requirement for Community Safety Partnerships to conduct a Domestic Homicide Review (DHR) became law. The report gave details of the criteria to

be met for a DHR to be held and those involved in the Domestic Homicide Review Panels, which carried out much of the work of a DHR.

Domestic Abuse Multi Agency Risk Assessment Conferences' administration and Independent Domestic Violence Advocates were all externally grant funded and that funding would cease to exist on 31st March 2013. Unless alternative sources of revenue could be found the service which focused upon safety planning and preventing homicides amongst a very vulnerable group would cease, thus removing the support from victims and their families who had been assessed as being a high risk of further abuse.

Responding to comments from Members, Rob Beresford, Head of Regulation, informed the Committee that an application for funding had been made for 2013/14 along with a growth bid for funding. One of the main causes of domestic violence was alcohol and drug taking. It was acknowledged that issues around family finance could also increase tensions in homes. Steve McGilvray, Head of Community Safety, stated that a presentation would be made to Head Teachers in January, 2013 with regard to children who might not be aware of domestic violence within the home and the need to support these children.

The Chair stated that the Committee was wholly sympathetic with the need for the Council to do its best to look after vulnerable people within the Council's limited resources.

**Resolved – That the report and comments of Members be noted.**

### 33 **PAVEMENT AND GRASS VERGE PARKING**

The Interim Director of Technical Services presented a report which provided a strategic overview of the problems associated with pavement parking, the current legislative framework and proposals on how the Council could increase public awareness of the issue and in conjunction with the police, undertake appropriate enforcement action.

The introduction of further specific Traffic Regulation Orders would require formal advertising, processing and sealing. The pursuit of the pavement and grass verge parking agenda was not currently a funded item and would require resources to be made available. As a "growth" item, careful consideration had to be given to whether such resources could be identified considering the Council's financial position. It might be that Area Forums could decide to allocate some of their funds to this topic, but central funding was unlikely to be available.

If funding was available, there could be a prospect of extending the role of the Council's parking enforcement contractor to cover this additional area of enforcement and for them to serve fixed penalty notices on all vehicles parked

on the pavements in any of the roads where traffic regulation orders were introduced. The creation/implementation of a database to record persistent 'offenders' would require IT support and would need to conform with the Data Protection Act 1998 (as amended).

Ian Campbell of the Wirral Pedestrian Forum and Inspector Barr of Merseyside Police both addressed the Committee. Mr Campbell suggested that the Merseyside Police website should give an accurate summary of the law. Whereas the Police website used to say, "It is an offence for a person to park their vehicle on a pavement and they would normally get a parking ticket", it now made a much weaker statement that parking a vehicle on the pavement could lead to an offence of obstruction being committed. Inspector Barr responded to this by saying he would take these comments back to Merseyside Police.

Members expressed support for a warning leaflet which would be issued to warn drivers of inappropriate parking which caused an obstruction. They suggested that wording on the leaflet could be harder hitting and that registration numbers could be noted to enable a database of persistent offenders to be established. The leaflet should also include the point that it was illegal to drive on the pavement. Some of the worst offenders were utility vehicles.

David Rees, Road Safety Manager, acknowledged that the report was incomplete in that it omitted a key part of the law, namely that it was an offence to drive on or over a pavement. He was grateful that this omission had been pointed out by the Wirral Pedestrian Forum and that officers would be formulating a legal note to take account of this to be circulated to members of the Committee. Responding to Members' comments he stated that there was no short answer to the issue of terraced roads in parts of the borough where it was unavoidable for residents to park on the roads. The department intended to work with Merseyside Police to get a more consistent view on what constituted an obstruction and he suggested that he would like to be able to add the Merseyside Police logo to the warning leaflet. With regard to utility vehicles, a successful claim for damage to verges had been pursued against a utility company.

The Interim Director suggested that the fact that some legislation used to address the issue of obstruction to a public footpath or thoroughfare had been drafted in the nineteenth century was an issue that needed to be raised with local Members of Parliament.

**Resolved –**

**That the report be noted and the following proposed actions by the Interim Director of Technical Services be endorsed:**



- (1) Undertake consultation with Area Forums, emergency services, WIRED and the Wirral Pedestrian Association regarding appropriate minimum widths, impingement upon which would be deemed obstruction, and report back to Members in due course.
- (2) Review, and if found practical, prepare an invest-to-save proposal to address the consequences for highway maintenance and the defence of personal injury claims arising from pavement and grass verge parking.
- (3) If resources are available, conscious of the context described in paragraph 7.2 of the report, then implement a staged approach to managing pavement parking issues:
  - (i). In conjunction with the Police, undertake an information/publicity campaign using a variety of media strands to raise public awareness of the problems and the potential penalties that can be imposed.
  - (ii). Issuing of specific warning leaflets (Appendix 1) for drivers together with a database of persistent 'offenders' in problem areas.
  - (iii). Referral to the police for dangerous, damaging or persistent obstructive parking.
  - (iv). Refer to Area Forums/known community groups for prioritisation of specific pavement/grass verge parking restrictions with subsequent enforcement action, as appropriate.
  - (v). Investigate the creation of a database of details of vehicles regularly parking on footways and grass verges causing obstruction and/or damage.
  - (vi). Undertake prosecutions of drivers causing damage to the highway infrastructure.
- (4) Request that Senior Officers raise issues relating to obstruction and footway parking with all Council staff and its contractors.

34 **CORPORATE GOAL - 'HAVE A SAFE AND WELL MAINTAINED HIGHWAY NETWORK FOR ALL USERS' PROGRESS REPORT**

The Interim Director of Technical Services apologised that the report submitted for this item had some outdated data and that a new report would be published on the intranet and internet. The appropriate data was then circulated to the Committee and formed the basis of the debate.

The report updated the Committee on delivering services and plans which provided an assurance that, as prioritised within the Corporate Plan, all aspects of Wirral's highway network were safe and well maintained, including

an update on the performance measures in place for condition of the highway and casualty reduction.

The maintenance of all aspects of the highway infrastructure was a statutory duty imposed on the Council as Highway Authority. The Highway Authority also had a statutory duty to analyse road traffic accident data and to prepare and undertake measures to improve road safety.

**Resolved – That the progress made in achieving the goal, ‘Have a safe and well maintained highway network for all users’, be noted.**

35 **HIGHWAY MAINTENANCE: (1) SURFACING AND SURFACE TREATMENT MATERIALS AND (2) THE NATIONAL POT HOLE REVIEW**

The Interim Director of Technical Services submitted a report which gave details on the current surfacing and surface treatment materials being used for the maintenance of the highway network and the benefits associated with their use.

The report also introduced the findings of the National Pot Hole review undertaken by the government-sponsored Highways Maintenance Efficiency Programme (HMEP) titled ‘Prevention is better than Cure’, and provided an overview of the Council’s current maintenance strategy and how this compared to the HMEP review’s recommendations. The maintenance of all aspects of the highway infrastructure was a statutory duty imposed on the Council as Highway Authority.

Responding to comments from Members, Brian Smith, Highway Management Division, stated that the financial constraints the Council was under would affect the maintenance of roads. Within the budget available the department would target as best it could, with the products available, to extend the life of roads. There was a mixture of proactive and reactive repairs but the department was trying to reduce the amount of reactive repairs.

The Interim Director commented that as budgets were squeezed more and more over the next 10 years, there was a need to educate the public in the use of differing surface treatment materials. Every highway authority in the country needed to prioritise and look at its key roads.

**Resolved – That the report be noted.**

36 **PARKS MODERNISATION PROGRESS REPORT**

The Interim Director of Technical Services submitted a progress update on the Parks Modernisation Project. The Project was a complex multidisciplinary project with the purpose of establishing a modern, cost effective and efficient service comparable to that offered by the private sector by Spring 2013.

An Outline Delivery Plan was endorsed by Cabinet on 24 November 2011 (minute 205 refers) and this was further amended by Cabinet on 12 April 2012 (minutes 408 and 409 refer) and had been set out under four key workstreams all reporting to a Project Board:

- Policy, Processes and Performance
- Human Resources
- Assets
- Communication and Engagement

In addition there was an urgent short-term project to integrate the Highways Grounds Maintenance Service into the Council for 1 February 2012 on the expiry of the existing external contract.

The Chair and Committee expressed their thanks to all the staff and Friends' groups.

Mary Bagley, Parks and Countryside Service Manager, responded to comments from Members and informed the Committee that new machinery had been purchased which was specifically designed to cut grass once a year, thus enabling the creation of wild flower meadows.

**Resolved – That the progress of the Parks Modernisation programme, the improved standards in the Parks and Countryside Service and the substantial effect of the financial freeze on both revenue and capital budgets on the programme be noted.**

37 **WIRRAL UNIVERSITY TEACHING HOSPITALS (WUTH) NHS FOUNDATION TRUST - TRAVEL PLAN REVIEW 2012**

The Interim Director of Technical Services submitted a report on the Wirral University Teaching Hospital (WUTH) NHS Foundation Trust's Travel Plan Review 2012. This was the sixth annual review since the original Travel Plan was implemented as part of the Planning Approval for car parking provision at Arrowe Park Hospital in March 2006. The Travel Plan Review was currently reported on an annual basis to the Council and bi-annually reported to Members, as agreed by this Committee in November 2010. The review detailed progress to date to encourage staff to adopt sustainable transport habits and an action plan for the coming year.

The Travel Plan Review included the results of the bi-annual surveys and this showed a reduction in single occupancy vehicles (9%) driven to work by staff in comparison to the 2010 survey. There had been increases in the number of staff walking, getting the bus and car sharing to work. The survey also showed a decrease in the number of staff cycling to work.

Eddie Mellor, Director at Mott MacDonald Consultants, who had undertaken the travel review and David Hounslea, Director of Estates and Facilities at the WUTH, responded to comments from Members and stated that it was hoped to encourage more staff to cycle to work. Mr Hounslea confirmed that staff with car park permits were allowed to park on site and those applying for a permit were always asked how far from the hospital they resided. Mr Hounslea further advised that there were no plans to move the bus stops closer to the main entrance but he would undertake to look at improving the distance between the two.

**Resolved – That this Committee notes the positive progress made by the Trust in reducing single occupancy car travel to the hospital, and endorses the contents of the WUTH NHS Foundation Trust’s Travel Plan Review 2012.**

**38 BRIEFING NOTE: SCOTTISH POWER PERFORMANCE - STREET LIGHTING**

The Interim Director of Technical Services submitted a briefing note on Scottish Power performance in relation to street lighting. The required standards of performance for street lighting were:

- (i). Completion of a fault repair to a single streetlight electricity supply within 25 working days
- (ii). Completion of a service connection to a streetlight within 35 working days

At present there were no service faults awaiting repair or service connections awaiting completion that had exceeded the service standard.

**Resolved – That this Committee notes the content of the briefing note.**

**39 BRIEFING NOTE: UPDATE ON SERVICE LEVEL AGREEMENT BETWEEN WIRRAL BOROUGH COUNCIL AND UNITED UTILITIES GROUP PLC**

The Interim Director of Technical Services submitted a briefing note on the Service Level Agreement between the Council and United Utilities Group plc.

**Resolved – That this Committee notes the content of the briefing note.**

**40 DECISIONS TAKEN UNDER DELEGATED POWERS**

The Acting Director of Law, HR and Asset Management reported, in accordance with the Approved Scheme of Delegation, of those instances where delegated authority had been used with respect to the appointment of

Contractors pursuant to Contract Procedure Rule 14.1. Since the last meeting of the Committee, tenders had been accepted for works to –

- Irby Library - Flat to Pitched Roof Conversion
- Various Properties - Supply & Maintenance of Fire Fighting Equipment 2012-2015

**Resolved – That the report be noted.**

41 **FORWARD PLAN**

The Committee had been invited to review the Forward Plan prior to the meeting in order for it to consider, having regard to the Committee's work programme, whether scrutiny should take place of any items contained within the Plan and, if so, how it could be done within relevant timescales and resources.

**Resolved – That the forward plan be noted.**

42 **REVIEW OF SCRUTINY WORK PROGRAMME**

The Committee received an update in relation to its work programme.

**Resolved – That the work programme be noted.**

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# SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

Tuesday, 4 December 2012

<u>Present:</u>	Councillor	D Elderton (Chair)	
	Councillors	J Crabtree	J Stapleton
		L Fraser	M Sullivan
		D Mitchell	KJ Williams
		C Muspratt	S Williams
<u>Deputies:</u>	Councillors	R Gregson (in place of T Norbury)	
<u>Cabinet Members:</u>	Councillors	B Kenny	H Smith
		C Meaden	

## 43 MEMBERS CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members were asked to consider whether they had personal or prejudicial interests in connection with the item on this agenda and, if so, to declare them and state what they were.

Members were reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they were subject to a party whip in connection with the item to be considered and, if so, to declare it and state the nature of the whipping arrangement.

Councillors Sullivan, Fraser and Elderton declared personal interests by virtue of them being friends of libraries.

Councillor S Williams declared a personal interest by virtue of him being a Board Member of the Merseyside Recycling and Waste Authority.

Councillor Stapleton declared a personal interest by virtue of her being a member of the Birkenhead Park Advisory Committee.

## 44 BUDGET OPTIONS

The Committee received a presentation from Jane Morgan, Policy Manager, Chief Executive's Department, on the process of the consultation and the progress made on Stage 2 of the consultation to date. Jane Morgan reported that over 70 budget options had now been published and the savings identified were 25 per cent more than what was needed, giving Members and

the public a real choice as to where they should be made. She also went on to outline the role of Overview and Scrutiny members in the process.

Jane Morgan then responded to some questions from the Committee and informed the meeting that a variety of community groups representing the elderly had and were being engaged in the consultation and that she would feed back the suggestion about marketing the consultation in as many post offices as possible.

At the suggestion of the Chair the Committee then considered the 18 budget options relevant to its own remit in turn.

#### 1. Libraries (and One Stop Shops)

Malcolm Flanagan, Head of Revenues, Benefits and Customer Services, introduced this option. Responding to comments from Members he stated that it was the intention to try and keep an open environment within libraries rather than introducing separate rooms. There would be less change in smaller libraries and staff were being trained in giving first level advice. It was acknowledged that a large number of people did not have internet access but there were over 200 personal computers available in libraries for the public to use. The proposed closure of libraries between Christmas and New Year would mean just one library remaining open, if more were to remain open then the saving would be reduced.

There were certain charges for some library services and these were reviewed each year. There was a need to ensure a balance of any increase in charges for certain services not adversely affecting the income being received.

The Chair, in summing up, expressed the Committee's continuing support for the department in maintaining an excellent library service in the face of reducing resources.

#### 2. Dog Kennels

Rob Beresford, Head of Regulation, introduced this option. Responding to comments from Members he referred to the advantages of being part of a Merseyside consortium with several other neighbouring authorities and the fact that the kennels at Halewood did have spare capacity. He did share concerns at the short term nature of dogs being at the kennels before being put down and wanted to give the greatest opportunity for dogs to find a new home. The Council kennels currently had a rehoming rate of about 80 per cent. He had spoken to the RSPCA who had kennels at Cross Lane in Wallasey and consultations were ongoing with the Friends group. The problem of the logistics of travel to Halewood would be explored during the tender process if this option was to proceed.



On a motion by the Chair, seconded by Councillor S Williams, it was –

**Resolved (4:2) – The Committee expressed all Party concern that people could be put off having to travel to Halewood to collect dogs and that officers investigate the logistics of this.**

3. Environmental Health

Rob Beresford, Head of Regulation, introduced this option which proposed an investigation into collaboration with Cheshire West and Chester in order to establish a Mutual to deliver regulatory services.

4. Trading Standards

Rob Beresford, Head of Regulation, introduced this option which proposed a reduction in the staffing level within the Trading Standards Teams by one Fair Trading Officer and a Senior Trading Standards Officer.

5. Pest Control

Rob Beresford, Head of Regulation, introduced this option which proposed reducing operating costs of the service whilst continuing to increase income. Responding to comments from Members he stated that most local authorities didn't charge for rat infestation treatments and in Wirral the number of infestations had shown a gradual decline. Members congratulated those in the service for the high quality of the service provided.

6. Community Patrol

Rob Beresford, Head of Regulation, introduced this option which was a terms and condition option for staff across the Council.

7. Dog Fouling

Rob Beresford, Head of Regulation, introduced this option. Responding to comments from Members he informed the Committee that the current team of 10 officers was far in excess of what other local authorities had. Over 200 £50 fixed penalty notices had been issued with a very high payment rate. This amount could be raised to £70 if the Council was to adopt different legislation but the Council would have to undertake specific consultation.

It was suggested that the Council could look at dog free zones.

The Interim Director of Technical Services suggested the need for a more unified approach to enforcement regimes covering a range of services.

On a motion by the Chair, seconded by Councillor Fraser, it was –

**Resolved (unanimously) – That officers look at mechanisms for a more co-ordinated approach to the subject of enforcement on Wirral.**

#### 8. Car Parking Operations

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated that the proposed ‘all day’ charge of £2.50 would be introduced at all Council car parks, including those which were currently free and those around Council offices. The current pilot of ‘free after 3pm’ would also cease.

Members commented upon the cost of setting up ticket machines and collection of more monies from machines where there were currently none and that the introduction of charges could drive away trade from some shopping areas.

The Chair, in summing up, registered the Committee’s concerns over the impact of charging for car parking in areas where it was currently free and also at the proposed cessation of the ‘free after 3pm’ scheme.

*[POST MEETING CORRECTION – following the meeting the Interim Director realised that he had inadvertently described in his verbal presentation a possible variant (charging for currently free parking) that was not included in the options before the Committee. He advised Committee Members by email accordingly. The agenda papers and consultation documentation had, however, described the correct option.]*

#### 9. Garden Waste Kerbside Recycling Scheme

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated that the recycling targets were pooled for Merseyside so a fall in the recycling rate should not incur penalties for Wirral. The extra cost of more waste going to landfill would not negate the proposed charges. Officers had netted out the income to this proposal and a report would evidence these calculations which he would be happy to circulate to Members. There would be a need in the longer term to look at more sophisticated models for garden waste.

The Chair, in summing up, stated that it was valid for the Committee to register its concerns as to whether the benefits of introducing a charge would outweigh the costs of waste going to landfill.

#### 10. Waste Charges

The Interim Director of Technical Services introduced this option. Responding to comments from Members he commented that currently if a bin was reported as missing on the day of collection then the Council would replace it but in future that would only apply if the bin had evidentially been damaged by the collection workforce. If a bin was destroyed by fire, or for any other reason a replacement bin was required then the householder would be charged for a replacement.

#### 11. Highway Maintenance

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated that he would circulate to the Committee a breakdown of the figures where savings were proposed in respect of maintenance of roads, footways, signage and street furniture.

#### 12. Street Lighting

The Interim Director of Technical Services introduced this option which would stop night time inspections (scouting) of lighting and, where it was safe to do so, switch off lighting. Some investment in equipment changes would be required to achieve a reduction in the energy charges and would be offset against savings in energy purchased.

The Chair suggested that the Department should consider, when replacing lights, that they were replaced with the most energy efficient luminaires available.

#### 13. Highway Drainage

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated that this proposal would lead to a reduced service in those areas not susceptible to flooding. He acknowledged that the inspection arrangements would need to be constantly monitored over future years due to changing weather patterns.

#### 14. Street Cleansing

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated that the proposal for a 6 month pilot scheme would be across the whole of the borough and mapping of the pilot area would be finalised once this option was brought forward for a final decision. He acknowledged the need for the pilot to be fair and that it wouldn't be targeted on areas where the results would be favourable to the outcome.

There were generally good response times in respect of those tourist areas, such as promenades, which were busier during fine weather but there did need to be a sharpening up of the response for next season.

#### 15. School Crossing Patrols

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated that it was a non-statutory requirement to provide school crossing patrols and this option would ask schools to pay. For those that did a service level agreement would be developed with the school but those schools that chose not to pay the patrol would be withdrawn. The proposal had been explained to the Primary Head Teachers' meeting and also to Secondary Head Teachers at a Schools Forum. In mitigating the effect of withdrawing the service 45 sites currently had a pelican crossing.

Some Members expressed their total opposition to the proposal as it was the responsibility of the Council to keep roads safe. A Member suggested that motor manufacturers could be approached to sponsor crossing patrols.

The Chair suggested that as the budget options were for savings of 25 per cent more than was required, this could be one that wasn't pursued.

#### 16. Reduction of Parks' Maintenance

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated it was not intended that areas of parks and open spaces left for wildlife and wild flower meadows would be totally abandoned but rather that there would be planting and seeding carried out.

#### 17. Withdrawal of Parks' Maintenance

The Interim Director of Technical Services introduced this option. Responding to comments from Members he stated that the proposal to maintain just one bowling green in Birkenhead Park was because it held national events and due to the status of the park. Any funding which could be pursued from sports bodies would be sought if it could be applied to the outcomes the Council wished to achieve.

Members queried why golf courses should continue to be maintained at the expense of all but one bowling green leading to a feeling of marginalisation amongst bowlers. The possibility of gaining income from sports such as sand yachting should also be examined in conjunction with the Council's tourism officers.

The Chair suggested that any withdrawal of beach management would need to be undertaken in such a way that it didn't drive visitors away.

## 18. Modernisation of Leisure Centres

The Interim Director of Technical Services introduced this option which would have an impact on 21 fte staff.

Members suggested the need to maximise revenue from café facilities at leisure centres when in use for galas etc and also the possibility of negotiating with the trades unions over opening on bank holidays.

The Chair thanked all the staff involved in the budget consultation process.

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29<sup>TH</sup> JANUARY 2013

<b>SUBJECT:</b>	<b>ENVIRONMENTAL STREETSCENE SERVICES CONTRACT SIXTH ANNUAL REVIEW</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF TECHNICAL SERVICES</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

1.1 This report informs Members of the performance of the Environmental Streetscene Services Contract with Biffa over the last twelve months, and updates Members on the status of a number of work streams that were endorsed by Committee on 30 January 2012 (minute 63 refers). This report also highlights the progress made since on realising the savings generated from the 'Biffa Break Clause' buy out offer accepted by the Council at Cabinet on July 19, 2012 (minute 59 refers). A refreshed "Benefits Realisation Plan" has been produced to reflect the new working arrangements and priorities of the Wirral Council/Biffa partnering arrangement to March 2017. As customary, this report will be supplemented by a presentation to Committee by the Biffa Management Team on the night of the 29th January.

#### 2.0 BACKGROUND AND KEY ISSUES

##### 2.1 Achievements

The Environmental Streetscene Services Contract was awarded to Biffa Waste Services in May 2006 and came into force on 22<sup>nd</sup> August 2006. The contract runs to 2020, with a new break clause option in March 2017 (to be made no later than March 2016). The current value of the core contract with Biffa has increased from £12.594m in 2011/12 to £12.976m for 2012/13 consisting of £8.036m for waste collection and £4.940m for street cleansing. The increase is due to application of:

- RPI at 3.15% from August 2012
- Annual property uplift (£10K pa)

These figures are net of an in-year saving (£24,485) from the early cessation of the bring site (paper and can bank) service as approved as part of the "Break Clause" contract negotiations.

Members are reminded of the notable achievements within the contract to date:

- A successful Gateway 5 Review within the first contract year;
- The borough wide rollout of the grey and green bin waste collection service to over 145,000 properties, including collections on Bank Holidays;
- The restructuring and expansion of the garden waste service to over 108,000 properties;
- The significant improvement in local environmental quality through better street cleansing and related activities resulting in achievement of the challenging Public Service Agreement (PSA) standard;
- A year on year improvement in service reliability, including response times and missed bin performance;
- Improved service quality highlighted within the last Comprehensive Area Assessment;
- Services given high acclaim in the 2010 “Living in Wirral” consultation exercise.
- Annual Revenue saving through the 11/12 Break Clause Review of £1.2M (from September 2013 onwards).

## 2.2 Contract Management and Governance Arrangements

The Environmental Streetscene Services Contract is managed at three levels. This enables operational and strategic decisions to be made at the appropriate hierarchy of management and presents an escalation procedure where contractual matters require resolution. **Figure 1** below illustrates the management structure and how the partnering arrangement feeds into the wider Council business.

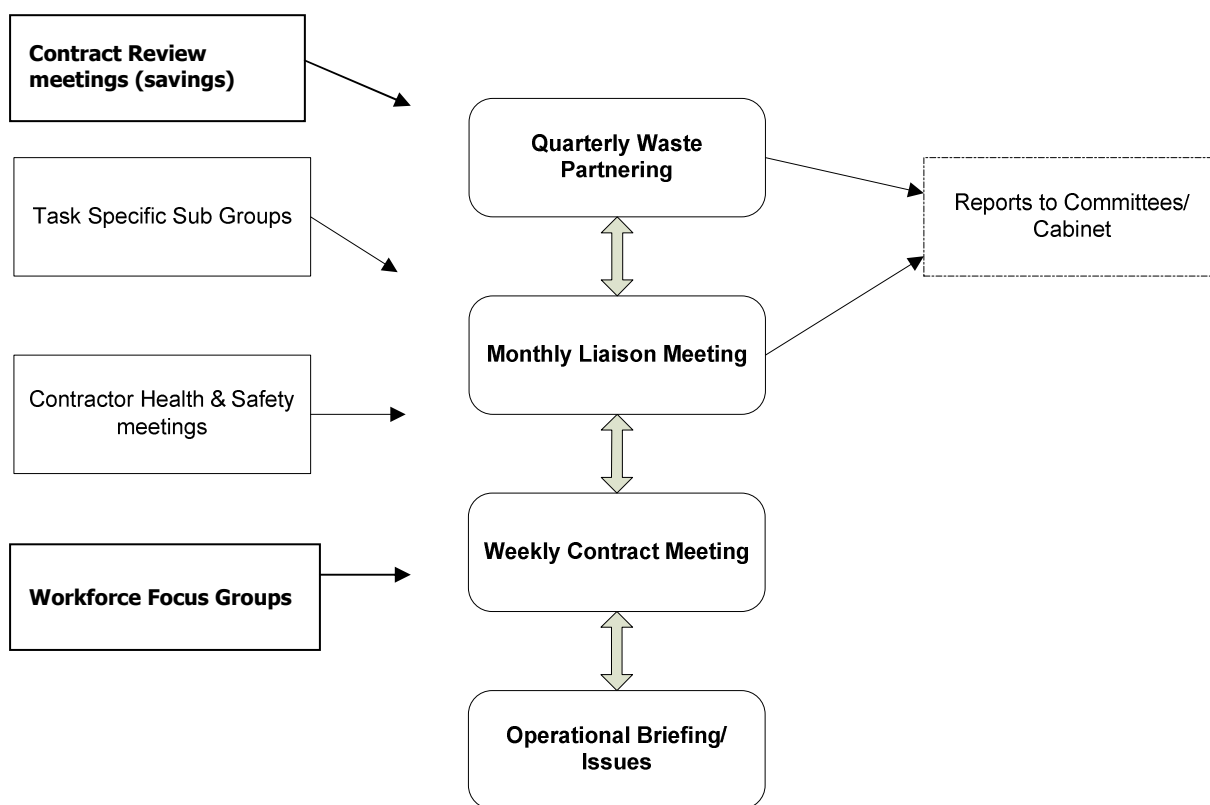
Contract meetings are held every two weeks and sometimes weekly in response to the needs of the service. Reports covering that period and any outstanding day-to-day issues are dealt with at this level.

Liaison meetings are scheduled on a monthly basis. The agenda covers the Key Performance Indicators (KPIs) monthly report, operational considerations and any unresolved matters from the contract meetings. Partnering Board meetings are held quarterly. While there is a review of the operations for the last three months, the main discussions are concerned with the overall strategic approach.

Additional strategic meetings have also been scheduled to progress talks around opportunities for further budget savings. The outcomes of these meetings are tracked by the Partnering Board.



**Figure 1: Environmental Streetscene Services Contract Management Framework**



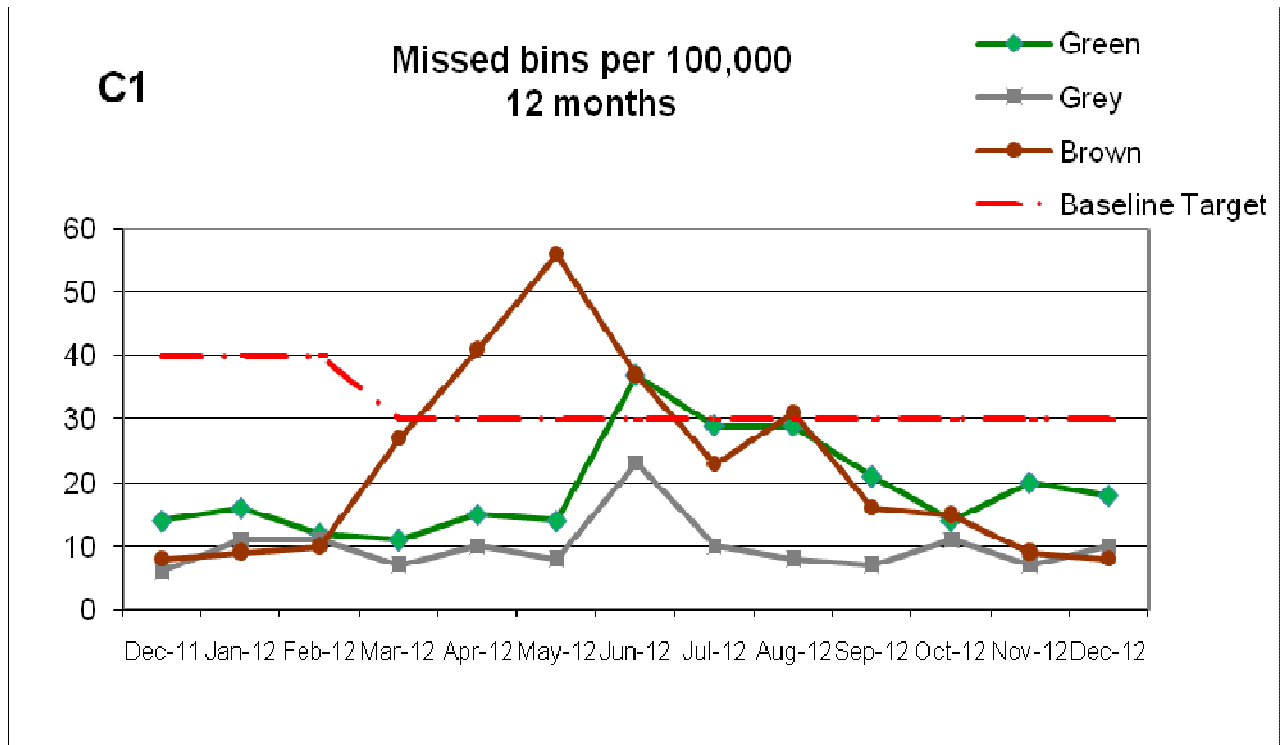
### 2.3 Key Performance Indicators

A comprehensive review of the original KPIs was carried out by Council officers in conjunction with Biffa. This led to a number of new KPIs being produced and implemented from December 2011. The KPI results for the past 12 months (December 2011-December 2012) are located in **Appendix 1**. All indicators show improvements on 2011 performance (or no change if performance is at its maximum).

#### 2.3.1 Headline KPI: 'WR1' Bins Missed Per 100,000 Properties

**Chart 1** shows the number of bins missed per 100,000 properties over the last 12 months, broken down into garden waste bins (brown), residual bins (green) and recycling bins (grey). As a result of maintained high contractual performance, The Partnering Board agreed to reduce the KPI target from 40 missed bins per 100,000 collected to 30 missed bins per 100,000 from April 2012 onwards. The average missed bin figure for the year is 20/100,000. Brown bins averaged 24/100,000; green bins average 20/100,000 and grey bins performed the best at only 10 misses in 100,000 collections.

Chart 1



Garden Waste (brown) bins

A drop in performance for the collection of brown garden waste bins occurred between April and June this year. This was due to a number of factors:

- Round Re-structure: The scheme was expanded to a further 3,500 households requiring a full round re-structure in order to accommodate the properties within existing resources. Whilst every attempt is made to smooth such operational change, residents and crews often take a short time to become familiar with the new schedules.
- Peak Season: More tonnage is collected during May to July than any other time of year. Delays at the tipping facilities as tipping bays became full caused a number of rounds having to be completed the next day, or by alternative fleet who were unfamiliar with the rounds. It is the officers' view that Biffa responded well to unreasonable queuing at the Garden Waste delivery point in order to maintain services. They also incurred additional cost for diverting other fleet which they did not pass onto the Council.
- A large proportion of the Garden Waste workforce are agency workers meaning that staff turn around, especially during peak season, is high. More reliability would be achieved if Biffa recruited permanent staff to these rounds. However, at the Council's request, this has been delayed pending the outcome of the Budget Option to charge for the collection of garden waste (to minimise potential redundancy costs).

Residual (green) bins

A fall in the performance for the collection of residual bins occurred in June 2012 and is still recovering. This was directly related to the "Two Bin Project", implemented to drive recycling and waste prevention behaviour. This project aimed to ensure that all

households presenting more than one green bin were authorised to do so. Households presenting additional green bins were identified and requested to complete an authorisation form to assess their eligibility for extra capacity. Authorised households were then added to the in-cab computers so the crews know which households are allowed to set out multiple bins. Households that did not fulfil the criteria were written to and asked not to present their additional bins, as they would not be emptied. This project affects the missed bin statistics significantly due to the following reasons:

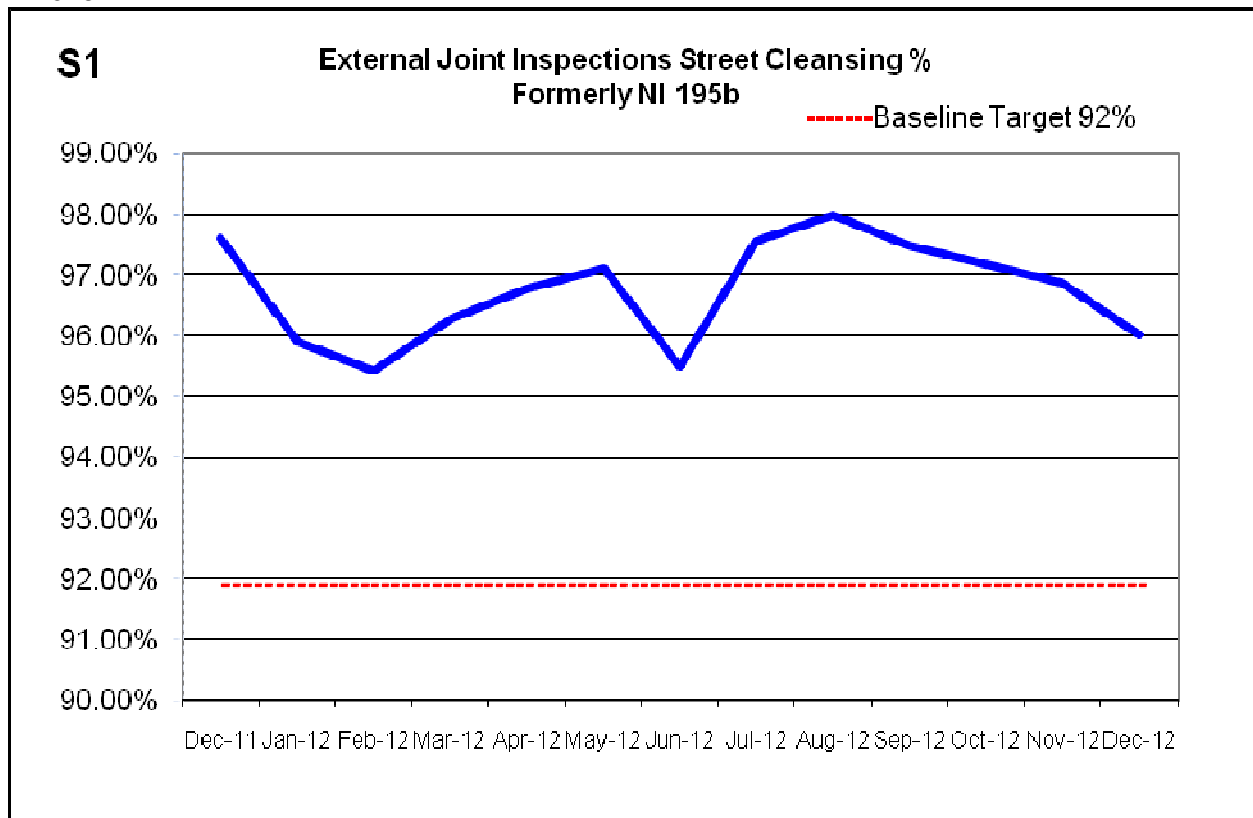
- Not all relevant households had been identified and therefore authorised prior to the launch of the new collection approach
- Crews can not always identify bins belonging to authorised households due to where they have been presented and/or because they are not clearly numbered.

This project is on-going. New households presenting additional bins without authorisation continue to be reported by the waste collection crews. The council back office employees respond to these reports and contact all households concerned.

### 2.3.2 Headline KPI 'SC1' Street Cleansing inspections

Since the review in June 2011, all cleansing inspections have been carried out on the day of cleanse to ensure the quality of the cleanse is monitored. This is a slight variation to the historic NI195 national indicator definition, where the audits can be carried out at any time between cleanses. The "old" indicator calculation was designed to measure the overall cleanliness of the borough at any one time. The new methodology is more appropriate for measuring contractor performance. Biffa have continued to improve standards, with an average of 96.78 % of streets meeting contractual standards over the past 12 months, exceeding the target of 92%.

**Chart 2**



## 2.4 Work Stream Progress

At the Committee of 30 January 2012 (minute 63 refers), four key work stream areas were approved that would aim to drive improvements in all aspects of service delivery. The work stream progress is monitored formally at quarterly Partnering Board meetings and challenges arising from the work streams are discussed at Liaison meeting level.

### 2.4.1 Street Cleansing: Improving environmental quality with particular focus on reducing the levels of dog fouling.

This work stream has been developed in order to drive continuous improvements and ensure that all aspects of the contract management support the delivery of Wirral's Corporate Goals.

2012/13 achievements from this work stream have therefore been reported in detail to this Committee as part of the Technical Services Delivery Plan update for the Corporate Goal, "Have high standards of environmental quality across Wirral".

As a result of the enhanced focus on dog fouling removal regular joint audits have noted a marked decrease in the number of surveyed transects showing signs of dog fouling. These surveys are carried out on the day of cleanse and clearly demonstrate that Biffa have taken the necessary steps to tackle dog fouling as part of the routine cleanse.

Throughout 2012/13 up until the end of December 2012 less than 1% of all transects surveyed have showed 'heavy' levels of dog fouling (only 4 locations out of 1613). Conversely over 90% of transects surveyed have shown no dog fouling present (1454 locations out of 1613). This detailed monitoring began in Jan 2012; as such there is no like for like comparable data available; anecdotally, frontline monitoring staff agree that there has been a distinct improvement in the levels of dog fouling, particularly in the last three months of the 2012 calendar year.

In order to further reduce occurrences of dog fouling across Wirral the locations of any transects found to contain instances of dog fouling are now being shared with the dog fouling enforcement team for their records. The enforcement team will use this data to help target their enforcement visits.

### 2.4.2 Contamination of collected co-mingled material – risk reduction

The Council and Biffa have been taking steps to improve the quality of our kerbside collected co-mingled material since 2009. In response to a Judicial Review to be heard late February 2013, DEFRA are currently reviewing their policies and definitions in relation to co-mingled recycling. This is likely to result in stricter targets being imposed on quality thresholds, meaning it is more important than ever to ensure our recycling is as free from contaminants as possible.

2012/13 achievements from this work stream are being reported in detail to this Committee on 29 January 2013 as part of the Technical Services Delivery Plan update for the Corporate Goal "Minimising waste by encouraging waste reduction and recycling".

Contamination checks by waste collection crews are now part of their everyday duties. As a result of a retraining exercise, in 2013, Biffa crews reported 8336 heavily

contaminated grey bins to the Council for action. By taking steps to contact and educate the associated households, contamination rates (according to the Material Analysis Fraction sampling data provided by the Merseyside Waste and Recycling Authority) have fallen to an average of 7.95% in 2012, which is within the quality threshold prescribed by the MRF acceptance criteria. The average combined contamination rate of the other districts collecting recycling in the same way is 13.87%. Wirral are the only district operating alternate weekly collections across its whole recycling service, including most multi-occupancy properties. Therefore to also be collecting the “cleanest” material is a significant achievement, and testimony to the effective working relationship we have with the waste collection contractor, as well as the tireless work of 6 Council officers who visit residents to help them to recycle properly.

#### 2.4.3 Increasing recycling (to support the Council’s Notion of Motion passed on the 12 December 2011: minute 90 refers)

Members of this Committee have been provided with updates (September 26, 2012; minute 20 refers / January 29, 2013) on how the Council intends to continue to improve its recycling performance. Due to the spending freeze, the proposal to introduce a kerbside collection of small WEEE (Waste Electrical and Electronic Equipment) has been suspended. However, the following projects were successfully undertaken:

- Two bin project: Over 3000 households were identified as having additional green bins. This project ensured that properties meeting criteria for additional bins were recorded on the Biffa in-cab information system so that the Council only empty bins put out legitimately. This project aimed to encourage greater use of recycling bins and drive waste prevention behaviour.
- Expansion of Garden Waste service to 3500 households: The garden waste service was successfully rolled out to new build households and a number of locations previously omitted from the roll-out due to access issues or small garden size. This required a complete round restructure to enable the service to be ran off the existing fleet levels. The Council incurred no additional revenue charges from Biffa for the expansion.

#### 2.4.4 Contract review and associated Benefits Realisation Plan

##### 2.4.4.1 Progress on contract review savings

At Cabinet on July 19 (minute 59 refers), Members approved the delay of the ‘break clause’ decision until April 2016. In doing so the annual contract price would be reduced by £1.2M from September 2013. These procurement savings included a reduction in “profit margin” enjoyed by Biffa, a reduction in whole contract costs through extending the life of the existing fleet vehicles until March 2017 (that would otherwise have been replaced in September 2013), and a rationalisation of existing services to include:

- £60K saving through improvements in Street Cleansing efficiencies. This saving will be taken from September 2013 and is in addition to proposals in the current budget option out to consultation. The Officers have agreed to maintain

the existing Street Cleansing Audit target of 92% (as opposed to contractually obliging Biffa to improve the target) in return for Biffa making the savings.

- £142K saving through the cessation of Bring Site collections (paper and cans). This service has now been removed in order to achieve part-year savings. The full savings will be realised from September 2013. Consultation with bring site users was carried out pre-removal. A total of three enquires were received and dealt with to the satisfaction of the residents.
- £96K saving through removal of the Exclusion Round. This round operates a weekly residual waste collection to 100 locations that were initially deemed unsuitable for Alternate Weekly Collections, primarily due to lack of bin storage. Consultation and surveys are currently in progress with property management companies and housing associations in order to provide a suitable and cost effective waste management solution so that tenants and flat owners can enjoy the same recycling services as the rest of the borough. The Council and Biffa are ahead of schedule and expect to be able to remove the Exclusion Round from April 2013 (as opposed to August 2013), saving an additional £30-40K in 2013/14.
- £200K saving through optimising the existing waste collection fleet. A review of all grey/green bin rounds will be conducted from April to July with the aim of reducing the amount of resource currently used to collect our household waste. It is important to note that this saving is subject to successful negotiations between Biffa and the representative trade unions as new working practices may be required to realise the efficiency saving.

#### 2.4.4.2 Benefits Realisation Review

The Environmental Streetscene Services Benefits Realisation Plan has been reported annually to this Committee as part of the Biffa annual review. The plan has now been refreshed to reflect the variations made to the Contract as a result of the 'break clause' decision. The plan now includes a "Quantitative Benefits Plan" (**Appendix 2a**) as well as a Qualitative Benefits Plan (**Appendix 2b**) to track the achievement of identified efficiencies. In addition, "closed" benefits have been removed from the plan and are recorded on a "Closed Benefits Timeline" (**Appendix 2c**) Officers seek endorsement of this Committee on the 13/14 Benefits Realisation Plan before it is formally approved at the next meeting of the Partnering Board in February 2013.

### 3.0 FUTURE CONSIDERATIONS: PROPSALS FOR 13/14 WORK STREAMS

Officers seek Members' endorsement for the following proposed work streams for 2013/14:

#### 3.1 Cleansing of Entries: Driving contractual performance

The cleansing of alleyways (predominantly adjoining terraced housing) is part of the Street Cleansing function. This part of the service has been recently identified by the Council to have been "underperforming". As a result, the standard of cleanse will be monitored as part of the 'Streets 1' KPI. Approximately 12 entries per week will be randomly inspected through the joint audits under the NI195 methodology. Any

entries falling below a grade b will be considered to be a fail. The contractual payments to Biffa for Street Cleansing are linked to performance measured during the joint audits. Biffa are currently reviewing their operational and supervisory procedures to ensure adequate resources are deployed to these areas. Due to the high volumes of fly tipped waste in entries, new strategic approaches to managing waste in terraced areas will be explored in conjunction with other council functions and strategic partners.

### **3.2 Contamination of Collected Co-mingled Recycling – Risk Reduction**

Officers propose to continue this element of the 2012/13 work stream as contamination is still widespread despite the improvements seen through the application of a number of successful strategies. The Partnering Board work stream will support wider strategies developed by the Council to tackle contamination through a review of the Household Waste Enforcement Policy. This will include developing strategies to optimise the value of the frontline waste collection operatives with regards to delivering accurate recycling messages to the public.

### **3.3 Contract Review and Associated Benefits Realisation**

This work stream will continue to ensure the delivery of the £1.2M contract review savings and associated benefits.

### **3.4 Work streams arising form the proposed budget options**

Three Service areas have been put forward as part of the officer budget options. These are:

- A reduction in Street Cleansing Services
- Charging for Garden Waste
- Bin charging/ Increase to the ERIC charges

Officers have developed Project Initiation Documents for all three options and these will be adopted as new work streams should they be approved by the Council.

## **4.0 RELEVANT RISKS**

4.1 Risks to the quality of delivery of the contract are identified and managed through the contract management and governance procedures as detailed in section 2.2.

4.2 Risks associated with the successful delivery of the Corporate Goal Delivery Plans that this contract is inextricably linked to are managed through the Technical Services Departmental Risk Register. There are currently 8 risks being managed. Three are green, four are amber and one is red. The current status of all risks are summarised in Table 1.

**Table 1: Current Risk Status (Environmental Streetscene Services and associated Corporate Goals)**

<b>Risk Description</b>	<b>Category</b>	<b>RISK STATUS</b>
<b>WASTE COLLECTION</b>		
Contamination of recycling exceeds 8% target set by MRWA.	Operational Financial	GREEN
Recession results in temporary market collapse for recyclable material.	Financial Reputational	GREEN
Inability to agree new Levy Charging Mechanism leads to insufficient investment from all or some Merseyside Districts in waste prevention strategies.	Financial	AMBER
Budget reductions lead to less recycling being captured (e.g. Garden Waste).	Reputation Operational	AMBER
Judicial Review of co-mingled vs. kerbside sorted collections.	Financial Reputation Operational Contractual Performance	AMBER
EU GLASS End of Waste Criteria questions continued inclusion of glass in Waste Dataflow recycling calculations.	Financial Reputation Operational Contractual Performance	AMBER
<b>STREET CLEANSING</b>		
Poor contractor performance under “self monitoring” contractual terms.	Operational Reputation	GREEN
Risk of reduction in resources due to financial pressures of local authority will lower overall standards of cleanliness.	Operational Reputation	RED

## 5.0 OTHER OPTIONS CONSIDERED

5.1 Future work stream proposals have taken into account the current spending freeze and potential resource reductions that may be implemented to help manage the Council’s current financial position. Members are invited to propose further projects for the 2013/14 Partnering Board.

## 6.0 CONSULTATION

6.1 No public consultation was undertaken in the preparation of this report. This report and accompanying presentation have been prepared jointly by the Council and Biffa.

## 7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

7.1 There are no implications for the Voluntary, Community and Faith groups arising from this report.

## 8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

8.1 There are no new resource implications arising from this report.



## **9.0 LEGAL IMPLICATIONS**

9.1 There are no legal implications arising from this report.

## **10.0 EQUALITIES IMPLICATIONS**

10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) Yes, for the new work stream proposals and impact review is attached – <http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>

## **11.0 CARBON REDUCTION IMPLICATIONS**

11.1 There are no specific implications under this heading. The Environmental Streetscene Services Contract has assisted the Council to reduce the carbon emissions of the Borough's waste collection services by around 31,000 tonnes per annum.

## **12.1 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

12.1 There are no specific implications under this heading.

## **13.0 RECOMMENDATION/S**

13.1 Committee is requested to:

1. Note the Key Performance Indicator information in **Section 2.3** and **Appendix 1** of this report and the continued high levels of service to which they relate.
2. Note and endorse the work streams highlighted for attention in 2013/14 as described in **Section 3**, along with any other areas identified by Members of this meeting to further improve service reliability, customer satisfaction and enhance the environmental quality of Wirral.
3. Endorsed the revised Benefits Realisation Plan produced (**Appendix 2**) to ensure the financial and service quality ambitions for the remaining contract period are achieved.

## **14.0 REASONS FOR RECOMMENDATIONS**

14.1 The annual scrutiny of the Environmental Streetscene Services contractual performance and progress is part of the formal management and governance arrangements for the contract and gives Elected Members of the Committee an opportunity to engage directly with the contractor, in order to raise concerns and highlight areas of good practice. The annual review also ensures Members are well informed to make recommendations over the future delivery and management of waste and street cleansing services.

**REPORT AUTHOR:** Tara Dumas  
Waste and Environment Manager  
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email: [taradumas@wirral.gov.uk](mailto:taradumas@wirral.gov.uk)

## APPENDICES

Appendix 1: Key Performance Indicator Information (2012)  
Appendix 2a: Quantitative benefits Realisation Plan  
Appendix 2b: Qualitative Benefits Realisation Plan  
Appendix 2c: Closed Benefits "Timeline".

## REFERENCE MATERIAL

None

## SUBJECT HISTORY (last 3 years)

<b>Council Meeting</b>	<b>Date</b>
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE: Fifth Annual Review Streetscene Environmental Contract	30 January 2012
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE: Minimise Waste by Encouraging Waste Reduction and Recycling – Progress Update	29 January 2013
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE: Corporate Goal Progress Update 'To have high standards of Environmental Quality across Wirral'	29 January 2013
CABINET: Environmental Services Contract 'Break Clause' Review	19 July 2012
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE: Notice of Motion: Increasing Recycling Update	26 September 2012

## Equality Impact Assessment Toolkit (from May 2012)

### **Section 1: Your details**

**EIA lead Officer:** Tara Dumas

**Email address:** taradumas@wirral.gov.uk

**Head of Section:** Mark Smith

**Chief Officer:** Chris McCarthy

**Department:** Technical Services

**Date:** 11<sup>th</sup> January 2013

### **Section 2: What Council proposal is being assessed?**

New work stream initiatives detailed in section 3 of the “Waste and Environmental Services 6<sup>th</sup> Annual Review” to include:

Review of the Household Waste Enforcement Policy (Section 46 Policy) and a project to tackle waste related environmental quality issues in terraced housing areas

### **Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?**

**Yes / No**

**If ‘yes’ please state which meeting and what date**

Sustainable Communities Overview and Scrutiny 29<sup>th</sup> January 2013

**Please add hyperlink to where your EIA is/will be published on the Council’s website (see your Departmental Equality Group Chair for appropriate hyperlink)**

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- x **Services**
- The workforce**
- x **Communities**
- x **Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4:** Does the proposal have the potential to maintain or enhance the way the Council ..... (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- x Advances equality of opportunity
- x Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
Age	Positive		Tara Dumas	tbc	tbc
Socio-economic status	Positive / negative		“”	tbc	tbc
race	positive		“”	tbc	tbc

Please note that this EIA will be developed when various strategies for inclusion in the projects are considered. Public consultation WILL be carried out to inform the outcomes of both projects

**Section 5a:** Where and how will the above actions be monitored?  
Through the Biffa Partnering board / via monthly updates to the Environment Portfolio holder / through DMT

**Section 5b:** If you think there is no negative impact, what is your reasoning behind this?  
Both projects aim to improve the access to services to residents, by evaluating and reducing current difficulties residents have in engaging with the waste collection services.

**Section 6:** What research / data / information have you used in support of this process?  
MBA research study: 'How can Wirral Council optimise pro-cycling behaviour of its residents' including resident surveys and resident / staff focus groups.

**Section 7:** Are you intending to carry out any consultation with regard to this Council proposal?

Yes /

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

## **Section 8: How will consultation take place and by when?**

To be confirmed. Consultation will take place throughout 2013 with:  
Residents in terraced housing areas via resident groups  
Private Landlords  
RSL's

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

## **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published** (section 2b)
- b) **Include any potential positive impacts as well as negative impacts?** (section 5)
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29<sup>TH</sup> JANUARY 2013

<b>SUBJECT:</b>	<b>MINIMISE WASTE BY ENCOURAGING WASTE REDUCTION AND RECYCLING – PROGRESS UPDATE</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF TECHNICAL SERVICES</b>
<b>KEY DECISION</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 This report is the annual report updating Members on the Technical Services (TS1) Delivery Plan 2012/13 (**Appendix A**) that supports the corporate goal: “Minimise waste by encouraging waste reduction and recycling”.

#### 2.0 BACKGROUND AND KEY ISSUES

- 2.1 At the Council meeting of the 13<sup>th</sup> February 2012, (Minute 290 refers), Members formally approved the Merseyside Joint Recycling and Waste Management Strategy and associated District Council Action Plan (DCAP).

The Council is committed to contributing to the Joint Merseyside recycling target of 50% recycling by 2020. The Council’s strategic map to achieving this target is set in Wirral’s DCAP document.

On the 12<sup>th</sup> December 2011, Council meeting (Minute 90 refers), a Motion of Increasing Recycling was raised. On the 26<sup>th</sup> September 2012, a detailed report on progress for this motion was presented to this committee.

This report updates Members on the key waste reduction and recycling initiatives for the financial year 2012/13 and explores future assumptions and challenges. Table 1 shows the current status in relation to projects. Three initiatives have been suspended due to the Council wide spending freeze. Further details can be viewed in **Appendix A**.

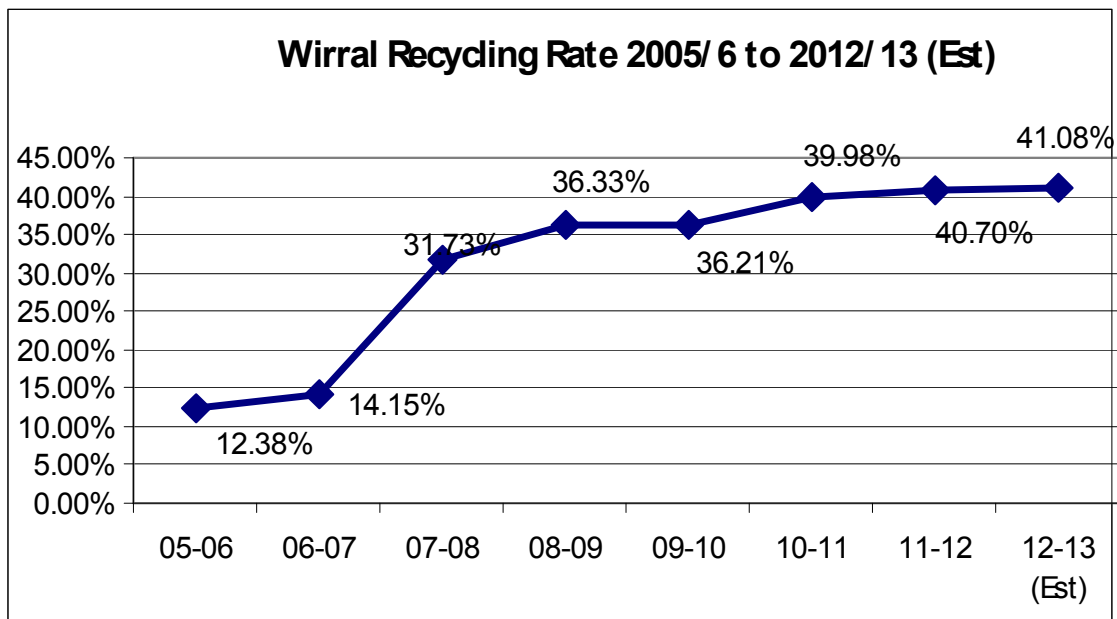
Status	No. of projects
Red (R), Amber (A), Green(G), Complete (C), Suspended (S)	
R	0
A	2
G	25
C	12
S	3

## 2.2 Increasing Recycling

### 2.2.1 Recycling Performance

Over the last 7 years, the Council has seen a significant increase in the amount of waste diverted from landfill (**Graph 1**). This is due to significant roll outs of recycling containers to all properties within Wirral and operational changes such as the recycling of street cleansing waste and leaf fall. Wirral Council also yield the highest tonnage per household of dry recycling (210kg/hh compared to just 81kg/hh of the lowest performing Merseyside authority) on Merseyside due to the optimised methodology of alternate weekly collections and co-mingled collections.

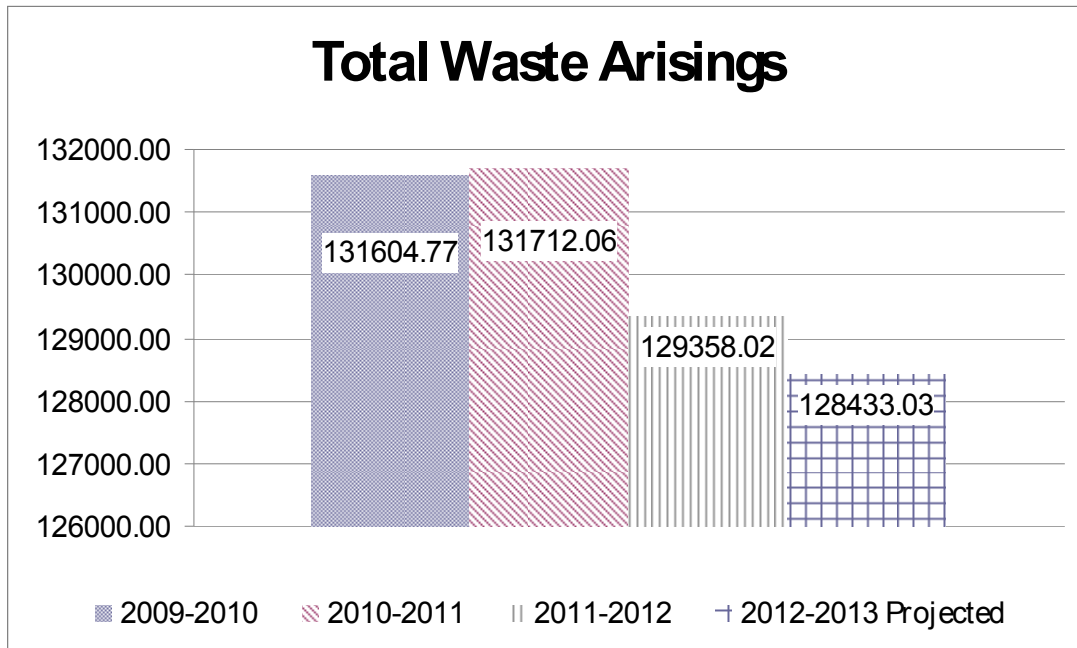
**Graph 1**



However, for the last three years performance has started to level out at around 40%. This is due to the majority of the roll outs being completed in 2009/10. In Section 2.6 future recycling performance is explored.

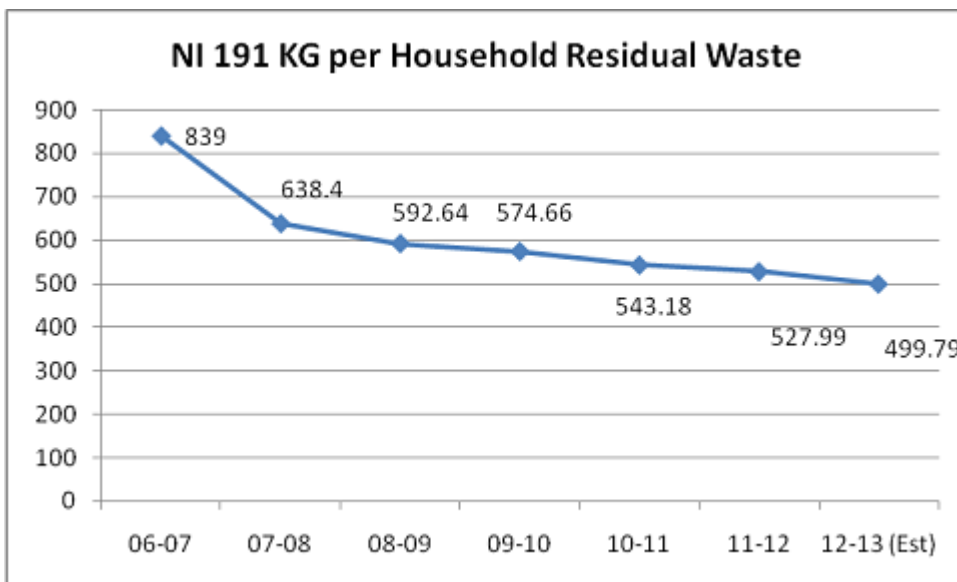
The amount of waste produced in Wirral has been decreasing year on year (**Graph 2**). This reflects a national trend as households are wasting less due to the recession and also packaging waste is changing, in many cases becoming lighter. The graph below illustrates the effect on Wirral's total household waste. Over the last three years, the tonnage of household waste produced in the borough has decreased by 2.5% representing some 3,279 tonnes.

Graph 2



At the same time, the tonnage of waste destined for landfill has also been decreasing year on year (**Graph 3**). The last 3 years has seen residual waste landfilled decrease by some 44 kg per household.

Graph 3

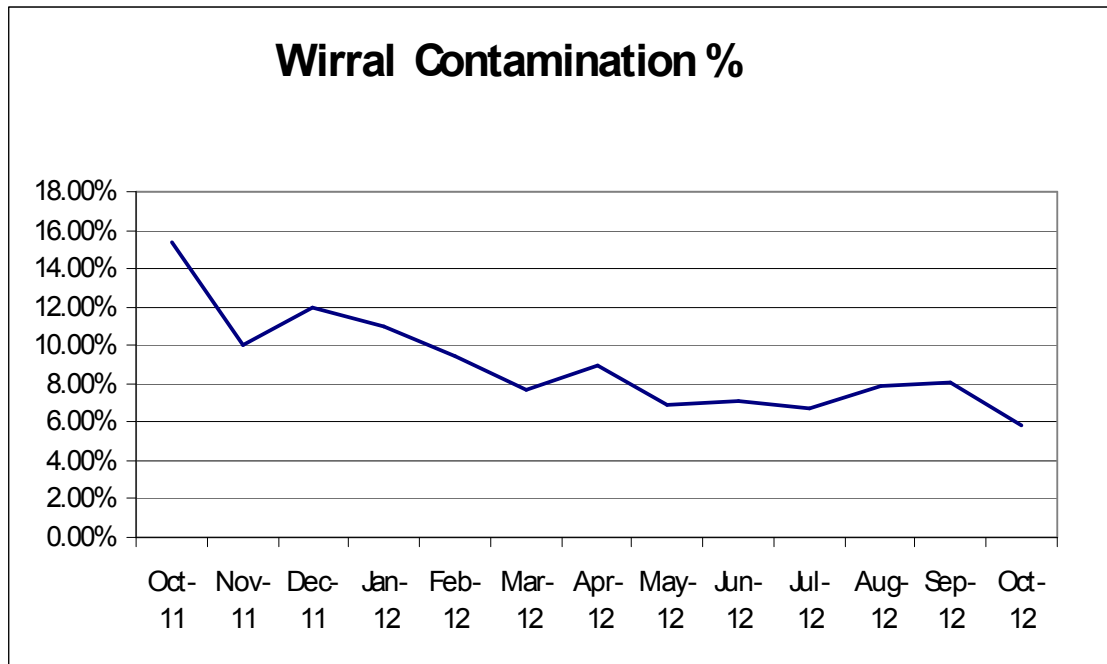


### 2.2.2 Quality of recycling collected

The quality of recycling is continually being driven by the reprocessing industry to meet contractual higher standards. The graph shows a monthly contamination percentage allocated to Wirral by the Merseyside Recycling and Waste Authority (MRWA) as a result of daily monitoring of the waste delivered to the MRF.

The quality of recycling collected continues to improve (**Graph 4**). The quality improvements can be attributed to the education work undertaken by the team of six assistant recycling officers as well as collection crew tool box talks given by Biffa supervisors. Wirral had the lowest contamination rates of all four districts collecting co-mingled recycling in the Merseyside and Halton Waste Partnership.

**Graph 4**



## 2.3 Operational Review

As part of the Environmental Streetscene Services Contract 'Break Clause' review (Cabinet 19<sup>th</sup> July 2012), a number of efficiency projects have been initiated this year that effect recycling performance.

### 2.3.1 Bring Site Review

In November 2012, all bring sites had Biffa paper and can/tin containers removed from them as part of a bring site review, resulting in an immediate in year saving of £24K and a full year revenue saving of £142k from September 2013. At the same time, the Council notified Supermarkets of the withdrawal of responsibility from bring sites on their land. While this will result in less recycling being collected by the Council, the effect on performance will be negligible, as all households now have the capacity to recycle cans and paper on the kerbside scheme.

### 2.3.2 Exclusion Round Review

The Exclusion Round is made up of 100, mainly multiple occupancy properties, that receive a weekly collection of residual waste via green wheelie bins and a fortnightly collection of recycling via grey wheelie bins. Officers have been reviewing the exclusion round with the aim of eliminating the vehicle and service by March 2013 and releasing a revenue saving of £96k.

The review has involved a site survey of each location and consultation with property managers. Officers are aiming to move all locations to an alternate weekly collection service in line with the other properties in the Borough. This will require some locations to increase the number of waste containers or change to alternative space saving containers such as bulk bins. Collections will then be made from these premises utilising the remaining vehicle fleet.

Cabinet have approved a budget of up to £80k for the one off provision of free containers to locations for this project.

Officers are currently liaising with management companies and landlords to complete the project by the end of March 2013. This project aims to increase the amount of recycling captured from all 100 locations.

### 2.3.3 Garden Waste Collection Review

The future of garden waste collection in Wirral is currently out for consultation as part of the Council's Budget saving options. The budget option recommends an opt-in service whereby residents are charged £35 per year for the service (with a £5 online sign up discount).

If approved, the likely result will be a loss of anticipated recycling performance of 3-5%. In part the drop in performance will be counteracted by a greater fall in total household waste arisings experienced in the longer term, as demonstrated by most districts that do not offer a free garden waste service.

### 2.3.4 Schools Waste Collection Service

In October 2012, the Council introduced a waste collection charge to schools. Schools are now charged £449.65 pa for servicing every residual bulk bin. To date the charge has reduced the amount of residual containers requested by schools from 549 to 450. An income of £235k per annum is currently projected, adequately offsetting the contractual charges levied by Biffa for the schools service. Prior to the change, schools recycled 25% of waste. Officers are currently monitoring the recycling tonnages of schools post changes and will be able to report the improvements in performance by the summer of 2013 once enough representative data has been collected.

As there is no charge for recycling containers, Officers expect more schools to reduce residual containers and replace them with recycling containers this year.

Schools that achieve Green Flag Eco Schools status receive a 10% discount on their total charge ensuring that schools have an environmental and financial incentive to increase recycling.

## 2.4 Education Projects

### 2.4.1 Additional Residual Bin Project

During the summer of 2012, a review was undertaken identifying properties with more than one green residual bin. In total around 3000 properties were identified across the Borough. The review established that around 600 properties no longer qualified for an

additional bin. The review has resulted in a more streamlined collections service as well as contributing to reducing waste arisings and encourage households to make full use of their recycling services.

#### 2.4.2 Home Composting

Officers have promoted composting through key events during 2012, including the Eastham Transition Town events. Our partnership with Wirral Environmental Network resulted in two composting workshops being undertaken and a wide ranging interest for further workshops from residents.

In order to divert organic waste from landfill and provide a viable alternative to residents who do not want to use the garden waste household recycling service, home composting promotion has been identified as a key communications requirement as part of the garden waste budget option proposal currently being consulted on.

There will need to be an enhancement of existing communications involving significant web coverage as well as the delivery of community composting workshops across the Borough utilising local community buildings and delivering training via community champions with knowledge and expertise.

The Council and the Merseyside Waste Partnership are currently part of a national composting promotion scheme called "Get Composting". The scheme offers low cost home compost bins to residents.

Officers have the ability to monitor sales of home compost bins through Get Composting and can also monitor visits made to the home composting page on the Council's website.

#### 2.4.3 Waste Reduction

As well as attending the Wirral Food and Drink Festival representing the Merseyside Waste Partnership, officers have also promoted Love Food Hate Waste (LFHW) through the Council's website. A competition was held during the summer of 2012 whereby residents entered left over recipes for the chance to win a prize. The recipe cards are available from one stop shops and libraries.

The Biffa vehicle fleet also promotes waste reduction by promoting junk mail reduction, LFHW and textile reuse and recycling on the Agrippa signage system.

The Council's website has seen ongoing promotions regarding waste reduction, with a particular focus on junk mail reduction and LFHW.

#### 2.4.4 How Can Wirral Optimise Pro Recycling Behaviour of its Population (MBA Dissertation Project)

In 2012 a research project sought to investigate how effective Wirral Council has been in encouraging pro recycling behaviour among its population. Whilst concluding that Wirral Council has been successful in driving pro recycling behaviour, a number of recommendations that seek to optimise the use of Wirral's recycling scheme: including a review of Wirral's enforcement policy, provision of in-house storage bags for recycling, and a review of provision of larger containers for recycling. Recommendations

regarding incentivising recycling behaviours by trialling localised community based incentive schemes were also detailed within the report. Recommendations from the report will be considered as part of the 2013/14 work plan and through partnership working with the Merseyside Waste Partnership. A copy of the report is available by contacting the Waste and Recycling Team.

## 2.5 Merseyside Waste Partnership Projects

### 2.5.1 Waste Reduction Campaigns

The Merseyside Waste Partnership has undertaken waste reduction campaigns covering food waste (Love Food Hate Waste), Junk Mail and Textiles to date and plans are underway for a Spring Compost awareness campaign. The campaigns have used a variety of awareness raising methods such as leaflets in one stop shops, radio sponsorship and also event sponsorship.

The table below highlights some of the key activities undertaken this financial year by the partnership and the measurable impacts of each activity.

<b>Home Composting</b>	<b>Metrics</b>	<b>Num</b>
Compost bin sales	Units	266
Green waste diverted from landfill	Tonnes	39.9
Green waste CO2e avoided by bin sales	Tonnes	3.59
Disposal cost savings	£	3591.00
<b>Junk Mail</b>		
On-going Junk Mail Registrations (at August)	Residents	26,002
Junk Mail diverted from landfill	Tonnes	17.32
CO2e avoided by registrations	Tonnes	17.16
Disposal cost savings	£	1,544.18
Stickers issued (One Stop Shops/Libraries) or directly requested		24,230
<b>Love Food Hate Waste</b>		
Events to date (at September)		17
Estimated footfall	Footfall to date	247,300
Engaged	Persons	7,483
Total email contacts (E-zine distribution)		2,232

## 2.5.2 Textile Recycling

On behalf of the Merseyside Waste Partnership, Knowsley Council are undertaking a textile recycling collection trial. The collection uses reusable bags (termed survival sacks) that are placed into Knowsley Councils co mingled recycling bins and covers 4000 households. This allows residents to recycle textiles at their convenience including lower grade textiles that are often thrown away by residents. The trial commenced in October 2012 and will be evaluated after 6 months. There is potential for this to extend across the partnership to those Councils using the Materials Recycling Facility (MRF).

The Partnership has also developed a Merseyside textile forum working with the charitable and private sector. The Forum's aims are to increase the diversion of textiles that have been identified in the residual bins across Merseyside (5% of Wirral's residual bin composition is textiles). The Forum has 25 members representing the Merseyside Waste Partnership as well as local and national textile recycling organisations.

## 2.6 Eco Schools

Eco Schools is now a high profile programme in Wirral Schools with an annual Eco Schools Convention showcasing schools achievements and good practise. The 2012 Convention at Woodchurch High was attended by 250 delegates from schools and saw 10 schools winning Eco Awards for their contribution to the environment. Eco coordinator meetings are well attended and schools now have support to progress through the Eco School programme and recognition for the environmental work that they do.

The coordinated approach across the Council of sustainable/environmental services under the umbrella of eco schools is now established, and works well with schools using the energy, transport team and Ranger service to support their eco work. It also enables a more efficient communication of services provided.

There have been a number of key campaigns this year, summarised below:

### What lies beneath 50:50

This waste awareness campaign aimed to highlight what happens to our waste when we have finished with it. Most children assumed that everything was recycled. The project looked at the waste we throw away and initiated a campaign in schools to reduce their residual waste and increase their recycled waste. The project made lanterns from recycled materials and brought the 6 schools and their families together for a procession on top of the covered land fill site for the children and their families to make waste reduction pledges. The 50:50 campaign helps to support schools with the new residual waste collection charges as it gets students involved in reducing waste.

### Meadow project

The New Brighton Meadow Project is collaboration with Parks development and has seen 3 schools plant the meadow on the New Brighton front. The school children have also created a flip book educational tool at The Learning Lighthouse to go on the eco



pages of the Council website. Next spring will see the meadow in full bloom and will have a celebration event with all 3 schools.

#### Global Perspectives festival

An eco festival that explored global dimensions, hosted by Woodlands Primary with 5 other visiting schools. This built on some of the partnerships developed in last year's environmental week at Heswall Primary.

#### Green family programme

This is a health innovation funded programme that engages families in the 5 ways to well being using eco activities. The programme includes beach cleans and forest skills

#### Mini beasts

This is an annual event that works in partnership with Birkenhead Park. This year saw South Wirral High attend as the first secondary school to do so and has re-energised their eco work at school.

#### School kitchen gardening

A short course to growing in school was held last spring, which included composting and how to get started proved to be very popular and schools saw their first harvest. The composting element was crucial as many schools had given up composting in the past as they only filled it with fruit. The right compost recipe has been very successful with schools seeing an immediate improvement and fewer fruit flies!

#### Leasowe litter campaign,

This campaign was led by students at Castleway Primary and involved all the schools in the Leasowe area. The school has seen a drastic reduction in fly tipping and litter around school. The school's interest in their environmental work has also led them to a green flag and the first Eco Christmas service in St Chads for the local community. This area would make a good test ground for new litter campaigns.

The table below shows the numbers of Green Flags issued in Wirral compared to other Merseyside Districts. (NB; most schools apply for green flag in the summer term as they often recruit new committee members each school year)

District	Green flags (2011-12)	Green flags (2012-13)
Wirral	19 (11 flags 2011-12)	27 (target 30 Apr 13)
Liverpool	17	17
Sefton	9	11
St Helens	7	7
Knowsley	1	1
Halton	0	0

Due to restrictions in funding following the Council's budget freeze, eco school activities will no longer be supported with a grant system issued by Technical Services, however, it is hoped that the 10% reduction in waste collection charges as part of the schools residual charging project will serve as a reward for eco school progress. The focus will

continue to support schools to achieve green flag status and the Wirral Eco School Convention 2013 will celebrate and share good work and ideas.

In 2013/14 the Eco-School co-ordinator will be focusing on the delivery of a Litter Reduction Strategy through Secondary Schools. There will be a need to tackle litter through an education campaign to encourage everyone to take responsibility for clearing up and for not littering in the first place. Schools will lead these campaigns with young people setting the example in their local areas. This will need a considerable amount of input with working groups of young people testing and trialling different approaches.

## 2.7 Future Recycling Performance

Future recycling performance will be affected due to the following:

### 2.7.1 Refuse Recovery Contract

The definition of recycling in the Merseyside Joint Recycling and Waste Management Strategy follows the European Unions revised Waste Frameworks definition (Article 3 (17))

*“ Recycling includes any physical, chemical or biological treatment leading to a material which is no longer a waste. Article 3(17) WFD does not require any particular characterisation of the processing or reprocessing activity, as long as it serves the objective of generating a material which is used for the original or for other purposes, and thus of closing the economic material circle.”*

This essentially means that incinerator bottom ash (IBA) and metals can be added to contribute towards Merseyside's recycling performance. However we are currently awaiting clarification from the EU and Defra as to whether IBA can be included in the current recycling calculations.

Modelling work undertaken by the MRWA shows that guaranteed performance in the Refuse Recovery Contract (RRC) will take the Merseyside pooled recycling performance as defined in the JRMWS to at least 47% (figure based on current performance remaining the same for individual districts) by 2020 with no further costs incurred directly by Districts. Performance could increase to around the 50% - 53% level if the IBA levels reach 20-25%.

### 2.7.2 Merseyside Waste Partnership

The report to this committee on the 26<sup>th</sup> September 2012 in its recommendations asked the Director of Technical Services to:

*Formally write to the Chair of the MRWA Board, the Director of the MRWA and the relevant directors of all Merseyside Councils to request that the partnership develop a suitable mechanism for scrutinising the individual performance of districts.*

*Invite the MRWA to present a progress update around increasing the range of materials accepted at the MRF to include a presentation of the findings around the viability of rigid plastic recycling, Tetrapak recycling, metal recycling such as foil and textile recycling.*

*Ask the Director of Finance to seek to establish a mechanism either internally or within the Merseyside Waste Partnership that Wirral Council (and district partners where applicable) have access to essential funding, along an 'invest to save' principle in order to improve recycling performance and reduce waste being sent to landfill.*

As a result Wirral has now taken the lead City Region Role for Waste to ensure that the waste agenda is debated at the appropriate level. The first meeting of Directors is to be held on January 16<sup>th</sup>, 2013. The Directors will identify and oversee a number of task groups set up to encourage better partnership working opportunities in order to reduce waste management costs on Merseyside and improve recycling performance in the most cost efficient way. A review of the Levy Charging Mechanism will also be discussed. In parallel, City Region treasurers are undertaking focused work on the levy, its financial "mechanics".

The MRWA are in the final stages of awarding the Refuse Recovery Contract. It is therefore recommended that this Committee invite the Director of the MRWA to the March meeting of this Committee to inform Members of the outcome of the procurement process and the implications to Wirral Council. At the same time, the MRWA may also update Members on the progress they have made to increase the range of materials collected via the co-mingled recycling system, including textiles and rigid plastic.

## **2.8 Future Workstreams to improve recycling and reduce waste**

Future work streams for 2012/13 will include the key work streams below as part of the Wirral Council District Action Plans approach.

### **2.8.1 Quality of recycling**

The quality of the recycling collected, continues to improve month on month. Whilst currently at a good level, it is essential to continue to monitor this. This will involve a continuation of the proactive work involving crew and resident education undertaken to date and will be linked to a review of the Council's household waste enforcement policy due to be presented to this Committee in June 2013. The review will take into account the findings of the Optimising Pro Recycling Behaviour research report and will seek to simplify the existing policy. The review will include public consultation through focus groups.

### **2.8.2 Multi occupancy targeted communications – increasing recycling**

Biffa are currently weighing residual and recycling tonnages at each location on the multi occupancy collection service. The data will be used to undertake a targeted communications approach with management companies, Registered Social Landlord's and residents with the aim of increasing recycling tonnages and quality of collected materials from locations identified as having low recycling performance.

### **2.8.3 Enhanced working with Strategic Partners**

Officers intend to strengthen work already conducted in partnership with partners such as the Fire Service and Registered Social Landlords. This approach will include a review of waste collection methods in terraced areas that encourages greater ownership of waste issues in order to reduce the unacceptable levels of household

waste fly tipping that occurs in the alleyways. The Waste and Environmental Services Team will co-ordinate a Council wide approach to managing waste related issues common in tenanted terraced housing properties, engaging with Environmental Health and Trading Standards colleagues, as well as relevant housing teams.

### **3.0 RELEVANT RISKS**

- 3.1 Should the garden waste budget option be approved, officers anticipate a 3-5% reduction in recycling performance.
- 3.2 Further budget pressures could result in the Council further reducing waste services to the statutory minimum. This will have an adverse affect on recycling performance.
- 3.3 A Judicial review into Defra's interpretation of the European Union's Waste Framework Directive has been scheduled for the 26 February 2013. The review centres around a claim made by six industry bodies under the umbrella organisation "Campaign for Real Recycling". They argue that the Directive's requirement for Councils to introduce separate collections for glass, metal, paper and plastics by 2015 should exclude those Councils whereby recycling is collected co-mingled, such as Wirral's.
- 3.4 Officers are managing all identified risks through the Technical Services departmental risk register.

### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 N/A

### **5.0 CONSULTATION**

- 5.1 The Merseyside Joint Recycling and Waste Management Strategy has been through both public and stakeholder consultation and there is currently ongoing public consultation regarding the garden waste budget option proposal referred to in this report.

### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 6.1 The Waste and Recycling division works with a number of voluntary, community and faith groups to help deliver shared objectives regarding waste and recycling.

### **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

- 7.1 There are no resources requirements sought from the recommendations of this report.

### **8.0 LEGAL IMPLICATIONS**

- 8.1 There are no implications as a result of this report.

### **9.0 EQUALITIES IMPLICATIONS**

- 9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(b) No because there is no relevance to equality.

## **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 Significant carbon reduction has been achieved as a result of action detailed in this report.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 There are no planning and community safety implications as a result of this report.

## **12.0 RECOMMENDATION/S**

12.1 Members are requested to:

- (1) Note the progress detailed in this report against the TS1 Delivery Plan.
- (2) Endorse that future action plan updates regarding waste reduction and recycling progress be reported to the relevant Cabinet Member.
- (3) Endorse the future work streams suggested in section 2.8
- (4) Request that any future changes to the Household Waste Enforcement Policy be brought before this Committee.
- (5) Request that the Director of the MRWA be invited to the March Committee to update Members on the outcome of the Refuse Recovery Contract procurement and progress made to increase the range of materials collected at Kerbside.

## **13.0 REASON/S FOR RECOMMENDATION/S**

13.1 Recommendations have been made to ensure that continued progress is noted and monitored against the 50% recycling target for 2020.

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## **APPENDICES**

Appendix A: TS1 Delivery Plan

## **REFERENCE MATERIAL**

Environmental Streetscene Services Contract 'Break Clause' Review, Cabinet 19<sup>th</sup> July 2012

**SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>Council</b>	<b>13<sup>th</sup> February 2012</b>
<b>Sustainable Communities Overview and Scrutiny Committee</b>	<b>26<sup>th</sup> September 2012</b>

# Equality Impact Assessment Toolkit (from May 2012)

## Section 1: Your details

**EIA lead Officer:** Robert Jones

**Email address:** robertjones@wirral.gov.uk

**Head of Section:** Mark Smith

**Chief Officer:** Chris McCarthy

**Department:** Technical Services

**Date:** 8<sup>th</sup> January 2013

## Section 2: What Council proposal is being assessed?

**There is no assessment at this time, this report is an update report on progress.**

**Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?**

**Yes If 'yes' please state which meeting and what date**

...29<sup>th</sup> Jan Sustainable Communities Overview and Scrutiny Committee.....

**Please add hyperlink to where your EIA is/will be published on the Council's website (see your Departmental Equality Group Chair for appropriate hyperlink)**

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>

.....

**Section 3: Does the proposal have the potential to affect.....** (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4: Does the proposal have the potential to maintain or enhance the way the Council .....** (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)



**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>

**Section 5a:**        **Where and how will the above actions be monitored?**

**Section 5b:**        **If you think there is no negative impact, what is your reasoning behind this?**

**Section 6:** **What research / data / information have you used in support of this process?**

**Section 7:**        **Are you intending to carry out any consultation with regard to this Council proposal?**

**Yes / No** – (please delete as appropriate)

**If ‘yes’ please continue to section 8.**

**If ‘no’ please state your reason(s) why:**

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 8: How will consultation take place and by when?**

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it’s legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

**Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published** (section 2b)
- b) **Include any potential positive impacts as well as negative impacts?** (section 5)
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**

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**CORPORATE GOAL: Minimise waste by encouraging waste reduction and recycling (TS1)**

Key Project/ Activity	Departmental Lead & Planned Performance Outcomes	Detailed Actions & Outputs	Lead Officer & Partners	Review Date/ Milestones	Progress to Date	On Target R.A.G.	Next Steps/ Corrective Actions
Increase recycling to 50% + by 2020 and minimise waste going to landfill in line with the Merseyside Joint Recycling and Waste Management Strategy	<p><b>Tara Dumas</b> Review bring site service leading to removal of Biffa containers at bring sites and an increase in textile recycling within communities.</p>	<p>Remove Biffa paper and can containers from bring sites by March 2013 140K revenue saving</p>	<p>Recycling Officer/ Biffa Collections Manger</p>	<p>By March 2013</p>	<p>Containers removed w.b. 5th November. Variation issued to Biffa.</p>	<p>C</p>	
		<p>Increase the number of textile containers throughout the community, securing containers in at least 10 schools and 3 community centres by March 2013.</p>	<p>Eco Schools Officer and Recycling Manager</p>	<p>By March 2013</p>	<p>Council actively promoting opportunities to recycle textiles through Eco Schools and also through introducing schools to a private company that operate in Merseyside. 10 schools now working with a private company full time.</p>	<p>G</p>	<p>Continue to monitor school activities around textile recycling through Eco Schools.</p>

<p>Work with partners to collect new materials from the kerbside leading to an increase in recycling.</p>	<p>Plan and implement the collection of Waste Electronic and Electrical Equipment (WEEE) and Batteries from the kerbside b/w</p>	<p>Recycling Manager / Biffa Regional Manager.</p>	<p>By January 2013</p>	<p>Planning work undertaken, this project is halted due to levy review not releasing a saving opportunity for any waste diverted back to Wirral Council .</p>	<p>S</p>	
<p>Work with partners to explore viability of offering kerbside textile recycling</p>	<p>Work with partners to explore viability of offering kerbside textile recycling</p>	<p>Recycling Manager / MRWA</p>	<p>By March 2013</p>	<p>Knowsley reporting the trial progress through the Operations sub Group.</p>	<p>G</p>	
<p>Work with partners to increase range of kerbside materials accepted in grey bin to include review of wax cartons, foil and rigid plastic.</p>	<p>Work with partners to increase range of kerbside materials accepted in grey bin to include review of wax cartons, foil and rigid plastic.</p>	<p>Waste Service Manager / MRWA via SOWG escalation</p>	<p>Ongoing O and S NOM update Sept 2012 O and S update Jan 2013</p>	<p>Ongoing formal discussions with MRWA.</p>	<p>G</p>	

<p>Review the exclusion collection service ensuring that maximum locations are switched from a weekly residual collection to a fortnightly residual collection.</p>	<p>Savings of approx 96Kpa tba by Sept 2013 onwards. Increased recycling performance at approx 2200 hh's</p>	<p>Recycling Manager</p>	<p>Establish the number of domestic multi occupancy locations on the exclusion round. By mid June 2012 Develop consultation approach towards management companies. By August 2012 implement consultation period from November 2012. Implement Operational change By March 2013 (compliant) By August 2013 (none compliant)</p>	<p>Consultation responses in by 21st December. Good response rate to date, site visits being undertaken. Project on track.</p>	<p>G</p>	<p>Tally up numbers of bins to be ordered , inform Cabinet and order bins.</p>
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<p>Change the on street recycling bin collection service from an RCV function to a street cleansing function.</p>	<p>Introduce a new collection methodology allowing a no cost collection of recyclable litter waste. Realise full savings potential of Bring Site resource (144K). Increase opportunity to recycle on the go litter (subject to capital funds available for purchase of split bins)</p>	<p>Recycling Manager.</p>	<p>By October 2012</p>	<p>A number of solutions have been attempted. Interim solution is Street cleansing crews are emptying, shorter term is to revert to sack in bins for probation team emptying.</p>	<p>G</p>	<p>Contact community businesses to empty the bins 'for the benefit of their communities'.</p>
<p>Enforce Waste Collection Policy to restrict residual waste capacity and drive pro-recycling behaviour / waste prevention</p>	<p>Increased recycling tonnages. Increased efficiency of crews on green bin day rounds, leading to reduction in 2 x AWV round by August 2013 (saving 200k)</p>	<p>Recycling Officer</p>	<p>Go live date May 2012 Lessons learnt log August 2012 Review report (inc tonnage monitoring to O and S sept/Jan</p>	<p>Lessons learned log completed in August regarding additional bin project. ARPO's change to pro active area working from October 2012. PDA procedure reviewed with recommendations presented to November liason meeting .</p>	<p>G</p>	<p>Ongoing discussions with Biffa re; planning to reduce by two crews.</p>



<p>Review our existing waste and recycling performance data to aid decision making in targeting resources to increase recycling.</p>	<p>Review 2011/12 data for all our collection services and produce a table to show current performance and recommendations for progression incl. Schools recycling performance Multi Occ recycling performance (by site) AWC recycling performance (by round) Hard to reach recycling performance</p>	<p>Waste and Recycling Performance Officer.</p>	<p>Complete data set by August 2012. Aug/Sept 2012 Present the action plan to the Biffa liaison meeting.</p>	<p>Residual and recycling weight data being collated by Biffa for offices, multi occs and schools. The complete set of data is later than expected due to all the round restructures that have taken place to accommodate the operational changes.</p>	<p>A</p>	<p>Performance officer to confirm that the Council are happy with this data. Project being reported and moitored through the Biffa Wirral partnering meetings</p>
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<p>Develop the Waste and Recycling Communications Plan in conjunction with Press and PR.</p>	<p>Understand key points from WRAP research and local research into waste and recycling issues and develop the plan.</p> <p>Communications plan signed off by senior managers.</p>	<p>Recycling Manager. Waste Service Manager.</p>	<p>April – June 2012</p> <p>July 2012</p>	<p>Recycling Manager attend WRAP Recycling Communications course and refreshed familiarity with research.</p> <p>Communications plan in place for 2 year period initially, including a very detailed plan for year 1. This years communications plan has been reviewed in light of financial budget freeze.</p>	<p>C</p>
<p>Improve the quality of collected material ensuring that contamination is at 8% or below.</p>	<p>Continue to respond to PDA logs and educate residents via Assistant Recycling Project Officer visits.</p>	<p>Recycling Officer.</p>	<p>Ongoing</p>	<p>Good progress , within target for the last 6 months.</p>	<p>G</p>

<p>Ensure AWC collection crews receive toolbox talks for contamination procedures.</p>	<p>Biffa Collections Manager</p>	<p>By June 2012</p>	<p>All Alternate Week collection crews have received tool box talk and been issued with contamination guide.</p>	<p>C</p>	<p>Monitor through crews checks and Materials Analysis Facility percentage score.</p>
<p>Monitor crews to ensure that lids are being lifted before emptying recycling bins.</p>	<p>Assistant Waste Contract Managers</p>	<p>Ongoing</p>	<p>Crew checks undertaken on 2 grey bin crews since April 2012, data therefore not good enough to monitor against.</p>	<p>G</p>	

<p>Continue to contribute to quality control methodology around contamination to drive continuous improvement.</p>	<p>Recycling Manager</p>	<p>Ongoing</p>	<p>Wirral have raised concerns through the Operations Sub Group in 2011 regarding the methodology of the MAF calculation. Wirral have produced an internal report that raises the concerns. This report has not been presented to the MRWA. Wirral continue to successfully challenge or ask MRWA to justify MAF scores where we feel that there is an issue from time to time. MAF score has been within target for the last 6 months, great improvement.</p>	<p>G</p>	<p>Need to be conscious that Wirral report into MAF has not been presented to the MRWA. Wirrals MAF score is still reasonably good, performing the best in Merseyside and within target for the last 4 months.</p>
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<p>Provide residents with information to encourage waste reduction and minimisation.</p>	<p>Promote home composting in line with the approach within the Waste and Recycling Communications Plan.</p>	<p>Recycling Manager/ Merseyside and Halton Waste Partnership (MHWP)</p>	<p>Refer to Waste and Recycling Communications Plan.</p>	<p>Two composting workshops undertaken. 237 bins sold through "Get Composting" promotion last year. Wirral is accounting for 44% of all bins sold in Merseyside through the "Get Composting" scheme. Public information display screens in one stop shops promoting composting during mid August to mid October as part of comms plan approach. Compost workshop press release during August generated 12 applications, further promotion at events generated 10 applications.</p>	<p>G</p>	<p>More to be arranged for Spring 2013, using our own staff as the trainers.</p>
	<p>Promote Love Food Hate Waste (LFHW) in line with the Waste and Recycling Communications plan approach.</p>	<p>Recycling Manager/ Merseyside and Halton Waste Partnership (MHWP)</p>	<p>Refer to Waste and Recycling Communications Plan.</p>	<p>Web page, competition and vehicle signage promotion undertaken as well as media releases.</p>	<p>G</p>	

	Launch Junk Mail / Unwanted leaflet reduction campaign in line with the Merseyside Waste Partnership approach.	Recycling Manager/ Merseyside and Halton Waste Partnership (MHWP)	11 <sup>th</sup> June	300 leaflets with door stickers distributed to each one stop shop and library. 11,000 leaflets in total distributed. Website updated with campaign material.	G	Partnership Campaign Junk Mail vehicle signage campaign planned for 1st March - 31st May.
Attend appropriate events to promote waste reduction and recycling.	Attend Age Concern event and promote general recycling and waste services.	Recycling Manager	23 <sup>rd</sup> and 24 <sup>th</sup> May	Spoke to circa 200 attendees, mainly about LFHW.	C	
	Attend the Wirral Food and Drink Festival promoting Love Food Hate Waste.	Recycling Manager	26 & 27 <sup>th</sup> August	Stall booked, partnership sponsored event.	C	
	Attend Eastham Incredible Edible community fun day and promote home composting.	Recycling Manager	Jul-12	Attended on the 8 <sup>th</sup> July. Signed up 4 residents to compost workshops and gave away 3 compost bins.	C	Attending further event on the 19 <sup>th</sup> August.

	Attend the 23 <sup>rd</sup> June SWAP day and questionnaire residents regarding recognition of reuse organisations.	Recycling Manager	Jun-12	Attended event, questionnaire not suited to this event.	C	
Maximise communications budget through external funding opportunities	Submit Reward and Recognition funding application. If successful, implement the project plan. Consider Opportunities via Merseyside Waste Prevention fund.	Waste Service Manager Eco Schools Officer Recycling Manager	11 <sup>th</sup> June From Sep 2012 August-October 2012	Submission completed detailing an awareness raising behavioural change by campaign fronted by a computer game aimed at Key Stage 2 and 3 children operating across Wirral schools. Bid unsuccessful.	C	
Develop Proposal for introducing garden waste subscription service.	Produce swot analysis for proposal to introduce garden waste charges to enable Members to consider savings option of approx £1m pa	Recycling Manager Waste and Recycling Performance Officer. Biffa Regional Manager	Report to Prepared for portfolio holder by September 2012	Draft budget option developed, currently being consulted on.	G	Ongoing work as part of the wider what really matters schedule of work.
<b>Tara Dumas/ Phil Black</b> Review Section 46 enforcement and education procedure.	Review the current procedure in response to legislative change.	Enforcement Manager/ Waste Service Manager.	By March 2013.	Awaiting clear guidance from the Government.	G	Initiate meeting with enforcement. Keep Elected Member updated

<p>Influencing Pro Recycling Behaviour. Undertake a behavioural change research project</p>	<p>Undertake 2 x attitudinal focus groups with residents and 1 x w/staff</p>	<p>Waste Service Manager.</p>	<p>01/05/2012 Submit MBA research dissertation Nov 2012</p>	<p>Completed successfully, information being used to develop communications approach.</p>	<p>C</p>	
<p>Promote Wirral Tidy Business Standards ensuring an increase in waste legal compliance and Tidy Business Standard Awards.</p>	<p>Re design the Tidy Business Standards literature ensuring it is Wirralised. Newspaper advert and brief to C'lrns regarding the Tidy Business scheme. Receive new literature for the printers. Achieve West Kirby Tidy Business Town status ensuring that all 186 businesses are visited by the Trade Waste Officer and aim for 85-90% sing up to Tidy Business Standards and 100% legal compliance. West Kirby Business Awards and local media coverage.</p>	<p>Trade Waste Officer / Press and PR Officer</p>	<p>01/06/2012 01/08/2012 By Oct Nov -12</p>	<p>70% of businesses have been audited and have Duty of Care in place. t.</p>	<p>A</p>	<p>Ongoing issues with remaining businesses producing duty of care. Enforcement team helping with this. Aiming for an end of March completion to the projec</p>



Continue to drive the Eco Schools Campaign achieving a further ten Green Flag awards this year.	Coordinator meetings to disseminate latest news, recycling quizzes and campaigns.	Eco Schools Officer	Ongoing	One held every half term. An average of 30 school representatives attend each meeting.	G	Next meeting is about waste minimisation, linking to European Waste Reduction Week.
	Grants offered to support eco school activity.	Eco Schools Officer	Ongoing	26 grants issued last year, 6 issued so far this year.	S	
	Training sessions for schools about how to start Eco Schools and how to go for green.	Eco Schools Officer	Ongoing	Going for Green training issued to all ten schools that are going for Green Flag status. 5 schools have applied, 5 more by the 1st April.	G	
	Website updates with school news and award winners.	Eco Schools Officer/ Press and PR Officer.	Ongoing	Ongoing, Eco Convention award winners recently published on the website.	G	Flip book being created about the meadow project in New Brighton.
	Eco Schools Convention Event.	Eco Schools Officer	4 <sup>th</sup> July 2012	270 people in attendance , 23 schools.	C	Booked for 3rd July 2013.
	Wirral Schools Awards Issued to support Green Flag awards.	Eco Schools Officer	March – July 2012	Ten awards issued at the Eco Convention.	C	

	"What Lies Beneath" recycle lantern project with Veolia.	Eco Schools Officer/ Veolia Environmental Services	Sep – Dec 2012	Successful event undertaken on the 20th November	C	
	Eco Christmas Fairs (Aiming to target 10 schools and their families).	Eco Schools Officer	Nov – Dec 2012	No funding to undertake these	S	
	Achieve 10 new Green Flag Awards this year.	Eco Schools Officer	By March 2013	19 Flags issued to date in Wirral , including 11 for 2011/12. 5 applied this financial year and will be issued by 1st November. Poulton Lancelyn, Lingham, Holy Spirit, Heygarth, St Georges	G	
Ensure recycling is being undertaken by staff and visitors in Council	Include Recycling policy and messages within the new "Becoming a Green Employee intranet section".	Recycling Manager / Press and PR Officer	Jul-12	Intranet page developed.	G	Planned news stories are being scheduled to promote the pages.

	<p>Issue message to all building managers stating that additional recycling bins are available and to make sure that recycling bins are placed in positions suitable for general public use.</p>			<p>Aug-12</p>	<p>Email message sent to Asset Management in July to forward to building managers.</p>	<p>G</p>
	<p>Undertake third office recycling sample weigh to update on progress of meeting 40% office recycling target.</p>		<p>By September 2012</p>	<p>Commenced December 2012 as part of wider weighing exercise.</p>	<p>G</p>	
<p>Support and contribute to Joint Merseyside and Halton Waste Partnership (MHWP) Waste Prevention Plan</p>	<p>Develop a Textile Forum on Merseyside to promote textile reuse and recycling.</p>	<p>MRWA/ MHWP</p>	<p>Ongoing</p>	<p>Work is progressing and information is being gathered on the movement of textiles through Cash for Clothes, Charity Shops, Bring sites and merchants to inform the route map being produced.</p>	<p>G</p>	

	<p>Love Food Hate Waste Communications and training.</p>	<p>MRWA/ MHWP</p>	<p>From May 2012</p>	<p>Partnership currently developing "pass it on training". Event timetable produced Wirral Food and Drink Festival attended. Radio City Weekend Wake Up sponsorship- promoting LFHW messages around saving money and smarter shopping. Partnership vehicle signage campaign commenced December. Partnership recipe card competition in development.</p>	<p>G</p>
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		<p>Development of Project Initiation Documents by the partnership.</p>	<p>MRWA/ MHWP</p>	<p>Ongoing</p>	<p>“Where does our recycling go” PID in development by Knowsley. . PID developed for European Waste Week in November 2012 – high level communications campaign. Euopean waste week project cirtieria launched w.b. 3rd Sep across the partnership, Waste reduction Agripa vehicle banners campaign PID in developmetn by the MRWA.</p>	<p>G</p>	
	<p>Take a pro-active approach in supporting the Merseyside Waste Partnership with the Waste Levy Review</p>	<p>To develop a waste levy mechanism proposal that supports the achievement of the 50% pooled recycling target through the fair incentivisation of recycling investment by all districts.</p>	<p>MWP Waste Services Manager Finance Officers</p>	<p>Ongoing</p>	<p>Review currently underway with district senior officers and treasurers.</p>	<p>G</p>	

1. Is there still an issue and, if so, what is the reason for the performance issue (including financial / staffing resource			
2. What action will be taken in response?			
3. When do you expect to see improvements?			
4. What support / help will be required from DMT?			

Status	No. of projects
Red (R), Amber (A), Green(G), Complete (C), Suspended (S)	
R	0
A	2
G	25
C	12
S	3

## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29<sup>TH</sup> JANUARY 2013

<b>SUBJECT:</b>	<b>CORPORATE GOAL PROGRESS REPORT “HAVE HIGH STANDARDS OF ENVIRONMENTAL QUALITY ACROSS WIRRAL”</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF TECHNICAL SERVICES</b>
<b>KEY DECISION?</b>	<b>NO</b>

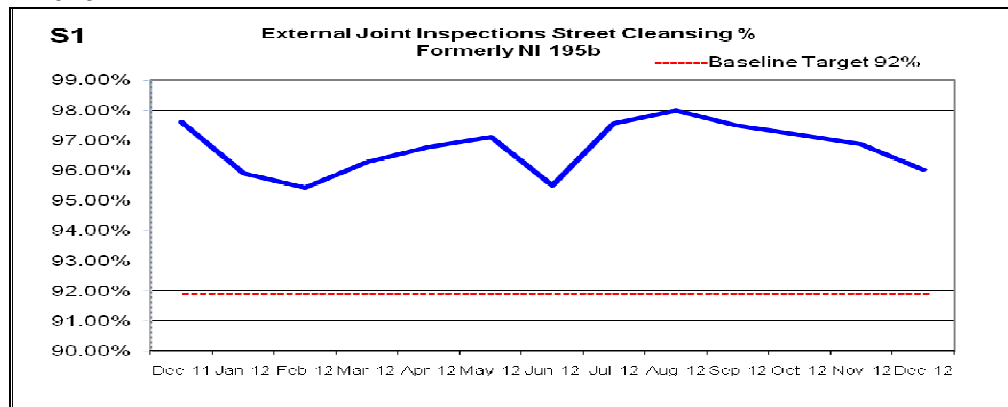
#### 1.0 EXECUTIVE SUMMARY

1.1 This report updates Members on the current position of the Technical Services Delivery Plan (TS2) that supports the 2012/13 corporate goal, “*To have high standards of environmental quality across Wirral*”. The Plan aims to achieve a number of objectives in order to support the delivery of the Council’s Corporate Plan.

#### 2.0 BACKGROUND AND KEY ISSUES

- 2.1 At its meeting on the 30th of January 2012 this Committee endorsed the Local Environmental Quality (LEQ) Delivery Plan (Minute 66 refers).
- 2.2 Various key performance indicators (KPIs) are used to measure the LEQ throughout Wirral. The main KPI for this is the historic National Indicator 195 (NI195), measuring the litter and detritus across Wirral. This is intrinsically linked to the performance of the Biffa street cleansing contract. Chart 1 below shows the NI195 performance from December 2011 to December 2012.

**Chart 1:**



2.3 Wirral's Waste and Environmental Services Team use a system known as 'Flycapture' to measure their effectiveness in dealing with fly-tipping. 'Flycapture' is a web-based, fly-tipping database for England and Wales aimed at helping local authorities and the Environment Agency tackle fly-tipping. It is one of a number of measures to combat fly-tipping, which have been introduced to meet the requirements of the Anti-Social Behaviour Act 2003.

Flycapture has been operational since April 2004 and since then local authorities have been submitting their monthly returns (including number of enforcement investigations, prosecutions etc.). Data is published annually by Defra on its website, available here: <http://www.defra.gov.uk/statistics/environment/waste/flytipping-in-england-annual-statistics/>. Wirral's fly capture rating currently stands at 'Effective'.

2.4 Every action contained within the TS2 Delivery Plan is given a target status of red, amber, green, complete or suspended. Definitions are below:

- Red – Project has overrun its given target time.
- Amber – Project has experienced some delays but is still on schedule.
- Green – Project is continuing as targeted.
- Complete – Completed within current financial year.
- Suspended – Removed from work stream (explanation should be given).

The TS2 Delivery Plan currently contains three key projects/activities, each broken down into detailed actions and outputs. All projects currently have a RAG status of Green with one project 'Suspended'. One project (Environmental Streetscene service contract savings package) has also been completed during the year (2012/13) to date.

2.5 Reducing Levels of Dog Fouling Present in Wirral

Wirral's Waste and Environmental Services Contract Management Team have been working closely with Biffa to review the existing methodology for the removal of dog fouling. This work focussed upon ensuring that contracted operatives were carrying out their work as efficiently and effectively as possible. Research into the development of new tools has also been initiated and is ongoing. Biffa have been working closely with their chosen litter pick provider to develop a tool that is more suited to the removal of dog fouling, whilst maintaining the functionality to pick up general litter. This development work is being carried out in conjunction with frontline operatives.

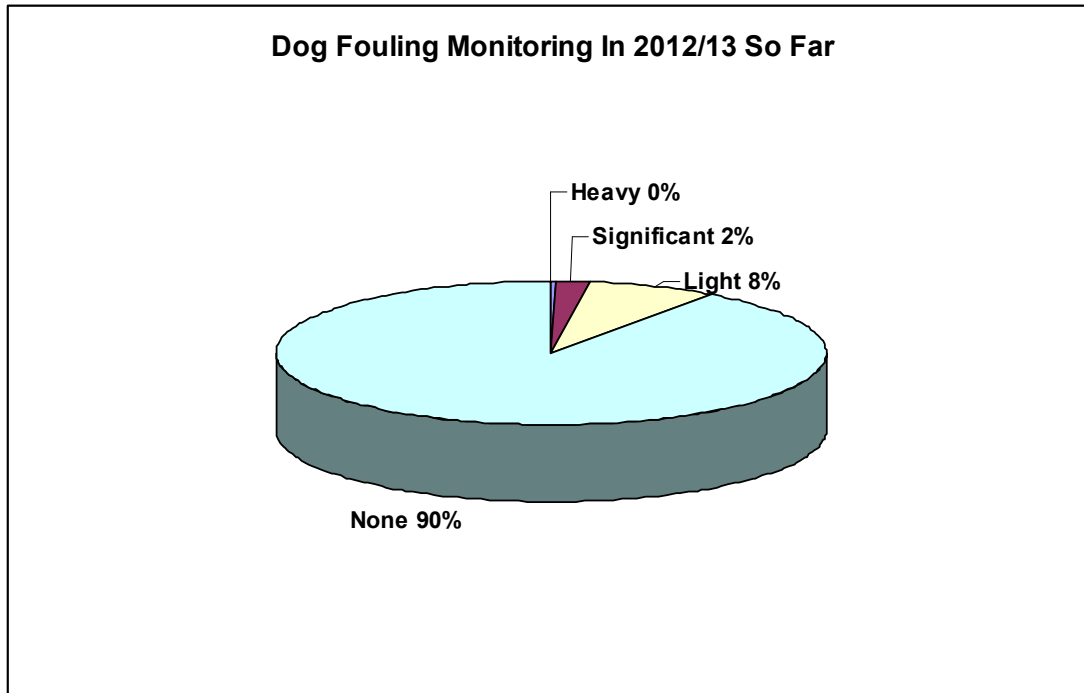
As a result of the enhanced focus on dog fouling removal techniques regular joint audits have noted a marked decrease in the number of surveyed 50m meter transects showing signs of dog fouling. These locations are monitored on the day of cleanse and clearly show that Biffa have taken the necessary steps to ensure the offending instances are removed to schedule. Chart 2 below shows the appropriate scores given to 1614 transects throughout 2012/13 up until the end of December 2012. The locations of any transects found to contain instances of dog fouling are now being shared with the dog fouling enforcement team for their records. The enforcement team will use this data to help target their enforcement visits.

In September 2012 Wirral's dog fouling steering group held its first 'Dog Lead' event in West Kirby. The Dog Lead action group is a chance for responsible dog owners across Wirral to become ambassadors and help promote correct and responsible behaviour to other dog owners in their area. Alongside the dog leaders themselves, the event was attended by the main teams that are involved in Wirral's dog fouling steering group –



from Environmental Health, the dog fouling enforcement team, Waste and Recycling, Parks and Countryside and Animal Control and Welfare.

**Chart 2:**



Actual Figures	
Heavy	4
Significant	33
Light	123
None	1454
Total	1614

## 2.6 Reducing the Number of Tyres Fly-Tipped Across Wirral

Wirral's highways enforcement team have been mounting a pro-active project to ensure all relevant traders across the borough have the correct systems in place (and correlating records) for the disposal of tyres.

Throughout 2012 highways enforcement officers have visited businesses and requested that they provide documentation to show how they were disposing of waste tyres and also of other, general, business waste. Visits have found that businesses are broadly compliant, the Environment Agency also inspects for tyres and oil, thus tyre and oil disposal paperwork is frequently on site/on display. The operation is proving to be most productive regarding trade waste with smaller mechanics and garages.

## 2.7 Tidy Business West Kirby Project

The Waste and Environmental Services' trade waste officer is currently delivering a project that aims to make West Kirby England's first ever 'tidy business town'. A feasibility study carried out in June 2012 showed that nearly 50% of businesses in the area were not legally compliant with waste regulations. It is envisaged that by March 2013 that number will be reduced to fewer than 10%. This has been achieved in the vast majority via ongoing education, rather than enforcement. Wirral's trade waste officer has worked tirelessly in the area to ensure this accolade can be bestowed on West Kirby, similar to Oxton being named England's first tidy business village in December 2009.

### **3.0 FUTURE CONSIDERATIONS**

3.1 Committee are invited to suggest further projects for inclusion in the 2013/14 Delivery Plan, in addition to those suggested below:

#### **3.1.1 School related litter reduction programme**

The waste and recycling team will utilise the skills and contacts of their eco-schools officer to produce and coordinate a programme of litter related education aimed at secondary schools. This proposal is very much in its embryonic stage, the format is yet to be decided in consultation with a representative number of Wirral's secondary schools. Reducing litter in the vicinity of local schools and nearby retail zones will be a primary aim of the project.

#### **3.1.2 Reducing fly-tipping in entries**

Officers of Technical Services propose to address the ongoing issue of household waste being fly-tipped in residential entries across. In the period from 1 April 2012 to 31 December 2012 over 796 tonnes of waste have been removed from residential entries by Wirral's street cleansing contractor (Biffa). Historical issues with abandoned wheeled bins and contamination of recycling bins place added strain on frontline cleansing resources.

Fly tipping in the aforementioned entries can pose considerable risk to public health and in many cases comprises of waste that could attract pests. Utilising the relevant skills and knowledge already existing and specific legislative powers currently used across various sections of the authority in a joined up approach will be imperative to the success of this project.

Due to the magnitude of the issue and the fact it is experienced throughout Merseyside it is likely that a wider partnership approach to addressing waste management issues in terraced housing will be sought. This joined up approach will be investigated via the recently revised Liverpool City Region Waste Partnership, led by Wirral officers.

#### **3.1.3 Street Litter Control Notices**

If street cleansing frequencies are reduced it is likely that a more proactive approach will be needed to address litter in secondary retail areas (shops local to residential areas). The Waste and Environmental Services Team's trade waste officer will be instrumental in delivering the education and enforcement relating the aforementioned street litter control notices. These notices are designed to encourage businesses to take responsibility for the area directly adjacent to their premises, a concept that is closely aligned to the core principles of Wirral's tidy business scheme.

3.2 Any future environmental quality progress will be reported via the relevant Cabinet Member. All elements of the existing TS2 plan specific to the Biffa contract will be reported to this Committee via the annual Environmental Streetscene Services Contract review.

### **4.0 RELEVANT RISKS**

4.1 The Technical Services Departmental Management Team and the Environment Portfolio Holder monitor the Delivery Plan on a regular basis in order to identify and manage any potential risks.

4.2 One of the Chief Executive's budget options currently out to consultation relates to reducing the resourcing of the street cleansing services. If such a budget proposal is

accepted then this may have an adverse effect on future standards of Local Environmental Quality.

- 4.3 The specific issue of dog fouling reduction has formed part of a specific work stream in the TS2 plan. Any changes to cleansing frequency and alterations of dog fouling enforcement resources will have a negative impact on the amount of dog fouling present across Wirral and the length of time any instances remain in situ.

## **5.0 OTHER OPTIONS CONSIDERED**

- 5.1 Committee are invited to suggest further projects for inclusion in the 2013/14 Delivery Plan, in addition to those proposed in Section 3.

## **6.0 CONSULTATION**

- 6.1 All projects and work streams detailed in the associated Plan show the key partners involved.

## **7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 7.1 There are no specific implications under this heading.

## **8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

- 8.1 The school related litter reduction programme (3.2.1) will demand a substantial amount of resources to develop and deliver the programme. As such it is envisaged that Wirral's Eco Schools officer will devote a significant percentage of their time to the project.
- 8.2. Ensuring the success of the proposed project 'Reducing fly-tipping in entries' (3.2.2) will necessitate many hours spent on site monitoring waste levels and engagement form residents. The assistant recycling project officers will be tasked with much of this frontline work.
- 8.3 As previously mentioned in Section 3.2.3 the delivery of street litter control notices will be coordinated by Wirral Council's trade waste officer.

## **9.0 LEGAL IMPLICATIONS**

- 9.1 There are no implications as a result of this report.

## **10.0 EQUALITIES IMPLICATIONS**

- 10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?
- (b) No because there is no relevance to equality.

## **11.0 CARBON REDUCTION IMPLICATIONS**

- 11.1 There are no implications as a result of this report.

## **12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

- 12.1 There are no planning and community safety implications as a result of this report.

### 13.0 RECOMMENDATION/S

13.1 Committee is requested to note and endorse:

- (1) the progress made in delivering TS2- '*Have high standards of environmental quality across Wirral*' Plan for 2012/13;
- (2) the projects highlighted in **Section 3** as part of Technical Services on-going work to protect environmental quality standards on the Wirral.

### 14.0 REASON/S FOR RECOMMENDATION/S

14.1 To ensure the TS2 Delivery Plan progresses and proposed future projects have the full support of the committee.

#### REPORT AUTHOR:

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Waste and Recycling Contract Manager  
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email: [fergusadams@wirral.gov.uk](mailto:fergusadams@wirral.gov.uk)

### APPENDICES

Appendix A: TS2- *Have high standards of environmental quality across Wirral*.

### REFERENCE MATERIAL NA

### SUBJECT HISTORY (last 3 years)

Council Meeting	Date
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE	20 January 2011
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE	7 June 2011
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE	30 January 2012

## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details

**EIA lead Officer:** Fergus Adams

**Email address:** fergusadams@wirral.gov.uk

**Head of Section:** Tara Dumas

**Chief Officer:**

**Department:** Technical Services

**Date:** 7<sup>th</sup> January 2012

### Section 2: What Council proposal is being assessed?

To assess the progress relating to the corporate goal "HAVE HIGH STANDARDS OF ENVIRONMENTAL QUALITY ACROSS WIRRAL"

**Section 2b:** Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

Yes / No

If 'yes' please state which meeting and what date

Sustainable overview and scrutiny committee, 29<sup>th</sup> January 2013

Please add hyperlink to where your EIA is/will be published on the Council's website (see your Departmental Equality Group Chair for appropriate hyperlink)

.....<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4:** Does the proposal have the potential to maintain or enhance the way the Council ..... (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>

**Section 5a:**        **Where and how will the above actions be monitored?**

**Section 5b:**        **If you think there is no negative impact, what is your reasoning behind this?**

**Section 6:** **What research / data / information have you used in support of this process?**

**Section 7:**        **Are you intending to carry out any consultation with regard to this Council proposal?**

**Yes / No** – (please delete as appropriate)

**If ‘yes’ please continue to section 8.**

**If ‘no’ please state your reason(s) why:**

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)



## **+Section 8: How will consultation take place and by when?**

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

## **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
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Corporate Goal: Have high standards of environmental quality across Wirral (TS2)

APPENDIX A

Key Project/ Activity	Departmental Lead & Planned Performance Outcomes	Detailed Actions & Outputs	Lead Officer & Partners	Review Date/ Milestone s	Progress To Date	On Target R.A.G	Next Steps/ Corrective Actions	EIA Dates
Delivering a reliable street cleansing and waste collection service	<b>Tara Dumas</b> Ensure all streets we are responsible for are on a cleansing schedule.	Biffa street cleansing database updated to include previously omitted locations. Meaningful reduction in core contract price charged to Wirral by Biffa.	Fergus Adams Assistant Contract Managers Biffa	Feb-13	Terry Hendy has updated the Audit database for street cleansing. Audits now running off updated records.	Green	Biffa to sign off new database	
	<b>Tara Dumas</b> Maximise work outputs of cleansing staff to improve cleanliness standard within existing resources	Continue quarterly 'Street Cleansing Forums' with representative group of Biffa frontline operatives.	Fergus Adams Biffa	Mar-13	Quarterly dates scheduled for 2012/13	Green	Continue meetings and action issues raised.	
		Biffa continuing with ongoing NVQ programme to further educate staff re. customer services etc.	Fergus Adams Biffa	Mar-13	A number of operatives have already passed the NVQ.	Green	To ascertain exact figures of staff already passed and targets from Biffa from completion.	
	<b>Tara Dumas</b> Reduce number of complaints regarding service disruption due	Continue to monitor street cleansing with a view to specific seasonal issues:	Fergus Adams Biffa	Mar-13	Leaf fall review completed and implemented in 2011	Green	Review 2012's leaf fall removal programme.	

to seasonal weather patterns.	Snow/ice Leaf fall High foot fall in summer.				Extra resource allocated to New Brighton May 2012		
<b>Tara Dumas</b> To improve overall street cleanliness by focussing on particular work streams per year (2012/13 dog fouling)	Reducing Levels of Dog Fouling Present in Wirral	Fergus Adams Biffa	Update to O&S Committee January 2013	Biffa conducting initial investigation into methods used for removing dog fouling	Green	Prototype imminent at Biffa.	
	To increase awareness of the need to pick up dog waste in dog owners throughout Wirral (DOG LEADERS)	Fergus Adams Env Health Dog Fouling Enforcement Parks and Open Spaces Dog Wardens	Mar-13	Over 90 'Dog Leader' ambassadors signed up at 1st event in May. Planning of large event for Dog Leaders to attend in Summer 2012. 'Dog Lead' event completed on Saturday 22nd of September.	Green	Arrange further dog fouling steering group meeting following initial set of cost saving proposals at Cabinet Feb.	

	To reduce level of dog fouling across Wirral through direct enforcement	Michael Collins	Quarterly	So far in 2012/13 232 fixed penalties have been served by the dog fouling enforcement team. There has also been 1 prosecution	Green	There are no targets for the issue of fixed penalties or prosecutions.
<b>Tara Dumas</b> To maximise performance of the refuse collection and minimise contamination sent to the MRF	To devise new joint crew check sheets with Biffa.  To commence new regime of checks. To agree associated KPI target.	Fergus Adams/ Biffa	Mar-13	Briefing note produced and shared. Crew check sheet agreed. Implementation date and review dates agreed. Joint crew checks commenced. New KPI agreed at 89% following review.	Green	3 month monitoring of "vehicles being left unattended" issue.
<b>Tara Dumas</b> 7-year break clause review of Biffa contract	Council decision of Environmental Streetscene service contract Establish savings package	Tara Dumas/ Biffa PWC Eunomia		Technical review complete (carried out by Eunomia). Initial report to Cabinet 21st June 2012 Break clause agreed	COMPLETE	

<p>Reducing levels of fly-tipping through targeted environmental education and enforcement</p>	<p><b>Tara Dumas</b> To improve cleanliness standards in Wirral's retail areas.</p>	<p>Trade Waste related fly-tipping to be addressed via continuing support for the 'Tidy Business Scheme'. <i>Detailed action plan held by Trade Waste Officer (Daniel Molyneux).</i></p>	<p>Fergus Adams Trade Waste Officer Wirral's business community Press and PR</p>	<p>Jan-13</p>	<p>Wirral specific 'Tidy Business Scheme' developed. Feasibility study carried out in West Kirby re. creation of England's first tidy business town. 16th July commence work on site in W. Kirby.</p>	<p>Green</p>	<p>March 2013 announce completion of W. Kirby project and organise relevant PR. April 2013 produce 'lessons learned' report and decide if another location will be addressed in 2013/14. If so where?</p>	
<p><b>Rob Clifford</b> To raise awareness of littering as an offence to engender compliance</p>	<p>To distribute 'Stubbies' in key locations across Wirral. This should then be followed up by enforcement action with use of FPNs. Distribute wall mounted cigarette bins for businesses to ensure compliance.</p>	<p>Phil Black Highways enforcement Trade Waste Officer Wirral's business community</p>	<p>October 2012 (closely linked to W. Kirby Tidy Business Town).</p>	<p>To date in 2012/13 - 64 litter FPNs have been issued, 51 of which have been paid. A further 9 potential cases are being investigated</p>	<p>Green</p>	<p>Engage in W. Kirby Tidy Business Town project. The are 14 planned litter patrols in 2012/13 in addition to ad-hoc enforcement by community patrol, dog wardens and environmental enforcement officers</p>		

<p><b>Rob Clifford</b> To maintain a NI196 level 2 standards</p>	<p>Continue use of covert cameras at flytipping hotspots</p>	<p>Phil Black</p>	<p>Ongoing</p>	<p>There has been one current surveillance operation so far in 2012/13 (which is ongoing) this has provided evidence which is currently being investigated with a view to prosecution.</p>	<p>Green</p>	<p>We will seek to prosecute whenever sufficient evidence is available. It is planned to undertake at least 4 major operations per year subject to the proposed changes to RIPA regulations (in Autumn 2012) which may impact on the viability and timely delivery of operations in the future.</p>
	<p>Trial trade waste facility at Bidston TLS (recycling and residual waste). Monitor fly-tipping rates and materials due to ongoing confusion related to possible increases in land fill charges for construction waste.</p>	<p>MWDA/Veo lia</p>	<p>2012/13</p>	<p>Scheme launched – feedback is low referrals/take up so far. Wirral specific promotion continual via Trade waste officer</p>	<p>Green</p>	<p>Continue to monitor.</p>

	Continue to train and retrain employees and external service providers to issue FPN's	Phil Black NSL	Ongoing	Approx 20 employees in NSL are trained to issue litter FPN's in addition to staff from Community patrol and dog warden teams.	Green	Ensure that training remains up to date with sufficient numbers empowered to deliver patrols and campaigns.	
	To carry out proactive inspections of waste disposal documents from businesses dealing with large quantities of tyres. (This is based on a marked increase in the dumping of tyres throughout Wirral).	Phil Black Fergus Adams Biffa	Continuing through 2012/13	The tyre initiative has been widened slightly to encompass not just business whose sole purpose is tyre related but also garages and workshops where tyres may be involved. We are checking for compliance with all of their duty of care obligations. To date 79 visits have been made, 24 advice letters, 2 notices to produce and 1 FPN have been issued.	Green	Continue to carry out inspections and update plan accordingly.	



<p>To increase levels of Local Environmental Quality (LEQ) across a range of land classes throughout Wirral</p>	<p><b>Tara Dumas</b> To increase the level of cleanliness and LEQ across all locations across Borough, increasing the perception of safety and cleanliness.</p>	<p>Environmental Improvements to Wirral's Off Road Cycle Paths. Improved cleansing standards with over 35km of cycle paths added to regular cleansing schedule.  Possible research carried out into user's satisfaction with cycle paths following addition to schedule.</p>	<p>Fergus Adams Biffa Wirral's Cycling Officers</p>	<p>Proposed for 2012/13</p>	<p>Further avenues identified for external funding.</p>	<p>Green</p>	<p>Hold next meeting in February 2013.</p>
<p></p>	<p><b>Fergus Adams</b> Increased partnership working in relation to graffiti removal. Expansion of shared services to other stakeholders.</p>	<p>Expansion of Wirral's Graffiti Steering Group ensuring the land types addressed by Wirral's existing contract increase thus improving LEQ across Wirral.</p>	<p>Fergus Adams LCT Together Various stakeholders of Wirral</p>	<p></p>	<p></p>	<p></p>	<p></p>

Colin Clayton (not within Tech Serv)	To ensure all privately owned land and premises are not detracting from LEQ throughout Wirral.	Env Health	Continuing through 2012/13	Notices served by Env Health from April 1st 2012 - 31st December 2012: PDPA (Prevention of Damage by Pests Act) <b>33</b> EPA Litter Clearance (Environmental Protection Act) <b>11</b> PHA (Public Health Act) 1936 Sec 83 <b>3</b> EPA (Environmental Protection Act) 1990 Sec 80 <b>20</b> Env. Protection Act 1990 (Noise) <b>13</b>	Green	Continue with enforcement work, no targets as such.
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1. Is there still an issue and, if so, what is the reason for the performance issue (including financial / staffing resource

2. What action will be taken in response?

3. When do you expect to see improvements?

4. What support / help will be required from DMT?

Green 16  
Amber  
Red  
Complete 1  
S (Suspended) 1  
Total 18

## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29 JANUARY 2013

<b>SUBJECT:</b>	<b>Tackling Dog Fouling</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>SURJIT TOUR ACTING THE DIRECTOR OF LAW, HR AND ASSET MANAGEMENT</b>
<b>KEY DECISION?</b>	NO

#### 1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to provide an update to Members in respect of the work of the Dog Fouling Enforcement team; part of the Wirral Community Safety Team. The work of the team contributes towards a number of the council's priorities by protecting people, the environment, and maintaining the high quality of Wirral's parks and open spaces by dealing with anti-social dog walkers.
- 1.2 The report was requested as part of the Sustainable Communities Overview and Scrutiny Committee work programme.

#### 2.0 BACKGROUND AND KEY ISSUES

- 2.1 As the result of the successful "Give a Dog a Bad Name" dog fouling campaign delivered by Wirral Community Patrol during the summer of 2009, the budget resolution for 2010/2011 provided a further £40,000, "to be used to build on the current successful scheme, with funding being used in conjunction with, "Jobs For The Future", funding, in order to employ two or three trainees who will be trained in patrolling and enforcement."
- 2.2 Following a second budget decision in April 2012, the team currently comprises 9 Dog Fouling Wardens and 1 Team leader.
- 2.3 The Dog Fouling Enforcement team is part of the budget options now out for public consultation, which has been discussed at special Overview and Scrutiny Committee budget option meetings and is subject to the ongoing consultation process.
- 12.2 The Dog Fouling Enforcement Team is a uniformed service that uses cycles, council vehicles and public transport to travel about the borough. Complimentary have been provided to the Team by Merseyrail, and a quad bike is available to patrol parks and beaches. However, most of the work is carried out through foot patrols. Every officer keeps a pocket notebook to record evidence and incidents. Body worn video cameras are used to make visual and audio records of interactions during incidents.
- 2.5 All wardens are trained and empowered to issue Fixed Penalty Notices for the following:
- The Dogs (fouling of land) Act 1996
  - The Environmental Protection Act 1990- Sections 87 (1) & 88

### 3.0 ENFORCEMENT

3.1 Wirral Council has received 406 complaints regarding dog fouling from members of the public since April 2012. From these complaints, and other intelligence provided by other council departments and Biffa, the team's resources are deployed following analysis into high priority areas. A breakdown by Ward is included in the table below;

Since April 2012 wardens have issued:

- 137 Fixed Penalty Notice for dog fouling
- 20 for litter offences
- 50 written warnings
- 1 case has proceeded to prosecution and the offender was found guilty at Court and sentenced to a £100 fine with £175 court costs

	Warning Letter	Fixed Penalty	Dog Fouling Complaints
<b>Bebbington</b>	2	9	10
<b>Bidston and St James</b>	1	3	26
<b>Birkenhead and Tranmere</b>	4	10	25
<b>Bromborough</b>	2	3	15
<b>Clatterbridge</b>	0	2	19
<b>Claughton</b>	2	3	9
<b>Eastham</b>	3	9	12
<b>Greasby, Frankby and Irby</b>	2	6	13
<b>Heswall</b>	1	4	7
<b>Hoylake and Meols</b>	0	5	18
<b>Leasowe and Moreton East</b>	0	12	19
<b>Liscard</b>	3	1	26
<b>Moreton West and Saughall Massie</b>	0	2	10
<b>New Brighton</b>	1	40	14
<b>Oxton</b>	1	4	17
<b>Pensby and Thingwall</b>	4	6	17
<b>Prenton</b>	2	8	18
<b>Rock Ferry</b>	5	4	10
<b>Seacombe</b>	2	6	37
<b>Upton</b>	6	9	19
<b>Wallasey</b>	7	6	16
<b>West Kirby and Thurstaston</b>	2	13	8
<b>Multiple wards</b>			41
<b>Total</b>	<b>50</b>	<b>165</b>	<b>406</b>

## **4.0 AWARENESS RAISING ACTIVITY**

12.2 In addition to enforcement activity the team engage in preventative education of dog owners through attendance with Animal and Welfare officers at public events, or whilst on patrol providing advice to dog walkers.

4.2 The Dog Fouling enforcement officers have participated at a number of public events, throughout 2012, as detailed below, at which they provided advice regarding dog fouling and issued bio-degradable dog bags to dog walkers and members of the public.

- May - Bark in the Park - Arrowe Park
- July - Lansdowne Road area
- August - Blue Bell Drive community event - Birkenhead North End
- August - PDSA event -Victoria Park
- August - PDSA event - Birkenhead Park
- August - Champion Dog Society event – Birkenhead Park
- September - Dog Leader event - West Kirby
- October - MFRS community event - Wallasey Fire Station

4.3 The team has joined with Environmental Health, Parks and Open spaces, and Recycling sections to promote positive dog ownership by promoting the Dog Leadership scheme, where members of the public have been encouraged to give out “poo” bags provided by the Council to other dog walkers with the aim of supporting the Dog Fouling Team efforts to reducing dog fouling.

4.4 Twelve members of staff from Wirral Partnership Homes have received training in dog fouling enforcement from the manager of the Dog Fouling Team, and are able to provide the team with statements to issue Fixed Penalty Notice or take alleged offenders to court.

### **4.5 Since April 2012:**

- The dog fouling enforcement officers have identified, whilst on patrol, 6073 incidents requiring action e.g. Safety issues, exposed wires on lampposts, uneven pavements, fly tipping, graffiti, criminal damage. Instances of graffiti and littering are also referred to Technical Services Department for action.
- The team have reported over 737 instances of graffiti, of which 119 were offensive and therefore removed the same day.
- The Dog Fouling enforcement officers also report instances of fly-tipping to Technical services for their attention.
- The team have identified 1832 trip hazards as well as 647 instances of obstruction of footpaths.

## **5.0 RELEVANT RISKS**

12.2 The “What Really Matters” consultation contains an option to reduce the Dog Fouling Team from ten down to two officers. If agreed this could have an impact on the level of dog fouling enforcement in the Wirral, due to the reduced number of patrolling, enforcement and preventative duties the team perform. However, the option also recognises that this can be

mitigated by the use of other streetscene based officers taking on this role as part of a multi-tasking culture.

## **6.0 CONSULTATION**

6.1 Wirral Council is also part of a group of organisations who have consulted with residents regarding the issue of dog fouling and are part of a Wirral wide campaign to reduce dog fouling.

6.2 The budget option in relation to the Dog Fouling Enforcement Team is part of the Council's wider consultation in respect of the budget implications.

## **7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

7.1 There are no direct implications for voluntary, community and faith groups arising from this report.

## **8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

8.1 There are no direct implications from this report for resources, financial, it, staffing and assets implications.

## **9.0 LEGAL IMPLICATIONS**

9.1 There are none arising directly from this report

## **10.0 EQUALITIES IMPLICATIONS**

10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

- See the attached Equality Impact Assessment

## **11.0 CARBON REDUCTION IMPLICATIONS**

11.1 There are none arising directly from this report

## **12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

12.1 The Dog Fouling enforcement officers work in liaison with partners from Wirral's, "Community Safety Partnership"; and the "Joint Community Safety Team". Dog fouling is seen as unacceptable anti-social behaviour and the team responds to intelligence received through the partnership.

12.2 Enforcement Officers through their work are reducing the risk of humans contracting the infection, Toxocariasis, through dog fouling. An infection to which children in particular are vulnerable.

## **13.0 RECOMMENDATION/S**

13.1 Members note the content of this report.

**REPORT AUTHOR: Michael Collins**  
**Operations Manager**  
telephone: (0151 606 5449)



## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details

**EIA lead Officer:** Ian Lowrie  
**Email address:** [ianlowrie@wirral.gov.uk](mailto:ianlowrie@wirral.gov.uk)  
**Head of Section:** Steve McGilvray  
**Chief Officer:** Surjit Tour  
**Department:** Law, HR and Asset Management  
**Date:** 21 December 2012

### Section 2: What Council proposal is being assessed?

**Tackling dog fouling**

### Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes** If 'yes' please state which meeting and what date  
Sustainable Communities Overview and Scrutiny Committee

**Please add hyperlink to where your EIA is/will be published on the Council's website**

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/law-hr-asset-management>

**Section 3: Does the proposal have the potential to affect.....** (please tick relevant boxes)

- ✓ **Services**
- ✓ **The workforce**
- ✓ **Communities**
- ✓ **Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

Partner agencies, Private Sector, Voluntary & Community Sector

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4: Does the proposal have the potential to maintain or enhance the way the Council .....** (please tick relevant boxes)

- ✓ Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- ✓ Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)



**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)? You may also want to consider socio-economic status of individuals. Please list in the table below and include actions required to mitigate any potential negative impact.**

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
All	<p><b>Positive;</b> Dog Fouling initiative will address dog fouling issues and anti-social behaviour involving dogs which will enable all protected groups free access to public parks and open spaces without hindrance.</p> <p>Continue to review the outcomes during the process for an early identification of any breach of equality or emerging issues.</p> <p><b>Negative;</b> If the dog walker is visually impaired or any other form of disability is not aware of the dog fouling or not capable of picking-up the faeces they would be committing an offence but exemptions apply as detailed under 'Action required to mitigate any potential negative impact'.</p>	<p>Dogs (Fouling of Land) Act 1996 Under the Environmental Protection Act 1990, the Council has a duty to keep public areas clear of dog faeces, as it does with any other form of litter.</p> <p><b>Exemptions;</b> Registered as a blind person in a register compiled under Section 29 of the National Assistance Act 1948 A person who has a disability, which effects their mobility, manual dexterity, physical co-ordination or ability to lift, carry or otherwise move everyday objects</p>	Mike Collins	Ongoing during the Tackling Dog Fouling initiative	Regular monitoring through equality data collection and reporting through Community Patrol 'Perspective' incident recording system.
		Dogs trained by Dogs for the Disabled, Support Dogs or Canine Partners for Independence or any dog upon on which a person relies			

		<p>on for assistance Under the dog fouling Order or dogs on leads Order the offences will not apply to Any pack of hounds or dogs used for sporting purposes Any dog being worked for the capture or destruction of vermin Any dog being used for the driving of cattle or sheep Any dog being used on official duties by a member of Her Majesty's Armed Forces or Her Majesty's Customs and Excise or the Police Force Any dog used in emergency rescue work.</p>			

**Section 5a: Where and how will the above actions be monitored?**

During the enforcement operation, analyse any impact upon 'Protected Groups' utilising the Community Patrol 'Perspective' software incident reporting system and supervision. Supervision Dip-sample the images from officer's body-worn CCTV. Any adverse effect will be reported upon immediately and ensure measures are taken to remedy the situation.

**Section 5b: If you think there is no negative impact, what is your reasoning behind this?**

**Section 6: What research / data / information have you used in support of this process?**

Legislation has been the driver for the Dog-Fouling initiative and research undertaken through the 'Give a dog a bad name' campaign, there was an identified need for the process.

**Section 7: Are you intending to carry out any consultation with regard to this Council proposal?**

Yes

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 8: How will consultation take place and by when?**

During awareness raising events throughout the year, there has been ongoing consultation which will continue through road-show events and Police 'Have Your Say' meetings. There has been Wirral Council 'What Really Matters?' survey which showed that the majority of respondents were in favour of the Council tackling dog fouling.

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is

meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29<sup>TH</sup> JANUARY 2013

<b>SUBJECT:</b>	<b>STREETSCENE ENFORCEMENT CAMPAIGNS UPDATE</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF TECHNICAL SERVICES</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

1.1 This report details progress and outcomes from a number of Streetscene Enforcement Campaigns undertaken in 2012.

#### 2.0 BACKGROUND AND KEY ISSUES

2.1 In relation to Streetscene enforcement, the vision set out in the Corporate Plan is for a clean society with a rubbish and graffiti free environment and responsible dog owners. One of the goals for this year is to have high standards of environmental quality across Wirral through a reliable street cleansing service and reduction of the levels of fly-tipping through targeted environmental education and enforcement. To help deliver this vision and goals the Council has adopted a set of policies for dealing with a wide range of highway and environmental issues including licensing and enforcement. These policies set out general standards and principles that are applied by the Streetscene Enforcement team when undertaking regulation or enforcement activity. A list of the current enforcement policies is shown at **Appendix A** to the report.

2.2 The Streetscene Enforcement teams primary role is to investigate, respond and take action in relation to the many complaints, reports and enquiries which are received through Streetscene on a daily basis.

2.3 Since April 2012 the enforcement team has dealt with more than 2260 individual enquiries across a range of enforcement activities including fly tipping, abandoned vehicles, littering, cars for sale on the highway, untidy land and buildings, domestic and trade waste issues, street trading, fly posting, unregulated skips and unauthorised items on the highway. A large majority of enquiries related to fly tipping and domestic waste issues.

2.4 In the same period the team undertook the following actions;

Investigations undertaken (inc desktop reviews)	1167
Fixed penalty notices issues	66
Formal notices issued	24
Court Prosecutions	16
Abandoned and nuisance vehicle investigations	208
Licences and permits issued, skips etc.	3098

- 2.5 In addition to the reactive responses to these enquiries the dedicated team, comprising four enforcement officers (3.5 FTEs), undertake a number of proactive campaigns either in isolation or together with other associated partners. These proactive activities or campaigns include litter enforcement, fly tipping investigations, domestic and trade waste matters, street trading and skip regulation. Proactive enforcement sends a message to those who flout the rules and regulations that such activity will not be tolerated, and also sends a positive message to Wirral citizens that the Council take such matters seriously.
- 2.6 Where possible the team have engaged with other partners to deliver these campaigns in particular staff from the Waste team and the Council's appointed parking enforcement contractor NSL. Additionally the dog fouling team and community patrol staff are trained and equipped to undertake litter enforcement.

### 3.0 PROGRESS

- 3.1 Proactive campaigns or activities undertaken since April 2012 are set out below:
- 3.2 **Litter Campaigns** – a total of 10 scheduled litter patrols targeting town centres and other locations where littering has been identified as an issue have been undertaken. The Council's Parking Enforcement contractor NSL has provided the resource for eight of these events, the other two being undertaken by officers in the streetscene enforcement team. Typically the patrols have included two officers patrolling around a specific target area, officers wear a uniform, liveried as "Working for Streetscene" or in the case of NSL a hat band indicating Litter Enforcement. The timings of patrols is aimed to target the most likely period for littering, typically morning rush hour or lunchtimes.
- 3.3 Outcomes from the litter events have, in relation to FPN's issued, been slightly disappointing but maybe not entirely unexpected given the highly visible presence of the enforcement officers. Over the 10 events only two Litter FPN's have been issued. It is harder to quantify the visible deterrent effect, although officers have commented on the generally high standards of street cleanliness observed during their patrols. A number of enforcement officers have received positive comments in relation to the litter patrols from passing members of the public.
- 3.4 In addition to the above, the dog fouling team and community patrol staff have issued or provided information leading to the issue of 64 Litter FPN's. The subsequent administration, dealing with appeals and recovery of amounts due is undertaken by the Streetscene Enforcement team. Recovery levels of fixed penalty amounts are very good at over 80%.

- 3.3 **CCTV Fly tipping investigations** – the enforcement team undertake covert CCTV investigations at fly tipping hotspots. The legislation regulating this type of enforcement activity requires that written authority is obtained for each and every operation and this is only given after consideration of the potential outcomes and proportionality of the operation in relation to any intrusion or potentially private information obtained. From November 2012 the legislation was amended further such that only the most serious offences can be investigated in this manner and only after authority from a Magistrates Court has been received. Large scale fly tipping including commercial dumping can still be investigated in this manner but use of covert CCTV for domestic waste related issues and littering is not appropriate.
- 3.4 Since April 2012 one covert CCTV operation has been undertaken, this was at a location in Bidston which had been subject to repeated fly tipping incidents. The operation began early in the year and during the period of the operation a major Police incident occurred. Images captured on the Council's equipment were used in the Police investigation and subsequent prosecution. During the Police investigation the operation had to be suspended but was resumed a number of weeks later. Subsequently, two instances of fly tipping were captured on camera but unfortunately following investigation neither led to a case for prosecution. One of the fly tipping incidents did however provide evidence for another unrelated Police incident. CCTV operations are resource intensive to plan, implement and follow up any outcomes but have in the past provided some very strong evidence which has led to a number of successful prosecutions. Although no new operations have been undertaken under the new legislation it is proposed that future operations will be planned in 2013.
- 3.5 **Waste Duty of Care visits** – in response to intelligence that suggested a possible future increase in the number of tyres being illegally dumped an initiative to target tyre and garage business was started in September 2012. Over a period of four separate days, enforcement officers made 79 visits to garage/tyre businesses primarily within the wider Birkenhead area. During the visits various checks were made for correct documentation in relation to the storage and disposal of tyres and other commercial waste. A total of 24 advice letters were issued together with two formal notices to produce documentation. One £300 FPN was issued. It was noted that the majority of the business were aware of their waste responsibilities, and whilst there were some who were not fully compliant, they had put into place corrective measures by the time of the follow up visits.
- 3.6 **Skip Checks** – it is a requirement that skip companies obtain a permit from the Council when placing a skip on the highway, skips must also comply with minimum standards in relation to markings and reflectors. In order to ensure that companies are complying with these requirements periodic site checks are made. Typically checks are made immediately prior to a weekend as companies are aware that the Council does not undertake enforcement at weekends. Three operations involving officers visiting streets across the borough have been undertaken since April 2012. Five unauthorised skips were detected and one with no markings. The unauthorised skips attracted an increased retrospective permit fee and the unmarked skip, which can have serious implications for other road users, has been listed for prosecution.

- 3.7 **Street trading checks** – street trading in the borough is controlled by consents granted by the Council. Some streets within the borough, for example Grange Road, Birkenhead are classed as prohibited streets and no trading is allowed. A total of eight planned checks were made at various locations including Grange Road during the festive season. It should be noted that Pedlars are exempt from street trading legislation, and many of those suspected of or seen to be trading claim to be pedlars. Pedlars are not regulated by the local authority, but should have a certificate obtained from the Police, although this does not have to be from the area in which they trade. Pedlars are allowed to sell goods on the highway but should move from place to place rather than operating from a fixed permanent location.
- 3.8 Resulting from the operations seven Pedlars have been spoken to and either verbally warned or given information and advice. One unauthorised street trader was moved on and three unauthorised street traders were successfully prosecuted.
- 3.9 **Domestic Waste checks** – in conjunction with colleagues from the Waste Team residential locations with issues around domestic waste not being correctly presented for collection have been targeted for action. Following the issuing of warning letters and household visits, if no improvements are forthcoming the Council may issue a formal notice under Section 46 of the Environmental Protection Act 1990. This notice is served on a household and sets out requirements and minimum standards for the presentation of waste for collection, 24 such notices have been served since April. If further problems are encountered the Council may in certain circumstances issue a fixed penalty notice to the individual responsible. The penalties for such offences have recently been reduced in new government legislation and the burden of proof necessary before a penalty can be issued is such that no S.46 FPN's have been issued in Wirral to date. In the two most recent operations nine individual households have been visited to determine the next most appropriate course of action.
- 3.10 **Premises Cigarette Litter** – a number of businesses with cigarette related litter problems have been targeted for action to reduce the level of cigarette litter in their vicinity on the highway. In total 22 businesses were visited and information and advice offered. The Council also provided six businesses with butt bins for them to place on external walls and has entered into a litter control agreement with one business.

#### **4.0 RELEVANT RISKS**

- 4.1 Not taking enforcement action sends the wrong message to those that flout the rules that their behaviour is acceptable. It may over time lead to an increase in litter and fly tipping and an overall reduction in the quality of the streetscene environment.

#### **5.0 OTHER OPTIONS CONSIDERED**

- 5.1 None

#### **6.0 CONSULTATION**

- 6.1 A substantive consultation exercise was undertaken when developing and preparing the policies under which these enforcement activities are undertaken.



## **7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

7.1 There are none arising specifically from this report

## **8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

8.1 There are none arising specifically from this report.

## **9.0 LEGAL IMPLICATIONS**

9.1 There are none arising specifically from this report. Legal Services provide advice, guidance and representation as required and are a vital component of the enforcement process.

## **10.0 EQUALITIES IMPLICATIONS**

10.1 There are none arising specifically from this report although enforcement relating to misuse of the highway will benefit the less able bodied and sight impaired highway users.

10.2 Equality Impact Assessment (EIA)

- |                                       |               |
|---------------------------------------|---------------|
| (a) Is an EIA required?               | Yes           |
| (b) If 'yes', has one been completed? | Yes, Feb 2012 |

## **11.0 CARBON REDUCTION IMPLICATIONS**

11.1 There are none arising directly from this report.

## **12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

12.1 There are no planning implications arising directly from this report.

## **13.0 RECOMMENDATION/S**

13.1 Committee are requested to note the contents of this report.

## **14.0 REASON/S FOR RECOMMENDATION/S**

14.1 The report is an information item to inform Members of the activities and actions of the Streetscene Enforcement team.

**REPORT AUTHOR:** **Phil Black**  
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## APPENDICES

Appendix A: List of Enforcement Policies

## REFERENCE MATERIAL

None

## SUBJECT HISTORY (last 3 years)

<b>Council Meeting</b>	<b>Date</b>
Cabinet - Streetscene Enforcement Strategy and Policies	16 <sup>th</sup> October 2008
Cabinet – Review of “A” Boards and Shop Displays on the Highway	15 <sup>th</sup> April 2010
Cabinet - Streetscene Enforcement Policy Review	15 <sup>th</sup> March 2012

## TECHNICAL SERVICES ENFORCEMENT POLICIES

<b>REF</b>	<b>ENFORCEMENT POLICY</b>
GEN01	Processes and procedures common to all policies
LEQ01	Fly tipping investigations and enforcement
LEQ02	Litter Dropping enforcement
LEQ03	Abandoned Vehicle removal
LEQ04	Enforcement of Litter Clearing Notices
LEQ05	Enforcement of Street Litter Control Notices
LEQ06	Fly posting and graffiti
LEQ07	Control of Distribution of free literature
LEQ08	Obstructions on the highway and Pavement Café licensing, "A" boards and shop displays
LEQ09	Nuisance vehicles (cars for sale and vehicle repairs on the highway)
LEQ10	Skips, storage containers and building material on the highway
LEQ11	Licensing of Street Trading
LEQ12	Overhanging hedge, trees or shrubs
LEQ13	Miscellaneous highway enforcement
WTD01	Enforcement of Waste Transport legislation
WTD02	Enforcement of Trade Waste legislation
WTD03	Enforcement of domestic waste and recycling policy
PLE01	Untidy property and land
HPE02	Unauthorised Vehicle Crossing (over footway)

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY COMMITTEE

29<sup>TH</sup> JANUARY 2013

<b>SUBJECT:</b>	<b>MANAGEMENT OF HIGHWAY STRUCTURES</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF TECHNICAL SERVICES</b>
<b>KEY DECISION?</b>	NO

#### 1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to inform the Committee of the various activities carried out as part of the management of the Council's highway structures, and to place these within the broader context of the Council's obligations to the public in terms of safety, accessibility, sustainability and value for money.
- 1.2 This report details the methodology used to manage Wirral's highway structures. The relevance of the structures within the overall highway network and the importance of having in place a robust asset management system are explained.
- 1.3 The Council has a statutory duty to maintain the highway under the Highways Act 1980, and the important role which management of highway structures plays in fulfilling that obligation is explained in detail.

#### 2.0 BACKGROUND AND KEY ISSUES

##### 2.1 General Definition of Highway Structures and their role within the Highway Network

- 2.1.1 Highway Structures form a vital link in the highway network as by their very nature they tend to be strategically placed, and consequences when they fail or provide a reduced level of service, for example due to reduction in structural capacity, are usually serious.
- 2.1.2 Wirral Council is responsible for approximately 90 bridges and 70 other structures (mostly retaining walls) on the highway network, with a combined gross replacement cost of approximately £230 Million. They form a vital link within the highway network and their proper management is crucial to the overall functioning of the network. They include a wide variety of structures from major bridges such as Poulton Viaduct in Wallasey, Town Link Viaduct in Birkenhead, Bromborough Pool Bridge on the A41 and 'C' Bridge on the A554 Tower Road Cross-Docks route, to older masonry structures such as those over the Wirral Way, and to smaller structures such as footbridges over both the highway and on Public Rights of Way.
- 2.1.3 In September 2005, *Management of Highway Structures*, a national Code of Practice (CoP) was published. Whilst the recommendations in the CoP are not mandatory, it does provide authoritative guidance on highway structures stewardship duties, and has been developed around an asset-management approach. Compliance with the

recommendations in the CoP is a widely accepted indication that best practice in the management of highway structures is being achieved (See also Section 2.2.2).

- 2.1.4 A broad definition of a highway structure is given within the CoP as “Any bridge or other structure that impinges in any way within the footprint of the highway or that materially affects the support of the highway or land immediately adjacent to it...” Such structures include bridges, retaining walls and culverts. More specific details are given in paragraph 2.5.2 of this report.

## 2.2 General Duties and Obligations for Highway Maintenance

- 2.2.1 Where a highway passes over a bridge, Section 382(2) of the Highways Act 1980 vests the bridge as part of the highway and the normal duty to maintain under Section 41 of the Act applies under these circumstances. There are a number of exceptions to this principle concerning privately owned structures.

- 2.2.2 Whilst the recommendations contained within the CoP are not explicitly mandatory for owners of highway structures, the document states that “... in cases of claims or legal action, it is likely that the contents of this Code may be treated as a relevant consideration, as it is deemed to represent accepted good practice.”

During the Cumbrian floods of November 2009, a number of bridges were destroyed. The Parliamentary Review of the bridge failures highlighted that “Bridge owners should be reminded of the importance of inspecting their bridge stock in accordance with the Code of Practice”.

- 2.2.3 At the time of publication of the CoP, the Department for Transport issued an introductory document *Maintaining a Vital Asset*. Within this document the importance of having relevant systems in place to maintain highway assets and inform decision making was stressed, with a key section stating:

“Authorities also need to establish effective arrangements for dealing with more immediate issues, such as repairing potentially dangerous defects. They need to specify clear procedures and standards, and provide resources and training to ensure that standards are met. Failure to do so could have serious legal consequences both for the authority and the individual employees or contractors concerned. It is crucial that all council members and officers have a clear understanding of their responsibilities in this area, particularly in the light of Government proposals to strengthen legislation concerning corporate manslaughter.”

- 2.2.4 Regular inspections (refer to Section 2.4) are the mechanisms by which any potentially dangerous defects are identified, and the CoP provides the benchmark for defining liability should a bridge fail.

## 2.3 Highway Structures Management, the Corporate Plan and the Highways Asset Management Plan (HAMP)

- 2.3.1 Wirral Council’s Corporate Plan 2012 contains the Corporate Goal “Have a safe and well-maintained highway network for all users”, to which all the highway structure related asset management activities described in this report contribute.

2.3.2 Highway structures form a core part of Wirral Council's Highways Asset Management Strategy and draft HAMP, as reported to Cabinet on 12<sup>th</sup> March 2012 (Minute 341 refers).

2.3.3 As part of the effective management of Wirral's highway network, liaison is maintained with other highway structure owners within the Borough. These include Merseytravel, Network Rail, Peel Ports and some private owners. The Council is also represented on the Merseyside District Bridge Engineers Group, which currently meets twice a year, to share and develop best practice.

## 2.4 Inspection of Highway Structures

2.4.1 Regular inspection of highway structures is vital to ensure public safety and the continuing operation of the highway network, and in maintaining the Council's defence under Section 58 of the Highways Act 1980. Inspections are conducted systematically and not limited to times when a major problem is reported or a structural failure has occurred. Inspections of highway structures are carried out in accordance with the recommendations contained within the CoP, the guidance contained in the national *Inspection Manual for Highway Structures* and in line with technical guidance published by the Department for Transport.

2.4.2 Paragraph 2.2.3 makes reference to the importance of a regular inspection regime. A recent audit into one Council's bridge management function found that the Inspection Regime was flawed, and did not adhere to the CoP, and that this would be one of the main issues looked at by the Courts in determining whether the Council had fulfilled its obligations under the relevant legislation.

2.4.3 Broadly, two main types of inspection are routinely carried out:

- Principal Inspections are currently carried out every six years on all major structures and comprise a detailed close-up inspection of all exposed structure elements, together with a number of specialised intrusive and non-intrusive testing techniques. An external consultant is normally commissioned to carry out and report on this work.
- General Inspections are carried out between Principal Inspections at two-year intervals and comprise a less detailed overview of the structure condition. Any major problems or areas of deterioration would be identified during these inspections, and any particular areas of concern that were highlighted within the Principal Inspections are also checked for signs of deterioration.

In addition to the above, other types of inspection are carried out as and when required, such as Inspections for Assessment, Special Inspections, and Inspections following Major Works.

2.4.4 The severity and extent of any defects to structure elements is recorded during both Principal and General Inspections and incorporated in the Council's database (See Section 2.5). This enables informed decisions to be made concerning the short, medium and long-term maintenance strategies for the Council's structure stock.

- 2.4.5 Detailed knowledge of condition of elements also benefits lifecycle planning and enables informed decisions to be taken concerning optimal timing for maintenance intervention or replacement, thus ensuring value for money is realised throughout the life of the asset.
- 2.4.6 Local Authorities are being encouraged to adopt a more risk-based approach to the timing of Principal Inspections so that rather than a rigid time frame of six years a better informed regime can be established taking due cognizance of a number of factors, such as existing condition of structure, importance of road carried or obstacle crossed, historical significance, likely consequence of failure etc.

This risk exercise is presently underway for the 80 structures owned and maintained by the Council that are currently incorporated in the Principal Inspection programme. Such a risk-based Programme is likely to identify a number of structures for which it is acceptable to relax the six-year inspection frequency, and thus reduce the financial burden created by the inspection regime. National guidance has been published to assist with this decision-making process.

## 2.5 Wirral's Highway Structures Database

2.5.1 Over the course of several years, Wirral has developed its own Geographical Information System (GIS) based database. This contains information on all Wirral's highway structures, including those not part of the adopted highway and those in private ownership (See paragraph 2.5.8).

2.5.2 A Highway Structure is defined in detail by the CoP:

- A bridge with a minimum clear span of at least 1.5m;
- A retaining wall associated with the highway whose dominant function is to act as a retaining structure
- A culvert of at least 1.5m diameter.

The CoP also makes provision for other structural features, such as high masts and sign gantries, however there are at present no such structures for which Wirral Council has responsibility.

For historical reasons, information is also held on some structures for which the minimum dimensions are less than those stated in paragraph 2.5.2 above.

2.5.3 The development, maintenance and updating of a highway structure database has enabled details of inspections, maintenance and asset condition to be recorded which in turn help to inform decisions on spending prioritisation and thus ensure value for money. Data can be interrogated to provide various outputs that provide an indication of the current condition of the structure stock.

2.5.4 The current database holds asset information, including digitised reports, maintenance records, assessments and drawings and **Table 1** below summarises the number and type of structures held in the database, together with some key information concerning the overall highway structure asset stock. The individual assets each comprise a number of elements, for example a bridge has separate elements for parapets,



bearings, abutments, deck, joints etc, and in total the database has current and historical condition information on over 2,200 such elements. The information is continually updated as inspections are undertaken or work carried out to structures.

<b>STRUCTURE TYPE</b>	<b>DATABASE TOTAL</b>	<b>MANAGED BY WIRRAL COUNCIL</b>
Main Bridge	148	47
Footbridge (including on Public Right of Way)	57	43
Retaining Wall	44	41
Other (e.g. Subways, Small Culverts etc)	47	27
<b>TOTAL</b>	<b>296</b>	<b>158</b>

*Table 1: Highway Structures Database details*

A summary of significant data held includes:

- Total deck area of bridges 25,000 m<sup>2</sup>
- Total length of retaining walls 1,800 linear metres
- Total length of sea walls 10,500 linear metres
- Total Gross Replacement Cost (approximate) £230,000,000

2.5.5 Although, as mentioned in 2.5.4 above, information is held on a number of retaining walls, there remain several such structures for which a comprehensive inventory is not yet held. Work is ongoing to fully identify all such structures and incorporate the relevant details within the database.

2.5.6 Due to the geography of Wirral, there are a significant number of highway retaining walls that also fulfil a role as sea- or river- walls, providing a function as sea-defence or coast-protection structures. Details of these structures are held within both the highway structures database and the closely related coastal database.

2.5.7 A number of Council-owned structures do not meet the criteria for a highway structure as set down in the CoP (See section 2.1.4 of this report). These are structures typically situated within parks or other public open spaces. In order to minimise the risk to the Authority of any maintenance or service failure of these structures, they are included within the broader database of structures, and the more significant of these structures are subjected to the same regime of inspection and maintenance as that described for highway structures in paragraph 2.4.

2.5.8 A number of structures have limited headroom or substandard weight carrying capacity. Details of these limitations are held within the database and enable technical advice to be given to colleagues and advice to third-parties concerning vehicle movements and loadings to be given. Monitoring of available headroom and adequacy of warning measures is also dealt with within the bridge management function.

## 2.6 Structure Condition and Valuation Reporting

2.6.1 The main outputs used to monitor the condition of the assets within the database are:

- Bridge Condition Index (BCI) - the BCI enables an ongoing record of the overall condition of the Authority's structure stock to be maintained. It is calculated using

mathematical formulae that take account of the individual elements of a structure, including criticality and condition. A weighting is then applied to the individual elements and the overall size and importance of the structure is also taken into consideration during this process, in order to arrive at an overall BCI value for the entire bridge stock.

- Structure Condition Index - a similar exercise is undertaken for retaining walls and the output from that exercise is combined with the BCI to give the overall SCI.

A standardised system such as this enables comparisons to be made with other highway authorities at a regional and national level. The effect of major capital expenditure on the condition of the bridge stock is also reflected by a change in the BCI score, as the improvements resulting from a particular capital scheme directly affect the overall asset condition, as a consequence of replacement or refurbishment of individual structure elements.

2.6.2 The average BCI for Wirral Council structures, adjusted to allow for relative size of structure, is 88 and that the Critical BCI is 69. The average BCI takes account of the condition of all elements within each structure, whereas the critical BCI considers only those elements classified as critical. Each element is assigned an “importance factor” based on its role within the structure, such that for example the condition of the structure drainage or surfacing is less important to the overall integrity of the structure than the condition of its main beams or supporting columns.

2.6.3 Standardised guidance for the interpretation of the above information exists, with the following bandings commonly in use:-

<b><u>BCI Score</u></b>	<b><u>Condition</u></b>
Score 90-100:	Very Good
Score 80-89:	Good
Score 65-79:	Fair
Score 40-64:	Poor
Score 0-39:	Very Poor

From the above it can be seen that at the time the analysis was carried out, the average BCI fell into the “Good” Category, and the critical BCI was in the “Fair” Category. It should be noted that a number of schemes have been carried out since the above analysis, with the emphasis on high-priority defects (e.g. some of the schemes referred to in paragraph 2.7.4), and that this will have increased the critical BCI value. The calculation will be run again once all the necessary condition information relating to recent schemes has been included in the database.

2.6.4 It is important to note that without continual management of the highway structural assets, including inspection and maintenance, the overall trend in BCI scores would inevitably be downwards as deterioration remained unaddressed.

2.6.5 Under the Whole of Government Accounts requirements, calculations using CIPFA’s published methodology means that the approximate Gross Replacement Cost (GRC) for Wirral’s Council-owned highway-related structures is approximately £230 Million.

## 2.7 Funding of Works

- 2.7.1 Works carried out on highway structures are funded through either revenue or capital budget allocations. Whilst the revenue stream provides for relatively minor maintenance works, major improvement schemes or works that enhance the asset are funded via capital finances.
- 2.7.2 Capital funding is generally obtained either externally or from within the Council via the annual Capital Bid process. Sources of external funding include the current Local Transport Plan, and direct scheme-specific grant from the Department for Transport.
- 2.7.3 Significant highway-structure capital works carried out over the last three years are shown in the following table. The combined value of these works was approximately £6,000,000.

<b>STRUCTURE</b>	<b>LOCATION</b>	<b>DETAIL OF WORK</b>
Various Retaining Walls – 10 no.	Various	Repair, Strengthening and Reconstruction of over 10 retaining walls.
Bidston Moss Viaduct	A5139 Docks Link, Wallasey/Seacombe/Bidston.	Strengthening work – part of larger scheme carried out jointly with Highways Agency and Merseytravel.
Bromborough Station Footbridge	Allport Road, Bromborough.	Replacement of substandard parapet
Poulton Viaduct	A5139 Docks Link, Wallasey/Seacombe/Bidston.	Renewal of expansion joints and waterproofing; partial painting.
Docks ‘A’ Bridge	A554 Tower Road, Seacombe.	Complete renewal of timber decking; steelwork repairs; patch painting.
Docks ‘C’ Bridge	A554 Tower Road, Birkenhead/Seacombe.	Replacement walkways; steelwork repairs; full re-paint.
Poulton Swing Bridge	A5088 Poulton Bridge Road, Bidston/Seacombe.	Replacement walkways.
The Dell Underpass	A41 Rock Ferry By-pass, Rock Ferry.	Concrete repairs; renewal of expansion joints and waterproofing.
Town Link Viaduct	A5527 Town Link Viaduct, Birkenhead.	Steelwork and parapet repairs; joint replacement; repainting.
Leasowe Road	A554 North Wallasey Approach Road, Wallasey/Leasowe.	Concrete repairs; renewal of expansion joints and waterproofing.

2.7.4 A number of schemes have been identified for implementation in financial year 2013/14, with a total anticipated expenditure in excess of £1 Million.

### **3.0 RELEVANT RISKS**

3.1 Failure to manage the Council's network of highway structures in accordance with the principles outlined in this report could lead to:

- a. Disruption to the highway network users due to increased occurrence of unforeseen problems with structures, in turn causing unplanned works and/or diversion of traffic away from affected structures.
- b. Consequential business-, economic-, regeneration- and tourism-related effects flowing from a. above.
- c. Hazards to the public from deteriorating and unmaintained highway structure assets.
- d. Exposure of the Council to legal action and financial claims due to not having a demonstrably robust highway asset management system in place in accordance with best-practice guidelines, and meeting the duty to maintain the public highway.

### **4.0 OTHER OPTIONS CONSIDERED**

4.1 This Report outlines the methodology by which Wirral Council manages its highway structures and as such no other options are relevant.

### **5.0 CONSULTATION**

5.1 None carried out in the preparation of this report.

### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

6.1 None relevant in the context of this report.

### **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

7.1 Works carried out on highway structures are funded through either revenue or capital budget allocations. Whilst the revenue stream provides for relatively minor maintenance works, major improvement schemes or works that enhance the asset are funded via capital finances.

7.2 The management of highway structures is currently undertaken by staff within the Highway Management Division of the Technical Services Department, supported by the Design Consultancy within Asset Management. Construction is carried out on smaller schemes through the Highways and Engineering Services Contract, and through individual tenders for the larger schemes.

7.3 The existing Highway Structures Database system is occasionally revised or updated with new functionality, for example to provide different levels of output or reporting options, or when new external guidance is produced requiring changes to reporting. This is carried out by the System's Developer, on a commission quotation basis, as necessary.

### **8.0 LEGAL IMPLICATIONS**

8.1 Highway maintenance is a duty placed on the Council as highway Authority by statute.

8.2 It has been identified that failure to manage highway assets in accordance with accepted best-practice can lead to exposure to potential legal action in the event of, for example, structure failure.

## **9.0 EQUALITIES IMPLICATIONS**

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(b) No because there is no relevance to equality.

## **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 Maintaining the Council's highway structures in accordance with best practice leads to less delay and disruption on the highway network due to unscheduled closures and diversions. Any such increase in disruption would increase both journey time and distance and consequently have negative effects on carbon reduction.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 Management of highway structures forms part of the overall management of Wirral's highway network. Any maintenance activities arising as a consequence of this management are exempt from planning legislation.

11.2 Effective management of highway structures has a positive impact on community safety.

## **12.0 RECOMMENDATION/S**

12.1 That the Committee note the report.

## **13.0 REASON/S FOR RECOMMENDATION/S**

13.1 The Committee's acknowledgement of these specialist highway assets, and their management, is important in the scrutiny of the Council's objective to secure a Safe and Well Maintained Highway Network for all Users.

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Group Leader  
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## **APPENDICES**

Not Applicable

## **REFERENCE MATERIAL**

Management of Highway Structures: A Code of Practice (TSO, 2005):-

<http://tinyurl.com/CoPHighwayStructures>

(pdf downloadable version)

Inspection Manual for Highway Structures (TSO, 2007):-

<http://tinyurl.com/InspectManual>

(link to TSO bookshop; note:- hard-copy or pdf of above document can be made available for Member's perusal on request to the report author)

Maintaining a Vital Asset (DfT, 2005):-

<http://tinyurl.com/VitalAsset>

(pdf downloadable version)

### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>SUSTAINABLE COMMUNITIES OVERVIEW &amp; SCRUTINY COMMITTEE. Corporate Goal "<i>Have a Safe and Well-Maintained Highway Network for all Users</i>" Progress Report</b>	<b>21<sup>st</sup> November 2012</b>
<b>CABINET. Highways Asset Management Strategy including the Draft Highways Asset Management Plan (HAMP)</b>	<b>15<sup>th</sup> March 2012</b>
<b>SUSTAINABLE COMMUNITIES OVERVIEW &amp; SCRUTINY COMMITTEE. Corporate Goal "<i>Have a Safe and Well-Maintained Highway Network for all Users</i>" Progress Report</b>	<b>26<sup>th</sup> September 2011</b>

## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details Ged Herby (Group Leader Coastal / Highway Structures)

**EIA lead Officer:** Rob Clifford  
**Email address:** robertclifford@wirral.gov.uk  
**Head of Section:** Mark Smith  
**Chief Officer:** Chris McCarthy  
**Department:** Technical Services  
**Date:** 3<sup>rd</sup> January 2013

### Section 2: What Council proposal is being assessed?

**The Management of Highway Structures**

### Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes / No** If 'yes' please state which meeting and what date

Sustainable Communities Overview & Scrutiny Committee 29<sup>th</sup> January 2013

**Please add hyperlink to where your EIA is/will be published on the Council's website**

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4:** Does the proposal have the potential to maintain or enhance the way the Council ..... (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)



**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>

**Section 5a:** Where and how will the above actions be monitored?

**Section 5b:** If you think there is no negative impact, what is your reasoning behind this?

**Section 6:** What research / data / information have you used in support of this process?

**Section 7:** Are you intending to carry out any consultation with regard to this Council proposal?

Yes / No – (please delete as appropriate)

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 8:** How will consultation take place and by when?

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

### **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY COMMITTEE – 29 JANUARY 2013

<b>SUBJECT:</b>	<b>PROGRESS REPORT ON THE IMPLEMENTATION BY WIRRAL OF THE FLOOD RISK REGULATIONS 2009 &amp; THE FLOOD AND WATER MANAGEMENT ACT 2010</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF TECHNICAL SERVICES</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### **1.0 EXECUTIVE SUMMARY**

- 1.1 The Flood & Water Management Act 2010 and the Flood Risk Regulations 2009 established Wirral Council as a Lead Local Flood Authority (LLFA). LLFA's are required to lead the strategic management of local flood risk (arising from surface water, groundwater and ordinary watercourses).
- 1.2 Wirral is at risk of local flooding, with a substantial number of domestic properties identified as at risk from potential future flooding. The responsibilities attached to the LLFA role, place substantial new burdens on Wirral Council in managing these flood risks and will be directed through the Flood & Water Management Partnership, the Sustainable Communities Overview & Scrutiny Committee and finally to Cabinet for approval. Additionally, the production of an annual report by the Overview & Scrutiny Committee responsible for flood risk management on progress in implementing the duties and an action plan for the next 12 months is required.

#### **2.0 BACKGROUND AND KEY ISSUES**

##### **2.1 Flood Risk Management Progress Report**

- 2.1.1 The Flood Risk Regulations 2009 – Preliminary Flood Risk Assessment (PFRA)
  - 2.1.1.1 The requirements of the EU Floods Directive (Directive 2007/60/EC, the assessment and management of flood risks across EU Member States) in England and Wales was adopted within UK legislation through the Flood Regulations 2009 and the Flood and Water Management Act 2010, placing new flood risk management duties on the Environment Agency (EA) and Lead Local Flood Authorities (LLFAs) and a duty on other relevant organisations to cooperate and share data.
  - 2.1.1.2 The Regulations required LLFA's to prepare a PFRA showing the impact of historic flooding and the potential impact of a repeat event by 22 December 2011.

- 2.1.1.3 For the Council, as the LLFA for the Wirral area, the PFRA process involved an assessment of local flood risk, the preparation of a Preliminary Assessment Report and the identification of Flood Risk Areas (where the risk of flooding is significant). The deadline for completion was 22nd June 2011. The Wirral PFRA was submitted prior to this deadline and will be reviewed after 6 years (2017). A copy is stored in the Members Library for information.
- 2.1.1.4 The next stage of this process requires only those LLFA's identified as at significant risk of flooding to produce Flood Hazard Maps and Plans. Only Liverpool and Sefton within Merseyside met the significant risk criteria. However, the Environment Agency has decided to produce these maps covering all of the UK not just the significant risk areas.

## **2.2 THE FLOOD AND WATER MANAGEMENT ACT 2010 – IMPLEMENTATION**

- 2.2.1 The Flood and Water Management Act 2010 has continued to place additional duties and responsibilities on each LLFA. These new duties and responsibilities are detailed in **Appendix 1**.
- 2.2.2 The additional duties and responsibilities are, in general, being funded through financial grants, initially through Defra. Wirral Council received £122,800 in 2011/12 and £167,900 in 2012/13, with a further £167,900 annually in years 2013/14 and 2014/15. (Cabinet minutes 84 and 354 refers).
- 2.2.3 These costs have been calculated by Defra based on a model of the level of flood risk to the LLFA and the level of resource required to address that risk.
- 2.2.4 A report to Cabinet in March 2011 identified how Wirral Council would meet its initial responsibilities as an LLFA.
- 2.2.5 In April 2011, further parts of the Act commenced, including the development of a local strategy for flood risk management and the production of an annual report by the Overview & Scrutiny Committee responsible for flood risk management on progress in implementing the duties and an action plan for the next 12 months.
- 2.2.6 The development of the local flood risk management strategy has been progressing and a draft will shortly be available for initial consultation with flood risk partners.
- 2.2.7 A further report to Cabinet in April 2012 identified how Wirral Council would meet its additional responsibilities as an LLFA, in connection with Flood Investigations and the development of a Flood Risk Asset Register; detailing its policy in connection with these two new duties. Both have been developed and integrated into the existing highway drainage asset maintenance software, Seagulls, providing both a graphical and written reporting process. Although no significant assets have been identified to be added to the register, a number of significant flooding events have been recorded and reported on.
- 2.2.8 In October 2012, an additional report to Cabinet identified how the Council, as an LLFA, would meet its duty in connection with the Consenting and Enforcement of certain works to ordinary watercourses that might have an adverse flooding impact, which was formerly an Environment Agency function. It detailed the

administration processes and necessary delegated authority required to ensure the efficient management of the process.

2.2.9 To date five Consent applications have been processed and approved.

2.2.10 Under the Act, LLFAs will also be required to approve and adopt Sustainable Drainage Systems (SuDS). This will require the establishment of a SUDS Approving Body (SAB). Defra had planned to implement this duty this year but now it is unlikely to be enacted until late 2013 or early 2014. A report detailing proposals to enable the Council to meet its new responsibilities in connection with SuDS will be presented to Cabinet when more details are known.

## **2.3 WIRRAL FLOOD & WATER MANAGEMENT PARTNERSHIP**

2.3.1 The main purpose of the partnership, through joint agency working, is to achieve an effective response to flooding and coastal erosion incidents on Wirral; to take such collective measures in order to minimise the potential impact of such incidents; and to seek the implementation of more permanent and sustainable solutions to the mitigation or alleviation of flooding and coastal erosion.

2.3.2 This partnership met in April and October 2012 and the minutes of the meetings are attached as **Appendix 2**.

2.3.3 A copy of the updated Partnership Action Plan is attached as **Appendix 3**. This Action Plan captures the key flood risk activities that will be undertaken by or on behalf of the Partnership during 2013.

## **2.4 WIRRAL OPERATIONAL FLOOD GROUP**

2.4.1 The Operational Flood Group met in February and May 2012 and was due to have met again in August but this was postponed due to resources being fully engaged in managing the response to flooding following a number of extreme storm events in August and September detailed below in item 4.0.

## **2.5 FLOOD INVESTIGATIONS**

2.5.1 Until recently property flooding had been an infrequent occurrence on the Wirral. However, on Monday 13<sup>th</sup> August Wirral experienced a 1 in 30 year storm event that led to some 46 properties suffering some form of internal flooding. Then, 2 days later, on Wednesday 15<sup>th</sup> August a 1 in 12 year storm event also occurred with some 26 properties flooded internally, with many of these having flooded two days earlier. In all, nearly 250 calls were received concerning the flooding over the two days.

2.5.2 On Wednesday 29<sup>th</sup> August a further 1 in 20 year storm event occurred resulting in 10 properties flooding internally. Then on the 24<sup>th</sup> September following an extended period of rain, a 1 in 25 year storm event occurred, resulting in widespread flooding and although 10 roads had to be closed as impassable due to the flooding, to date, only one property has been identified as flooding internally.

2.5.3 However, only two of the flooding events met the council criteria to be designated as a significant flooding event and it is possible that this will need to be re-

assessed and reported to Members. The storms highlighted three areas as major flood locations requiring a detailed assessment, Rigby Drive and surrounding area of Greasby, Reeds Lane/Reedville Grove and the drainage of the Queensway Tunnel approach roads

2.5.4 During November and December 2012, although there were no significant extreme rainfall events, the rainfall that did occur fell onto saturated ground and the already overloaded surface water/land drainage systems were unable to remove this water and widespread flooding of open land occurred. This then resulted in run-off onto nearby properties and the public highway. Although investigations were undertaken, it was not possible at many of the locations to undertake works that might have relieved the flooding and where the public highway was affected, it was necessary to either close the road because of the risk of freezing or undertake additional gritting. At present, this risk is continuing, and would be exacerbated by any further heavy rain followed by freezing conditions.

2.5.5 A number of issues resulted from the flooding that will need further consideration during the coming twelve months and where necessary will be reported to Members.

- Development of a highway culvert inspection programme.
- Screen installations to protect highway culverts from blockages.
- Maintenance of ditches and watercourses.
- The sandbag policy.
- The designation of a significant flood event.
- The need for flood plans for specific areas.
- Partnership working and the EA's PR role during flooding events.

### **3.0 RELEVANT RISKS**

3.1 Wirral faces a significant risk of flooding with a substantial number of domestic properties identified as at risk from potential future flooding. Past national floods have demonstrated what a devastating physical and psychological impact flooding can have on affected communities. Wirral continues to proactively manage the risk of flooding and the members of the Flood & Water Management Partnership will continue to work together to reduce the risk of property flooding here on Wirral. The recent unpredicted extreme storm events that led to the flooding of a large number of properties, shows that these risks need to be identified and tackled.

3.2 The reduction of identified flood risk also partly mitigates one of the Council's Corporate risks – "Not having plans in place could compromise delivery of essential services in the event of a major public emergency".

3.3 The re-assessment of its flood risk policies and issues resulting from the recent flooding events, if not undertaken may result in Wirral not meeting its obligations under the Flood and Water Act 2010 to effectively manage local flood risk.

### **4.0 OTHER OPTIONS CONSIDERED**

4.1 Not relevant.



## **5.0 CONSULTATION**

5.1 There is no consultation required at this time as a result of this work.

## **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

6.1 Flooding affects all voluntary, community and faith groups whether it be directly with their properties being flooded, or in a responder or recovery capacity.

## **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

7.1 There are no additional financial implications arising out of the report and the Council received £167900 this financial year and will receive £167,900 annually in years 2013/14 and 2014/15 to deliver its obligations as an LLFA.

## **8.0 LEGAL IMPLICATIONS**

8.1 There are no legal implications other than the duties imposed under the new legislation.

## **9.0 EQUALITIES IMPLICATIONS**

9.1 There are no Equality implications arising out of this progress report.

## **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 There are no specific carbon reduction implications although there are significant links with carbon reduction and sea level rises, increases in extreme weather patterns, etc. As a result, the Council's Climate Change Officer is a member of the Wirral Flood and Water Management Partnership.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 There will be significant planning implications in relation to this new legislation. As a result of which relevant officers from the Forward Planning and the Development Control sections are members of the Flood and Water Management Partnership and the Wirral Local Flood Risk Management Strategy Working Group.

## **12.0 RECOMMENDATIONS**

12.1 That the report be noted.

12.2 That the report be accepted by the Committee as meeting its responsibilities under the flood legislation to produce an annual report on Flood Risk Management progress.

## **13.0 REASONS FOR RECOMMENDATIONS**

13.1 It is a responsibility under the Flood and Water Management Act 2010 to produce an annual flood risk management progress report.

**REPORT AUTHOR: Mark Camborne**  
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**APPENDICES**

- Appendix 1 Floods and Water Management Act 2010 – Summary of Local Authority Responsibilities.
- Appendix 2 Wirral Flood & Water Management Partnership 2012 meeting Minutes.
- Appendix 3 Wirral Flood & Water Management Partnership 2013 action plan

**REFERENCE MATERIAL**

- The Flood & Water Management Act 2010  
[http://www.legislation.gov.uk/ukpga/2010/29/pdfs/ukpga\\_20100029\\_en.pdf](http://www.legislation.gov.uk/ukpga/2010/29/pdfs/ukpga_20100029_en.pdf)
- The Flood & Water Management Act explanatory notes  
<http://www.legislation.gov.uk/ukpga/2010/29/notes/contents>
- The Flood Risk Regulations 2009  
<http://www.legislation.gov.uk/uksi/2009/3042/contents/made>
- What does the Flood & Water Management Act mean for Local Authorities, Defra.  
<http://www.defra.gov.uk/environment/flooding/documents/policy/fwmb/fwma-lafactsheet.pdf>

**SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>Sustainable Communities O &amp; S Committee</b>	<b>17 November 2010</b>
<b>Cabinet</b>	<b>17 March 2011</b>
<b>Cabinet</b>	<b>21 July 2011</b>

## SUMMARY OF LOCAL AUTHORITY RESPONSIBILITIES/DUTIES FROM THE FLOODS AND WATER MANAGEMENT ACT 2010

### ENACTED SECTIONS 2010

1. **Local Strategy (9)** Lead Local flood Authority (LLFA) develop maintain, apply and monitor a local strategy for Flood Risk Management (FRM). This must be consistent with the National Strategy.
2. **Co-operate and share information (13)** An authority must co-operate with other authorities in exercising FCERM, this includes sharing data.
3. **LLFA to establish Scrutiny Committee (31) (Schedule 2 Para 54)** Power to LLFA to allow for scrutiny committees in exercising FCERM.
4. **Building regulations: flood resilience (40)** Provides that building regulations can be made for any type of work in relation to flood resilience and resistance.

### DUTIES AND POWERS ENACTED APRIL 2011

1. **Duty to Investigate (19)** The LLFA must investigate flooding incidents in its area in order to identify what authority has the flood risk management function and to establish if that authority has or intends to respond. The LLFA must publish results of investigations.
2. **Duty to Maintain a Register (21)** A LLFA must establish and maintain a register of structures or features, which may have an effect on flood risk in its area. Records must include information on ownership and condition.
3. **Duty to Contribute to Sustainable Development (27)** LLFA must aim to contribute towards sustainable development whilst exercising FCERM.
4. **Designation of Features (30) (Schedule 1)** Power enabling LLFA to designate a feature that affects flood or coastal erosion risk, this is to prevent future alterations that may increase flood risk.
5. **Amendment of Other Acts (30) (Schedule 2)**
  - a. Para 29; gives the LLFA powers to carry out works on Ordinary Watercourses in line with the local FRM strategy
  - b. Para 31; gives LLFA power to enforce obligations to maintain or repair watercourse or bridge
  - c. Para 32; names the LLFA as the consenting authority for works to Ordinary Watercourses
  - d. Para 33; gives power to LLFA to require works for maintaining flow of watercourse
6. **Sustainable Drainage (32) (schedule 3)** The LLFA will be the Approving Body with the duty to approve rainwater drainage systems before construction and then adopt and maintain the drainage system upon completion. This section of the Act is not likely to be enacted in 2011. The Government intends to consult on issues late 2011. Schedule 3 also removes the right to connect to public sewer in certain cases.
7. **Incidental Flooding or Coastal Erosion (39)** Allows LLFA to carry out works that may increase flooding or coastal erosion if justified.

### DUTIES AND POWERS ENACTED OCTOBER 2011 AND APRIL 2012

1. **Designation of Features (30) (Schedule 1)** Power enabling LLFA to designate a feature that affects flood or coastal erosion risk, this is to prevent future alterations that may increase flood risk.
2. **Amendments to other Acts (31) (Schedule 2)**

1. Para 29; gives the LLFA powers to carry out works on Ordinary Watercourses in line with the local FRM strategy
  2. Para 31; gives LLFA power to enforce obligations to maintain or repair watercourse or bridge
  3. Para 32; names the LLFA as the consenting authority for works to Ordinary Watercourses
  4. Para 33; gives powers to LLFA to require works for maintaining flow of watercourse
- 3. Incidental Flooding or Coastal Erosion (39)** Allows LLFA to carry out works that may increase flooding or coastal erosion if justified.

#### **DUTIES AND POWERS STILL TO BE ENACTED**

- 1 Sustainable Drainage (32) (Schedule 3)** The LLFA will be the Approving Body with the duty to approve rainwater drainage systems before construction and then adopt and maintain the drainage system upon completion. This section of the Act is not likely to be enacted until some time in 2013/14. Schedule 3 also removes the right to connect to a public sewer in certain cases.



## MEETING MINUTES

Nature of Meeting: MINUTES OF WIRRAL FLOOD AND WATER MANAGEMENT PARTNERSHIP


Location and Date: Birkenhead Pavilion – Tuesday 19 April 2012 at 10:00 am


Present: John Baker Wirral Council, Drainage  
 Ben Lukey Environment Agency,  
 Stuart Minton United Utilities,  
 Nigel Worthington Merseyside Authorities Flood Risk Coordinator  
 Aimee Conroy Wirral Council, Emergency Planning  
 Bryan Lipscombe Wirral Council, Sustainability Liaison Officer  
 Neil Thomas Wirral Council, Coast Protection  
 John Entwistle Wirral Council, Planning Policy  
 Cllr Dave Mitchell Elected Member (Liberal Democrats)  
 Paul Grey Wirral Council, Building Control, Assistant Director  
 Cllr John Hale Elected Member (Conservative Group)  
 Hazel Edwards Climate Change  
 Andy Williamson Merseyside Fire and Rescue  
 Ryan Dodd Wirral Council, Drainage

Apologies: Cllr Harry Smith Elected Member (Labour Group)  
 Kevin Carberry Wirral PCT  
 Richard Lewis Wirral Council, Investment Strategy, Manager  
 Mike Lane Wirral Council, Risk and Insurance  
 Laura Furlong Wirral Council, Press & Public Relations, Press Officer  
 Matthew Rushton Wirral Council, Development Control, Principal Planning Officer  
 Shaun Brady Wirral Council, Highway Maintenance, Senior Group Leader

Item		Action
1.0	<p><b>Introductions and Welcome</b></p> <p>John Baker welcomed the group to Birkenhead Visitor Centre</p> <p><b>Apologies</b></p> <p>See above.</p>	
2.0	<p><b>Minutes of Meeting of 20 October 2011</b></p>	
2.1	<p><b>Amendments:</b></p> <ul style="list-style-type: none"> <li>• Date changed from October 2010 to 2011</li> <li>• 4.6 – not an action</li> </ul>	

3.0	<p><b>Actions from Previous meetings:</b></p> <ul style="list-style-type: none"> <li>• 9.0 – Welsh Water could not attend meeting that was set up to agree flood locations with WC and UU.</li> <li>• 9.4 – JB received funding for property resilience. To be spent by March 2013. Survey completed and there is meeting with contractors to discuss flood gates / doors. JB contacted other Local Authorities to discuss installation issues.</li> <li>• 3.1 – Not actioned – JB had concerns over the wording of the letter to go with leaflet.</li> <li>• 3.3 Compilation of Vulnerable Persons database in flood zones has not been completed.</li> <li>• 4.2 – Wording changed to ‘continue to liaise with local coastal groups re: defences’.</li> <li>• 4.9 – to look at the Flood Management Strategy and receive comments from EA, Coastal and Planning. Looking to produce a draft by October 2012.</li> <li>• 3.2 – leaflet to be sent to recently flooded properties – JB not comfortable with proposed letter to go with leaflet – see above</li> <li>• 3.3 – MC to liaise with BL to see if we can get a programme together on clearing Wirral’s rivers. BL states it’s about making Wirral a nicer, cleaner place to live.</li> <li>• 3.6. SG to circulate UU maintenance regime to the Operational Group; to include the de-silting programme and planned maintenance. Not received, SM to ask Emma Dennett for list.</li> <li>• 6.2 – Hoylake Golf Club drainage regime is still on going. EA have cut back their maintenance regime.</li> <li>• 8.2 – Bromborough Rake investigations. UU have spent 25K on removing root intrusions and investigations on 1000m of sewer are completed. Modelling completed after 4 months. Found to be gully problems.</li> </ul>	SM
4.0	<p><b>Feedback from Merseyside Flood &amp; Coastal Risk Partnership</b></p> <p>Under the Flood and Water Management Act 2010 (F&amp;WMA) the Regional Flood Defence Committee has now been renamed to the Regional Flood and Coastal Committee (RFCC). The appointed Chair decided to create sub groups to the committee and as such the Merseyside Flood Risk Partnership was set up. It has two members, Cllr Harry Smith and Cllr John Hale on the group.</p> <p>The first few meetings have been to establish the sub group, to discuss the issues and to look at applications for funding and support the RFCC.</p>	
4.1	<p>BL said the remit for the RFCC is wider than that of the RFDC and it’s not just limited to the EA but now covers the LA’s and other agencies under the F&amp;WMA. The EA will do a progress report on how the Act is being implemented and the wider implications are being dealt with by EA, LA’s and other agencies.</p>	EA
5.0	<p><b>Flood and Water Management Act 2010 Update</b></p> <p>Certain sections of the new legislation were enacted immediately but other sections have, and will, come into place at different times.</p> <p>The SUDS and SAB legislation has not yet been enacted. The legalisation is believed to come into force in April 2013. The new SUD responsibilities will mean WC will adopt and maintain the SUD’s/SAB process; from applications to approval, overseeing the development</p>	
5.1		
5.2		

<p>5.3</p> <p>5.4</p> <p>5.5</p> <p>5.6</p> <p>5.7</p> <p>5.8</p> <p>5.9</p> <p>5.10</p> <p>5.11</p> <p>6.0</p>	<p>and then to inspect them. A consultation took place last year which WC took part in; the feedback has yet to be received.</p> <p>Cllr Mitchell asked whether additional funding will be made available for building regulations input. It was replied that we are still awaiting a response from DEFRA regarding funding to maintenance these SUDs. JB will produce report on the new legalisation on SUDs for Cabinet once DEFRA have issued a response to the consultation.</p> <p>NW highlights there is still uncertainty on how and when it is going to be implemented. It may be a phased approach and a (proposed) fee for SAB that LA's can claim. There are workshops about the SUDs and SAB and he intends to roll it out to the Merseyside LA's.</p> <p>Flood Risk Strategy: JB is arranging a meeting with UU and WW to discuss a flood risk locations and joint working possibilities.</p> <p>Cllr DM raised concerns over Bridle Road, Eastham Village. Discussions around SUDs and whether they are suitable for all instances took place.</p> <p>SM/UU wanted to know how many watercourses run through that area. JB highlighted no maps / information on the watercourses as we don't have the responsibility over them. The future would be to map them, find out who owns them and then do something about it.</p> <p>On the 6<sup>th</sup> April, consenting and enforcement of ordinary watercourses transferred from EA to Lead Local Flood Authorities (Wirral). A number of workshops have taken place or are programmed. JB to attend next week. A briefing note has been prepared by JB and a report will go to Cabinet in June. JB to share report with the Group.</p> <p>The Drainage Team will lead with enforcement through existing highway enforcement team. It is expected that WC will not be overrun with requests. The EA has only received 3 consent applications for Wirral in last 5years.</p> <p>A discussion took place around the new Flood Risk Area in Meols. BL explains the differences between the Flood Risk Area and A flood Warning Zone. Cllr Hale raised concerns over some of the residents now can not get insurance. BL reminded everyone the government arrangements with the ABI to offer insurance to households who live in flood risk areas. BL said he will discuss this with the EA regarding the household insurance.</p> <p>Flood Risk Asset Register: JB would like to develop a Flood Risk Asset Register to identify assets that could create flooding if anything is done to them. The register has been set up and is waiting to be populated.</p> <p><b>Operational Flood Group Minutes/Notes Feb 2012 Feedback</b> Please read notes from meeting</p> <p> OFG notes Feb 2012</p>	<p>JB</p> <p>JB</p> <p>JB</p> <p>BL</p>
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<b>7.0</b>	<b>Partner Feedback</b>	
7.1	<p>NT gave an update on the Wirral Coastal Strategy. The AECOM consultation is looking at what's the flood risk, what's at risk and what's the defence. However more modelling is needed.</p>	
7.2	<p>The Link to the EA Coastal Erosion Mapping show's many topics from what areas of shoreline is protected and what isn't, flood warning zones, through to bathing water quality; just use the 'other topic...' drop down menu.</p> <p><a href="http://www.environment-agency.gov.uk/homeandleisure/134831.aspx">http://www.environment-agency.gov.uk/homeandleisure/134831.aspx</a></p>	
7.3	<p>Defra will continue to provide funds to protect the Wirral and to keep the defence maintained and updated (use link above to see areas protected).</p>	
7.4	<p>JE gave an update on the Core Strategy Plan; he had met with UU and Peel Holdings in February with regards to the 'Wirral Waters' scheme and its infrastructure requirements. There maybe issues around waste water disposal. Review of the scheme will continue through the different stages of the development.</p>	
7.5	<p>JE also highlighted the National Planning Policy Framework + technical guidance has been replaced with a new document. Please see link and ABI Guidance document below.</p> <p><a href="http://www.communities.gov.uk/planningandbuilding/planningsystem/planningpolicy/planningpolicyframework/">http://www.communities.gov.uk/planningandbuilding/planningsystem/planningpolicy/planningpolicyframework/</a></p>	
7.6	<p>  ABI Guidance on Insurance &amp; Planr</p> <p>In addition to the above documents please view the link to report to Council's Planning Committee on the implications of the National Planning Policy Framework:</p> <p><a href="http://democracy.wirral.gov.uk/documents/s50003746/Report.pdf">http://democracy.wirral.gov.uk/documents/s50003746/Report.pdf</a></p>	
7.7	<p>EA reported the Bidston Debris Screen is now done. BL offered the group to come and view the screen. BL has been working with UU Tom Lister, as it still needs to be pumped and provides an important service to Wirral.</p>	
7.8	<p>The document explaining the UU/EA responsibility on the waterworks needs updating.</p>	<b>UU/EA</b>
<b>8.0</b>	<b>AOB</b>	
8.1	<p>CLLR Hale raised concerns over the communication about the Moreton Station with the collapse of a pipe. UU had large tankers in and out Park Road and caused some disruption. It was several days before any information was issued. MC to speak to Michelle O'Neill for process and</p>	<b>MC</b>



8.2	<p>arrangements for the new employees at UU.</p> <p>New government legislation has changed the responsibility for the maintenance and repair of some sewer pipes which previously belonged private householders. Since October 1st 2011, sewer pipes which are shared by more than one property, or run beyond your property boundary, are now UU responsibility.</p>	
8.4	<p>There are issues around the Welsh Water / UU boundary. Stuart to provide an update</p> <p><b>Next meeting: 18<sup>th</sup> October 2012, 1000hrs Wallasey Town Hall</b></p>	<b>SM/UU</b>

Nature of Meeting: MINUTES OF WIRRAL FLOOD AND WATER MANAGEMENT PARTNERSHIP

Location and Date: Wallasey Town Hall, Committee Room 1, on 18 October 2012

Present:	Mark Camborne (Chair)	Wirral Council, Health, Safety & Resilience
	Ian Hale	Environment Agency, Flood Risk Management
	Dave Wells	AECOM Study Team, Project Manager
	Alan Williams	AECOM Study Team, Technical Lead
	John Baker	Wirral Council, Drainage
	Aimee Conroy	Wirral Council, Emergency Planning
	Bryan Lipscombe	Wirral Council, Sustainability Liaison Officer
	Neil Thomas	Wirral Council, Project Manager, Coast Protection
	John Entwistle	Wirral Council, Planning Policy
	Richard Lewis	Wirral Council, Investment Strategy Manager
	Matthew Rushton	Wirral Borough Council, Principal Planning Officer
	Laura Furlong	Wirral Council, Press & Public Relations, Press Officer
	Cllr Harry Smith	Elected Member (Labour Group)
	Cllr Dave Mitchell	Elected Member (Liberal Democrats Group)
	Hilary Bishop	LJM University, Regional Flood & Coastal Committee
	Sue McPherson	Merseyside Fire and Rescue
	Donna Fitzsimmons	Merseyside Fire and Rescue
	Sue Fitch	Wirral Borough Council, Health & Safety (Minute-taker)

Apologies:	Kevin Carberry	Wirral PCT
	Mike Lane	Wirral Council, Risk and Insurance
	Matthew Rushton	Wirral Council, Development Control, Principal Planning Officer
	Shaun Brady	Wirral Council, Highway Maintenance, Senior Group Leader
	Hazel Edwards	Wirral Council, Climate Change Officer
	Harriet Smith	Merseytravel

Item		Action
1.0	<p><b>Welcome &amp; Apologies</b> Mark Camborne welcomed the group, introductions were made and apologies given – see above. It was noted that there was no representation from United Utilities.</p> <p><b>Agreed: MC to write to Steve Mogford, CEO of UU to ask for representation at future meetings, as a key partner.</b></p>	MC
2.0	<p><b>Presentation on Coastal Strategy – AECOM</b> NT reported that the draft Wirral Coastal Strategy has been issued for public consultation and could be accessed online through Wirral Council's website (<a href="http://www.Wirral.gov.uk/coastalstrategy">www.Wirral.gov.uk/coastalstrategy</a>). Consultation is open until 11 November 2012 and any comments on the draft strategy were welcome. So far there has been a good response from the public.</p> <p>The AECOM presentation gave details of the key elements of the draft strategy, which will identify where and when investment and intervention in Wirral's coastal defences are required.</p>	

	<p>Dave Wells presented:</p> <ul style="list-style-type: none"><li>o Strategy Objectives</li><li>o Overview of the SMP Policies</li><li>o Environmental Considerations</li></ul> <p>Alan Williams presented</p> <ul style="list-style-type: none"><li>o Flood &amp; Coastal Erosion Risk Review</li><li>o Preferred Strategy Options</li><li>o Strategy Implementation</li></ul> <p><b>Agreed: A copy of the presentation to be circulated with the minutes.</b></p> <p>IH warned that less government funding for flood defence will be available in the future and local authorities need to take account of this in their long-term investment planning. Developers will also need to take into account future increased risks of flooding in their designs.</p>	<p><b>NT</b></p>
<p><b>3.0</b></p>	<p><b>Minutes of Meeting held on 19<sup>th</sup> April 2012</b> The minutes of the last meeting were agreed as an accurate record.</p>	
<p><b>4.0</b></p>	<p><b>Actions from previous meeting:</b></p> <p><u><b>19/04/2012:</b></u></p> <ul style="list-style-type: none"><li>• 3.0 – Outstanding: Emma Dennett is no longer the contact at UU. <b>Agreed: MC to write to CEO of UU to verify correct person to provide the UU maintenance regime.</b></li><li>• 4.3 – Completed: Nigel Worthington, Merseyside Flood Risk Coordinator, who is funded by the 5 Merseyside authorities, has produced a progress report on how the Flood &amp; Water Management Act 2010 is being implemented and how the wider implications are being dealt with by the local authorities, the EA and other agencies. This was presented to the Regional Flood &amp; Coastal Committee.</li><li>• 5.3 – Outstanding: Report to be produced by JB on the new SUDS and SAB legislation: a response has been received from Defra to the consultation, but matter is still on hold as government is re-thinking implementation dates. To be carried forward.</li><li>• 5.8 – Completed: JB advised that the report on the consenting and enforcement of ordinary watercourses legislation was submitted for Cabinet last month (September). Cllr Smith advised that it did not go through Cabinet, but that it had been approved by him as a Cabinet Member under delegated powers.</li><li>• 5.10 – Outstanding: Ben Lukey (EA) was no longer attending these meetings. IH to take over investigation into why some households now can not get home insurance due to the new flood warning zones in Meols.</li></ul> <p>[MC reported that Tewkesbury Borough Council had written to WBC and other local authorities, asking them to write to the Government and the Association of British Insurers to urge them to come to an agreement that enables all householders to have affordable flooding insurance for their properties. MC confirmed that this had been done in early July. Letters of response were received from the government’s Minister for Local Government and the CEO of the ABI.]</p>	<p><b>MC</b></p> <p><b>JB</b></p> <p><b>IH</b></p> <p><b>MC</b></p>

	<ul style="list-style-type: none"> <li>• MC followed this up by raising it with DCLG and response was as follows:  “The future of flood insurance is a priority for Government and is being considered at the highest level. Government has been working very hard with industry on this complex issue and it continues to do so. We need a lasting solution that ensures affordable insurance bills for those at flood risk but does not place unsustainable costs on wider policyholders and the taxpayer. There are no outcomes as yet but you will be kept updated when there are any developments. For information, DEFRA is the lead government department on this issue.”]</li> <li>• 7.8 – Ongoing: UU and EA to update the Birkett/Great Culvert pumping station responsibilities document. This pumping station is operated by UU. A memorandum of understanding has been drafted and is awaiting official sign-off by a solicitor. Once this has been done, discussions will take place with the relevant authorities on how the system operates.</li> <li>• 8.1 - Completed: MC had contacted Michelle O’Neill regarding the lack of communication over the Moreton Station incident.</li> <li>• 8.4 – UU to provide update on their new drainage responsibilities: update to be provided by new contact once advised by CEO of UU.</li> </ul>	<p>UU/EA</p> <p>UU</p>
<p><b>5.0</b></p> <p>5.1</p> <p>5.2</p> <p>5.3</p>	<p><b>Feedback from recent flooding events on Wirral</b></p> <p>➤ JB reported that on 13 August 2012, Wirral experienced a 1 in 30 year storm, which led to 46 properties suffering internal flooding. All properties affected were visited by Council officers to try and make contact with as many residents as possible.</p> <p>On 15 August 2012 a 1 in 12 year storm event also occurred with 26 properties flooded internally, many of these having been flooded 2 days earlier. 250 calls were received concerning the flooding over the 2 days.</p> <p>On 29 August 2012 a further 1 in 20 year storm event occurred, resulting in 10 properties suffering internal flooding.</p> <p>On 24 September 2012, following an extended period of heavy rain, widespread flooding occurred and 10 roads had to be closed. However, only one property was identified as flooded internally.</p> <p>Only the first incident met the Council criteria to be designated as a significant flooding event (see online Council Flood Investigation Policy).</p> <p>The storms highlighted three areas as major flood locations requiring a detailed assessment: Rigby Drive area of Greasby, Reeds Lane/ Reedsville Grove in Moreton and the drainage of the Tunnel approach roads.</p> <p>➤ A number of issues resulted from these incidents which need resolving or further consideration:</p> <ul style="list-style-type: none"> <li>▪ Sandbag policy</li> <li>▪ Designation of a significant flood event</li> <li>▪ Flood plans for specific areas</li> <li>▪ Partnership working and the EA’s PR role during flooding events</li> </ul> <p>➤ MC advised that a local flood response plan will be developed in partnership with key agencies, ie Police, Fire, EA, LA’s, after consulting</p>	

5.4	<p>with Wirral residents, to give support during periods of significantly heavy rainfall.</p> <p>➤ WBC Sandbag policy clearly states that sandbags will not be issued except in cases involving vulnerable people.</p>	JB/AC
6.0	<p><b>Feedback from Merseyside Flood &amp; Coastal Risk Partnership</b>  JB gave feedback from the last meeting held on 14 November 2012. The Flood Defence Levy increase was discussed. An increase of between 5 and 10% for the North West was deemed too high at the present time. WBC was in agreement with the proposal for no increase, given the current risk profile (quite low) of significant flooding in Wirral. IH confirmed no increase in Levy for the North West.</p>	
7.0	<p><b>Operational Flood Group</b>  Notes from this group's last meeting are attached to these minutes. The last meeting was held on 10 May 2012 and it is planned to hold the next one in the near future (August/September meeting had been postponed).</p>	
7.1	<p>JB gave an update:</p>	
7.2	<ul style="list-style-type: none"> <li>▪ The Flood Resilience project (covering 20 properties) had been completed.</li> </ul>	
7.3	<ul style="list-style-type: none"> <li>▪ SUDS/SAB Progress – JB reported that this had been delayed (see 5.3 above).</li> </ul>	
7.4	<ul style="list-style-type: none"> <li>▪ WBC has a requirement to produce an Overview &amp; Scrutiny Committee report on Flood Risk Management progress.  <b>Action: JB will draft a report based on what has happened and from that an action plan will be produced.</b></li> </ul>	JB
7.5	<ul style="list-style-type: none"> <li>▪ Regarding recent flooding incidents, JB confirmed that an investigation had begun on the two areas affected. Cllr Anita Leech had called for a joint agency local meeting. JB confirmed that this will be organised after the investigation has been completed.</li> </ul>	JB
8.0	<p><b>Partner Agencies Feedback</b></p>	
8.1	<ul style="list-style-type: none"> <li>▪ MFRS: Contact with Paul Murphy had worked well.</li> </ul>	
9.0	<p><b>AOB</b></p>	
9.1	<p>Bryan Lipscombe informed members of an event being jointly run by the EA and CLASP on 12 November 2012 at Avenham Park Pavilion, Preston, entitled 'Managing NW Bathing Waters in a Changing Climate'. This is particularly aimed at sustainability officers, planning officers and members who may not be directly involved in water management but who would like to better understand this issue and its growing importance.</p>	
9.2	<p>MC reported that a Beach Supervisor course for 50 people had been jointly arranged with partner Authorities for 24 &amp; 25 October 2012, at the marine boating lake in New Brighton. The aim of this was to provide practical experience in the event of a pollution incident.</p>	
10.0	<p><b>Date of next meeting:</b>  The next meeting will be held on 18 April 2013 at Wallasey Town Hall, Committee Room 1, 10 am – 12 noon.</p>	

**Note: Glossary of Abbreviations:**

**SuDS:** Sustainable Drainage Systems

**SAB:** SuDS Advisory Body

**OFG:** Operational Flood Group

FLOODS & WATER MANAGEMENT ACT 2010  
DUTIES & RESPONSIBILITIES IMPLEMENTATION ACTION PLAN FOR 2013

Ref No	Action	Target Date	Comments
01	Continue meetings of the Wirral Local Flood Risk Management Strategy Working Group	On-going	Ongoing regular meetings
02	Review population of the Risk Assets Register	July 2013	
03	Develop the draft Wirral Local Flood Risk Management Strategy and local flood risk action plan	Jan 2013	Draft for internal/partnership consultation
03(a)	The draft Wirral Local Flood Risk Management Strategy to be available for external consultation.	May 2013	
03(b)	Publish the Wirral Local Flood Risk Management Strategy and progress local flood risk action plan	July 2013	Final Strategy document to be available on- line.
04	Review process for consenting Ordinary Watercourse works	July 2013	
04(a)	Progress and further consenting applications	On-going	
05	Review the Flood Incident Prioritisation Policy and investigation protocols	April 2013	Cabinet member approval may be required.
06	Establish Council response to the SuDS legislation, once enactment date known.	On-going	Ongoing development during 2013/14
07	Respond to any new duties and responsibilities as identified.	On-going	
08	Continue to review Defra guidance as it is published and implement it as appropriate	On-going	
09	Review flooding incidents and lessons learned; develop appropriate future responses as necessary.	On-going.	
10	Respond to future flooding incidents as appropriate	On-going	
11	Consider existing and further Grant-in-Aid applications and other flood risk funding routes.	On-going	

## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details

**EIA lead Officer:** John Baker

**Email address:** johnbaker@wirral.gov.uk

**Head of Section:** Mark Camborne

**Chief Officer:** Chris McCarthy

**Department:** Technical Services

**Date:** 2 January 2013

### Section 2: What Council proposal is being assessed?

Report on progress with flood risk management and the action plan for 2013

**Section 2b:** Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes / No** If 'yes' please state which meeting and what date

**21 January 2013**

**Please add hyperlink to where your EIA is/will be published on the Council's website**

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>



**Section 3: Does the proposal have the potential to affect.....** (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4: Does the proposal have the potential to maintain or enhance the way the Council .....** (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>

**Section 5a:** Where and how will the above actions be monitored?

**Section 5b:** If you think there is no negative impact, what is your reasoning behind this?

**Section 6:** What research / data / information have you used in support of this process?

**Section 7:** Are you intending to carry out any consultation with regard to this Council proposal?

Yes / No – (please delete as appropriate)

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

## **Section 8: How will consultation take place and by when?**

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

## **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**

## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY

29 JANUARY 2013

<b>SUBJECT:</b>	<b><i>LIBRARIES AS CENTRES OF THEIR COMMUNITIES</i></b>
<b>WARD/S AFFECTED:</b>	<b><i>ALL</i></b>
<b>REPORT OF:</b>	<b><i>INTERIM DIRECTOR OF FINANCE</i></b>
<b>KEY DECISION</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

1.1 This report updates Members on the actions taken in response to the Council decision of 15 October 2012 asking for an action plan to bring forward recommendations, as to how libraries can have their place as centres of their communities built upon.

#### 2.0 BACKGROUND AND KEY ISSUES

2.1 At its meeting of 15 October 2012 (minute 70) the Council recognised the high regard in which libraries are held in Wirral, that they are at the centre of local communities and that this role should be built upon. To that end a number of actions were set out and this report updates on that work.

2.2 Wirral's libraries are already involved in key authority strategies and initiatives such as merging with a number of One Stop Shops and playing an integral role in helping minimise digital exclusion. The work suggested here compliments work that is being undertaken already and will be a positive help in cementing libraries role in each local area. However, libraries are a large Council service and have to play their role in helping meet the very real financial challenge the authority faces, while maintaining an acceptable level of service. It is within that context that this work takes place.

2.3 With the support of the Community Engagement Team each Neighbourhood Forum is being asked, at its next cycle of meetings (February 2013), to work with and advise the library service. Library managers will attend meetings to explain the work of the service. They will ask the Forum to highlight ideas they have, and those of their community, that they would want to include in their own area plan, to enhance the role of the library in their community. Library managers will then discuss with the Neighbourhood Forum if and how best that may be achieved.

2.4 To assist Neighbourhood Forums the library service will detail what is available at sites that currently help meet the particular needs of various groups such as children, older people and people with special needs. As part of this Forums will be asked how they feel those categories can be better catered for in each library.

- 2.5 A key issue will be to show how Libraries continue to engage and develop work with the many external groups and partners. These include The Reader Organisation that delivers significant support to groups, especially on reading initiatives plus others such as Reach Out, Connexions, CAB and our partners in health that support key health initiatives. Added to this the libraries have a well established network of friends and user groups who regularly feed into assessing library requirements, developments and improvements. Their input will further support this work.
- 2.6 To help initiate this work the service has written to each Neighbourhood Forum and detailed what is on offer in their area's libraries. This includes the role of current volunteers who are focused on supporting use of Information Technology at sites, of which there are more than 20 covering 11 sites thus far. The service will also seek ideas on widening that role in supporting our own site staff. Neighbourhood Forums will be asked to encourage this and for ideas as to how they could support this in their own area.
- 2.7 Once these views have been brought together they will feed into the work of the service and an action plan will be drawn up with a timetable. The results will be reported back to this Committee and then to Cabinet with specific recommendations.

### **3.0 RELEVANT RISKS**

- 3.1 The risk is that Neighbourhood Forum expectations of service expansion may be raised beyond what can be delivered. It will be the role of officers to ensure that the context in which developments may be delivered is appreciated.

### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 Engagement with local Friends and User groups continues to be undertaken.

### **5.0 CONSULTATION**

- 5.1 Contact is being made with each Neighbourhood Forum during the February 2013 cycle of meetings.

### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 6.1 These groups are engaged at many library sites already and will continue to be as part of the service's ongoing community work.

### **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

- 7.1 There are none arising directly from this report, although the recommendations that arise from this engagement process may and these will be detailed in future reports.

### **8.0 LEGAL IMPLICATIONS**

- 8.1 There are none arising directly from this report.

## 9.0 EQUALITIES IMPLICATIONS

9.1 The potential impact of these proposals has been reviewed with regard to equality and an initial impact review is shown below. The overarching assessments for libraries can be found at the following link;

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/finance>

## 10.0 CARBON REDUCTION IMPLICATIONS

10.1 There are none arising directly from this report.

## 11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are none arising directly from this report.

## 12.0 RECOMMENDATION

12.1 Members note the report and the work being undertaken.

## 13.0 REASON FOR RECOMMENDATION

13.1 That Members are aware of the work being undertaken in response to the Council minute and note its place within the overall development work that is undertaken in the library service.

**REPORT AUTHOR:** *Malcolm Flanagan*  
*Head of Revenues, Benefits and Customer Services*  
telephone: (0151) 666 3260  
email: [malcolmflanagan@wirral.gov.uk](mailto:malcolmflanagan@wirral.gov.uk)

## APPENDICES

*None*

## REFERENCE MATERIAL

*None*

## SUBJECT HISTORY

Council Meeting	Date
Council	15 <sup>th</sup> October 2012

## Equality Impact Assessment Toolkit (May 2012)

### Section 1: Your details

**EIA lead Officer:** Julie Mann  
**E mail address** juliemann@wirra.gov.uk  
**Head of Section:** Julie Barkway  
**Chief Officer:** Peter Timmins  
**Department:** Finance  
**Date:** 9<sup>th</sup> January 2013

### Section 2: What Council proposal is being assessed?

Library Service engagement with Neighbourhood Forums

### Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes** If 'yes' please state which meeting and what date

Sustainable Communities Overview & Scrutiny 29/1/13

**And please add hyperlink to your published EIA on the Council's website**

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/finance>



**Section 3: Does the proposal have the potential to affect.....** (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

X **None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

The engagement process will not impact on equality. The outcomes of this consultation may do and whilst anticipated that they will be positive, EIA's will be undertaken at that point to assess relative impacts.

**Section 4: Does the proposal have the potential to maintain or enhance the way the Council .....** (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

**No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>

**Section 5a:** Where and how will the above actions be monitored?

**Section 5b:** If you think there is no negative impact, what is your reasoning behind this?

**Section 6:** What research / data / information have you used in support of this process?

**Section 7:** Are you intending to carry out any consultation with regard to this Council proposal?

Yes / No – (please delete as appropriate)

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 8:** How will consultation take place and by when?

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY

29 JANUARY 2013

<b>SUBJECT:</b>	<b>LEASOWE LIBRARY HEALTH AND WELLBEING DEVELOPMENT UPDATE</b>
<b>WARD/S AFFECTED:</b>	<b>LEASOWE AND MORETON EAST</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF FINANCE</b>
<b>KEY DECISION</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

1.1 This report updates Members on the work being undertaken with The Reader Organisation in piloting a Reading and Well Being Library at Leasowe. The work is being undertaken with the support of Public Health.

#### 2.0 BACKGROUND AND KEY ISSUES

- 2.1 Cabinet on 21 June 2012 (minute 31) agreed for the Leasowe Reading and Well Being Library pilot to proceed. This supported the proposal by the Director of Public Health for the development of a number of libraries in Wirral into places where, in addition to traditional library resources, local people would also be able to support their wellbeing. Leasowe as the initial library would help develop the approach.
- 2.2. This built on the Cabinet budget proposals of 21 February 2012 (minute 317) which proposed work on a new library model based on delivering “soft” social care, education and community development. This was to be carried out in partnership with the Director of Public Health and piloted at one library with the aim of replicating it across the entire library network.
- 2.3 The Reader Organisation is supported by a budget policy option, (minute 317, 21 Feb 2012) for the Get Into Reading initiative, of £100,000. The authority has a service level agreement with the Organisation which is monitored by the Library Services Manager and this work is a direct extension to that.
- 2.4 The appendix to this report has been compiled by The Reader Organisation as the key delivery partner in this project. It gives members an up to date view of the work already done by The Reader Organisation, Public Health and the Library service. It details the work that will be ongoing during the remaining period of this pilot. This highlights the progress made and the consultations undertaken. There is a new timetable in place at Leasowe, which has more than trebled available activities on site.
- 2.5 The next phase of planned activities is also detailed. This includes advancing the Well Being Library via outreach work. There will also be work with the library service, including local Home Reader Service development and the expansion of local volunteers supporting the library staff.

### **3.0 RELEVANT RISKS**

3.1 The considered risk for this project is balancing the success and potential long term benefit it can bring set against the short term additional costs or service impact. These will be considered as part of the evaluation of the pilot by all parties.

### **4.0 OTHER OPTIONS CONSIDERED**

4.1 None for the purpose of the pilot and a wider review will take place if the model is to be further developed.

### **5.0 CONSULTATION**

5.1 Consultation work is detailed in the appendix.

### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

6.1 Local groups are engaged in the development of this work and the experience gained will be used at other sites if developed further.

### **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

7.1 Financial - - the funding for the project is £56,893 from Wirral PCT and is no direct cost to the Council. The Reader Organisation looks to enhance this via grants from charitable trusts and other bodies

7.2. Staffing - Library staff work with The Reader Organisation project worker in developing local community links and this will be assessed for future roll out.

7.3. IT – there are none arising from this report.

7.4. Assets - Work is underway, led by the Head of Asset Management, along with the Registered Social Landlord that occupies part of the facility, with regard to the development of the Library One Stop Shop facility on site.

### **8.0 LEGAL IMPLICATIONS**

8.1 There are none arising directly from this report.

### **9.0 EQUALITIES IMPLICATIONS**

9.1 An initial impact review is shown below and the overarching assessments for libraries can be found at the following link:

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/finance>

### **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 There are none arising directly from this report.

### **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 There are none arising directly from this report.

## 12.0 RECOMMENDATION

12.1 That Members note the report and the work being undertaken.

## 13.0 REASON FOR RECOMMENDATION

13.1 That members are aware of the work being undertaken in this pilot and how it will support the wider public health agenda

**REPORT AUTHOR:** *Malcolm Flanagan*  
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## APPENDIX

*The Reader Organisation Update on development work at Leasowe*

## REFERENCE MATERIAL

*None*

## SUBJECT HISTORY

<b>Council Meeting</b>	<b>Date</b>
Cabinet	20 December 2012
Cabinet	21 June 2012
Council	01 March 2012
Cabinet	12 February 2012

## **Leasowe Library Health & Wellbeing development update**

### **1. Background**

- The Reader Organisation (TRO) has been successfully working in partnership with Wirral Library Service and Wirral PCT since 2002, delivering Get Into Reading (GIR) groups across the borough. These weekly, read aloud reading groups provide stimulating, friendly and non-pressured environments where group members can come together and connect with literature, and each other, across social, educational and cultural boundaries. 108 weekly sessions currently take place in Wirral every week, and have proven to significantly improve the health and wellbeing of those who attend.
- Building on this successful partnership, in early 2012, The Reader Organisation submitted a proposal to work alongside Wirral MBC and Wirral PCT to pilot a new library model that would extend the current reach of both Wirral library services and TRO's local shared reading provision. Developing the first reading and wellbeing library of its kind, the purpose of this pilot partnership project would be to see how the inviting, non-stigmatised, non-clinical community space that a community library represents could be adapted to provide a new service that would build public engagement and reduce health and educational inequalities in the local area.
- Wirral Library Service and selected Leasowe Library for this pilot, presenting partners with a fantastic opportunity to challenge the conventional notion of what a library service can do. With national significance, this model projects offers an exciting opportunity to show how an innovative library service can significantly improve the quality of people's lives within one of the most disadvantaged areas of the Borough.

### **2. Progress:**

- The first stage of this project has been to consult with partner organisations, local organisations and local community members about the project with the focus being on developing a new timetable of activity in the library. Following consultation, the activity in the library has been increased from 4 activities per week to 13 activities per week:

<b>Day</b>	<b>AM</b>	<b>PM</b>	<b>Evening</b>
<b>Monday</b>	Baby Bounce & Rhyme	After School Reading Group for Young People	Available
<b>Tuesday</b>	Current GIR group	After School Reading Group for Young people	Available
<b>Wednesday</b>	Wriggle Time Tips to Winter Wellness	Looking After Me (Expert Patient Programme) Health Trainer Drop-in	Available



		Session	
<b>Thursday</b>	Chair-Based Exercise	Coffee Club Get Into Reading Group for Older Adults	Available
<b>Friday</b>	St. Chad's Church Outreach Reading Group	After School Reading Group for Young People	Available
<b>Saturday</b>	Available	Fernleigh Outreach Reading Group	Available

- The new activity established is a combination of health, education and social activity. The activity established on Wednesday will utilise the library when it was currently closed.
- The After School Reading Group and Get Into Reading Group have been established since November 2012 – with the After School Reading Group engaging 20 young people and the Get Into Reading Group for Older Adults engaging 8 people. In addition to this, The Reader Organisation delivered a Half-Term project for Young People which engaged 15 individuals.
- The health activity, which includes – chair-based exercise, wriggle time, tips to winter wellness, looking after me (expert patient programme) and health drop-in session, to start w/c 14<sup>th</sup> Jan 2013.
- The outreach activity, which includes – Fernleigh and St. Chad's Outreach Reading Group will start February 2013.
- Feedback from activity already established has been positive, with beneficiaries making the following comments:

“I like coming to Bookworms because when you read to us I can close my eyes and pretend I'm somewhere else. It's like I'm here but in my head too. And I love it when we read “A Mouse And His Child” and you said I could be the mouse child and we acted it out and then I got a swing and I was good at remembering everything that happened in the book the week before, like the sad tramp looking in the window. Remember? The games we play are good too and I liked making the sparkle snakes!”

*L, aged 7*

“I was wondering if I could volunteer to help out at Bookworms when I am here? I have been telling people all the new things that are happening in the library so I think I would make a good volunteer. It's good that you are thinking of doing something for older kids because a lot of the boys I know are starting to take drugs and just do nothing except hang about and I don't want to be like that. I'm not like that.”

*J, aged 12, Bookworm attendee and volunteer helper*

“This is marvellous, the library staff told me about it and I just thought I'd give it a go. The soup is a bonus, just coming here and listening to a story and one I wouldn't

dream of picking up at home, it's brilliant. I can't stop thinking about the one we read about the granddad looking after all the kids and him saying about him thinking about his wife and whether she had any dreams of escaping, you could hear yourself in that story if you know what I mean. And when we read "A Christmas Carol" do you remember I asked the staff here to order me a copy of the Dickens biography as soon as we finished Bite Club. I'm taking this story home with me too because I want to have another think about it."

*F, attends Bite Club every Thursday. (As a result of joining Bite Club F has also signed up for the Healthy Cookery sessions that are starting w/c 14<sup>th</sup> January)*

"What I think you are really trying to do here at this library is create something that we all thought we had lost years ago. Neighbourliness."

*K, who attends Book at Breakfast*

"That was fantastic thank you! I love that you read slowly and we read bits out again. Before going blind I used to read all the time so this is perfect for me."

*J, Bite Club*

"I can't believe how much I enjoyed that. I'll be honest I was nervous about coming because, well I can't read very well at all, so to be able to follow along with you while you read is great. I'm not able to work at the moment because I have depression and I have good days and bad but I don't ever get to talk about how I'm feeling because people don't always understand. It was lovely just to be able to relax and be in the story you know.

*D, New Attendee Bite Club*

### **2.1. Training**

The majority of Library Staff based at Leasowe Library have now received Health and Well-Being and Health Champion Training from Wirral Community Health Care Trust. This will help ensure users of the library service are signposted into health activity delivered on All Day Wednesday and Thursday Morning.

### **2.2. Apprenticeship**

Through funding from Wirral PCT, Wirral Apprenticeship Fund and The Reader Organisation's Community Fundraising Programme, we have successfully raised sufficient funding to employ an apprentice who will be based at Leasowe Library. This will provide the opportunity to test out how apprentices can be involved in the delivery of the library service.

### **3. Next Phase of Planned Activity**

Following the establishment of core timetable of activity, the next phase of implementation will involve the establishment of the following activity:

- **Home Reader Service:** We would seek to extend the existing library provision of the Home Reader Service through the augmentation of a volunteer scheme. We would offer existing and new customers the opportunity of a volunteer visiting their home to spend time reading aloud with them. This would be developed in partnership with Leasowe Community Homes who could help identify individuals who would benefit from such a service. This would provide a regular supportive social engagement to an isolated

community member. All volunteers would receive specialist training from The Reader Organisation.

- **Library Outreach Activity:** We will work with library staff to identify outreach activities in addition to Get Into Reading groups which will increase usage of Leasowe Library.
- **A Little, Aloud Training:** We will provide local residents, especially parents with 'A Little, Aloud' training. This training builds individuals skills and confidence to read aloud with their children. The training is centred upon our recently published book 'A Little, Aloud', edited by Angela Macmillan. This book is an anthology of short stories/prose extracts and poems ideally suited for reading aloud to children. We will deliver these sessions on a quarterly basis.
- **Cultural Activity:** In line with recommendations following the recent consultation between the council and the library service, the extended hours would assist in targeting 16-25 year-olds through the provision of a Film Club. This builds on recommendations made by Mary Quigg of Leasowe Community Homes that there is currently a shortage of evening activity available to this target group.
- **Volunteer 'One to One' Reading:** We would seek to recruit and train local volunteers to read on a one to one basis with local children. The nurturing process of reading on a one to one basis with a child can be hugely beneficial and encourages children to form early positive relationships with books and reading that can be carried on throughout their lives.
- **Further Staff Training:** Read to Lead training (to deliver shared reading groups), which has already received by two library staff, will be rolled out to other members of staff in order to implement the development of a range of new reading groups which can then be handed over to library staff facilitators.
- **Book Offer:** A key offer of Leasowe Library is books. We aim to secure external funding which will enable us to purchase much needed new book stock for Leasowe Library. To increase the relevance and appropriateness of stock available in the library, book selection will be based on consultation with current Library users, staff and local schools. The consultation process with library users will begin in October 2012 with a survey regarding library use and reading interests. This will be followed up by focus groups with community members in October and November.

#### 4. Entrepreneurial Culture

- The existing Leasowe Library provision is nearly all funded by Wirral MBC (95%+). The Reader Organisation will work with staff from Leasowe Library and Wirral Library Service to develop new funding streams to support Leasowe Libraries development. This will include community fundraising initiatives, grant funding from charitable trusts, funding from other public sector organisations such as Arts Council England. The partnership with The Reader Organisation will help access other non-Wirral MBC funding streams.
- This project is partially funded by Wirral PCT which helps to encourage and demonstrate how Leasowe Library can secure new non-Wirral MBC funding streams.

## **5. Opening Hours**

- The Reader Organisation will work with Wirral Library Service to increase the opening hours of Leasowe Library. We wish to explore opening the building on Wednesday and also in the evening. This will be achieved through a mixed model of TRO Staff, Wirral Library Staff and Volunteers.

## **6. Impact**

- By the end of the project, The Reader Organisation will have achieved the following outcomes & outputs:
  - Average number of daily users visiting Leasowe Library increases by 10%
  - Individuals engaging in the project will report the following improvements:
    - 70% report improvements in their reading confidence
    - 75% report improvements in their social functioning
    - 70% report improvements in their wellbeing
- The Reader Organisation will capture these results through a combination of survey's, focus groups and monitoring forms.

## Equality Impact Assessment Toolkit (May 2012)

### Section 1: Your details

**EIA lead Officer:** Julie Barkway  
**Email address:** juliebarkway@wirral.gov.uk  
**Head of Section:** Malcolm Flanagan  
**Chief Officer:** Peter Timmins  
**Department:** Finance  
**Date:** 9<sup>th</sup> January 2013

**Section 2: What Council proposal is being assessed?**  
Leasowe Library Health & Wellbeing development

**Section 2b:** Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes** If 'yes' please state which meeting and what date  
Sustainable Communities Overview & Scrutiny 29/1/13

**And please add hyperlink to your published EIA on the Council's website**

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/finance>

**Section 3: Does the proposal have the potential to affect.....** (please tick relevant boxes)

- X **Services**
- X **The workforce**
- X **Communities**
- X **Other** (please state Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4: Does the proposal have the potential to maintain or enhance the way the Council .....** (please tick relevant boxes)

- X Eliminates unlawful discrimination, harassment and victimisation
- X Advances equality of opportunity
- X Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>
All people who live on the Leasowe estate and beyond	Potential positive. This initiative is fundamentally inclusive and aims to provide a multi-service approach to tackle health and educational inequalities in an area of high deprivation	Regular review by partner steering group to ensure specified targets and outcomes are being met.	Fiona Johnston (Public Health)	Three phases complete launch of new facility - early 2013	Funding via Public Health
Protected Groups	Potential positive. Reading groups, creative activities etc. Specifically targeted towards listed vulnerable groups with the specific aim of narrowing the gap in life opportunities.	Regular review as above		From October 2012 for 12 months	Funding via public health. Staffing. Volunteers assistance.

**Section 5a: Where and how will the above actions be monitored?**

Quantitative and qualitative outcomes are regularly evaluated by a multi-partner steering group specifically formed for this purpose

**Section 5b: If you think there is no negative impact, what is your reasoning behind this?**

Monitoring and evaluation have been built into this innovative project from the start and there is an identifiable process in place to ensure any potential problems would be highlighted and immediately addressed. The whole reasoning behind the initiative is to redress issues leading to health and educational inequality. The components of the proposal have all been positive in engaging with communities within their own right, it is anticipated that effect of combining these activities will result in the overall impact being greater than the sum of the parts

**Section 6: What research / data / information have you used in support of this process?**

TRO funded research into health inequality in Wirral and beyond – University of Liverpool.  
The Reading Agency Health and Wellbeing strategic report 2012 and other national library reading and well-being research papers.

JSNA information for Wirral Corporate Plan

Public Health Outcomes Framework

Wirral Public Health Annual Plan

Public Health Nice Guidance (PH6 AND PH9)

The Wirral Mental Wellbeing Study (2009)

**Section 7: Are you intending to carry out any consultation with regard to this Council proposal?**

Yes – (please delete as appropriate)

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)



## **Section 8: How will consultation take place and by when?**

The trial of this innovative project for one year is to allow the new way of working to embed itself. It is subject to regular review and evaluation. Consultation is taking place as the initial work has begun to see how it impacts on the local community and if it is achieving its goals. A consultation exercise was undertaken by the RSL on the estate with residents regarding services.

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29 JANUARY 2013

<b>SUBJECT:</b>	<b><i>WIRRAL HERITAGE STRATEGY</i></b>
<b>WARD/S AFFECTED:</b>	<b><i>ALL</i></b>
<b>REPORT OF:</b>	<b><i>CHRIS MCCARTHY</i></b>
<b>KEY DECISION</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

1.1 Members are asked to approve the updated Wirral Heritage Strategy and to note the progress which has been made in the implementation of the Action Plan.

#### 2.0 BACKGROUND

2.1 On 23<sup>rd</sup> November 2011, Sustainable Communities Overview and Scrutiny Committee resolved:

(1) That the Wirral Heritage Strategy 2011 -2014 and Action Plan be approved.

(2) That the thanks of the committee be accorded to the officers and to the various organisations, associations and individuals who have been involved in the production of the Wirral Heritage Strategy.

(3) That a working group of officers be established to monitor the implementation of the Wirral Heritage Strategy.

(4) That a scrutiny working group be established to include the Chair and spokespersons of the Sustainable Communities O&S C and the Cabinet member for Culture, Tourism and Leisure, to discuss where the plan is going and to monitor any outcomes or issues within the plan as and when they arise, and to bring updated reports to scrutiny.

(5) That the post of Heritage Officer be made permanent.

#### 3.0 PROGRESS

3.1 Since its adoption, the Wirral Heritage Strategy has been widely welcomed by local heritage groups and amenity societies and has been cited as an example of best practice by English Heritage.

3.2 In line with Members' recommendations a Heritage Strategy Working Group has been established to monitor progress and met on 13 November 2012. The officers represent all those service areas with direct or indirect responsibility for heritage issues: Heritage, Museums, Archives, Conservation, Parks and Countryside, Libraries, Asset Management, Regeneration and Destination Marketing. The Members comprise the Chair and spokespersons of the Sustainable Communities Overview and Scrutiny Committee.

3.3 The objectives of the Group are:

- (1) To monitor the implementation of the Strategy and the Action Plan to ensure that key tasks and milestones are achieved.
- (2) To further develop the Strategy by assessing new initiatives and proposals and updating the Strategy accordingly.
- (3) To work in partnership with relevant stakeholders to ensure that local people are included in both the development and delivery of the Strategy.
- (4) To promote Wirral's heritage in its widest sense and guide the Council, partners and the community towards common objectives.
- (5) To report regularly on progress and ensure that members and local people are kept informed about outcomes.

3.4 The Wirral Heritage Strategy is very wide-ranging; covering all aspects of the Borough's rich heritage, from built environment and outstanding natural landscapes, to how we look after and use our precious archives and museum collections. It places great emphasis on the importance of local people engaging with their heritage and demonstrates the central role the voluntary sector plays in promoting, caring for and interpreting heritage on Wirral. It seeks to raise the profile of Wirral's heritage and to highlight the important contribution heritage can make to regeneration and the local visitor economy.

3.4 One of the main successes of the Strategy has been to bring local people and groups together to debate heritage issues; and the views of local people were central to the development of the Strategy document. It also stresses the cost effectiveness of supporting local volunteers. Wirral's Heritage Open Days in September are now one of the largest in the country and a major highlight of the cultural calendar. This year 78 different events were organised by Wirral History and Heritage Association and partner organisations – all working in a voluntary capacity. The tremendous work achieved by civic, amenity and friends groups is probably the biggest single contributor to heritage activity throughout Wirral.

3.5 The recommendation that the post of Heritage Officer become permanent has strengthened support for community activity and helped to ensure that heritage initiatives have sustainability. The Heritage Officer now works with a wide range of partners from all sectors, to promote heritage-related projects and activities.

3.6 Not every action in the Strategy's Action Plan has been achieved; indeed given the current financial climate, some will not be achievable in the foreseeable future. However, in a climate of identifying different ways of delivering services and forging new and stronger partnerships, they should not be forgotten, but remain aspirations to be taken forward when practical.

3.7 Whilst the Action Plan has been revised to show progress so far, the body of the Heritage Strategy has only been updated to reflect a changing strategic context at local, regional and national levels and to include heritage issues and concerns which have grown in significance in the last 12 months.

#### **4.0 RELEVANT RISKS**

4.1 Like any Strategy, implementation will be determined by funding availability and people resources. However, the strategic principles remain constant.

#### **5.0 OTHER OPTIONS CONSIDERED**

5.1 None

#### **6.0 CONSULTATION**

6.1 A priority in developing this Strategy was to engage local people throughout the process. A Community Engagement Plan has now been prepared to engage a wider and more diverse audience in heritage activity, particularly targeting groups and communities who for social, cultural or physical reasons, are currently excluded. The Heritage Officer regularly reports on progress to local organisations and information is also disseminated through the Wirral History and Heritage network. A workshop on local heritage issues, giving local people an opportunity to contribute to further strategy development is planned for 2013.

#### **7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

7.1 One of the Strategy objectives is to promote community participation and voluntary, community and faith organisations all have a key role to play in its development and implementation. The Community Engagement Plan will provide a clear strategy for more effective and pro-active engagement with diverse and minority communities.

#### **8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

8.1 Many of the key actions in the Strategy are dependant upon funding being drawn from a wide range of sources and attracting external funding will be key to their success.

#### **9.0 LEGAL IMPLICATIONS**

9.1 There are none arising from this report.

#### **10.0 EQUALITIES IMPLICATIONS**

10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(c) The Equality Impact Assessment is being undertaken in line with the development of the Community engagement Plan.

#### **11.0 CARBON REDUCTION IMPLICATIONS**

11.1 None arising from this report.

#### **12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

12.1 The Heritage Strategy supports national and local policy for the protection of the historic built environment and emphasises the importance of working with local communities to safeguard the character of local heritage assets and areas.

#### **13.0 RECOMMENDATION/S**

13.1 That the committee approve the updated Heritage Strategy and note the progress that has been made in the implementation of the Action Plan.

#### **14.0 REASON/S FOR RECOMMENDATION/S**

14.1 To agree the continued implementation of the Heritage Strategy.

**REPORT AUTHOR:** Eileen Willshaw  
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#### **APPENDICES**

Appendix 1 – Updated Heritage Strategy and action plan.

#### **REFERENCE MATERIAL**

None.

#### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
Sustainable Communities Overview and Scrutiny Committee	23 November 2011

# MAKING OUR HERITAGE MATTER



## WIRRAL'S HERITAGE STRATEGY

2011-2014

2013 Revision



Technical Services Department

# **MAKING OUR HERITAGE MATTER**

## **WIRRAL'S HERITAGE STRATEGY 2011- 2014**

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## **5.0 Implementing the Strategy**

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5.4 Monitoring, Evaluation and Review

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## **Appendix 1 – Action Plan: Progress 2011 - 2012**

## Executive Summary

This is an updated version of the first heritage strategy, produced in 2011 by Wirral Council and its partners. Its purpose remains to set out a comprehensive and integrated heritage framework for Wirral borough, which will form the basis for heritage activities in the short and medium terms and establish principles to be followed in the longer term. It has been developed with the help of national and regional strategic organisations and many local groups and stakeholders and seeks to encompass their concerns, views and aspirations. Its success continues to depend on working in partnership, brokering new relationships and actively working across sectors to meet heritage objectives.

However, since the Strategy was first produced, there have been a number of significant changes in national and regional strategies and policies; these have been included in the updated document. There have also been unprecedented changes in the Council's financial position, resulting in the need to cut around a third of its net budget over the next three years. Inevitably, this will have serious consequences for the delivery of key actions within the Strategy's Action Plan. Nevertheless, even if some actions may not be achievable in the near future, they should not be forgotten, but remain aspirations to be taken forward when feasible.

The strategy is in two parts. The main body of the document explores the strategic context for heritage in Wirral. Section 1 defines what we mean by 'heritage' and sets a series of objectives to support the overall vision:

**'To ensure that Wirral's heritage is protected, managed, enhanced and used to meet the educational, recreational and sustainable needs of local people, visitors and potential investors to the borough'.**

Section 2 provides a historic overview of the borough and identifies the tremendous wealth of heritage assets and resources which have survived from that long history and which now contribute to the physical and social identity of Wirral. It looks at the wide range of heritage activities already taking place throughout the borough and identifies those organisations from all sectors who are currently delivering them. It assesses the value of heritage and how it contributes to economic regeneration and tourism.

Section 3 explores the wider context, and demonstrates how the strategy will respond to, interact with, and support those priorities and themes which currently drive heritage at national, regional at local levels.

Section 4 identifies key issues and proposed actions for five thematic areas:

- **Stewardship and Protection** – conserving Wirral's heritage for future generations;

- **Regeneration** – using heritage as a driver for economic development, inward investment and supporting sustainable communities;
- **Learning** – maximising the role of heritage in supporting education, training and life-long learning;
- **Participation** – ensuring that everyone has the opportunity to access, enjoy and participate in heritage;
- **Celebration** – recognising and utilising the part heritage can play in promoting local identity, social cohesion and civic and community pride.

The final section deals with how the strategy will be implemented through more 'joined-up' cross-departmental working within the Council; by building on existing external partnerships and forging new ones. It looks at criteria for determining priorities, which will assist the Council in prioritising its own projects and inform decisions on which external projects should be taken forward. Finally, it proposes a process of monitoring, evaluation and review which includes and engages local people.

The second part of the document is the **Action Plan** which expands on the actions identified in the main strategy. It has been updated to record progress during 2011 – 2012. It is envisaged that the Action Plan will continue to be an evolving and 'living' document, regularly updated as targets are achieved and new initiatives are fed into it.

## **1.0 INTRODUCTION**

### **1.1 Why have a Heritage Strategy for Wirral?**

Wirral's heritage is distinctive, diverse and in some cases, world class. Ranging from unique historic and natural landscapes, through outstanding model villages, to the vast complex of 19<sup>th</sup> century dockland structures, heritage provides the context for our everyday lives. It underpins the borough's national, regional and local identity and makes a significant contribution to our quality of life. It provides recreation and employment, contributes to the local and regional economy and can be a force in regeneration, tourism and sustainable development. Heritage is not just about the past. It impacts on all who live in, work in or visit Wirral today.

Most of all heritage is about people. It is about people learning from and enjoying this special place. It is about people caring for and looking after those things of value which we have inherited from previous generations and ensuring that they are safeguarded for the future.

The purpose of this strategy is to set out a comprehensive and integrated heritage framework for Wirral borough, which will form the basis for heritage activities in the short and medium terms and establish principles to be followed in the longer term.

The strategy reflects the great interest local people have in their heritage, as demonstrated by the large numbers of groups, societies and individuals who actively engage with Wirral's heritage. It has been developed in consultation with many of these organisations and seeks to reflect their views. The aim has been to produce a strategy which is agreed and accepted by the whole community and will be used by everyone as a 'living' document to guide heritage activity throughout the borough.

An important element of the strategy will be to provide an overview of Wirral's heritage by identifying those key heritage assets and resources which have value at local, national and even international levels. Within this context of understanding the significance of the borough's heritage, the strategy will be better placed to provide a clear direction for the management, promotion and celebration of that heritage.

However, a heritage strategy should not be and cannot be prescriptive. As public sector funding pressures bite further, the importance of widening participation in heritage will rise. Encouraging greater community participation and ownership of initiatives will be key and it may not be that all actions can be predetermined, but that innovation and community driven initiatives can be stimulated and allowed to flourish. The challenge will be to create the conditions that support such initiatives and enable them to happen.

The geographical area covered by this strategy is that of Wirral borough and does not include south Wirral which is administered by Cheshire West and Chester Council. However, it does recognise that heritage cannot be confined within local authority boundaries and that the historic and cultural identity of Wirral borough is inextricably linked to the history of the whole Wirral peninsula.

## **1.2 Who is the Strategy for?**

Heritage in its widest sense touches all our lives, in ways which are both obvious and tangible, but also in ways which we often fail to recognise or appreciate. A person may never have any desire to visit a museum or engage in heritage activity, but will agree that a well maintained and attractive historic environment has a positive impact on their quality of life. Young people consulted on the development of this strategy initially expressed no interest in heritage, it was 'boring' and not for them. Yet their interest in and knowledge of the history of local football clubs was both passionate and impressive; they had just never thought of this as 'heritage'.

This strategy is not just a document for Wirral Council, but for the whole community. It has been developed with the help of very many local organisations and individuals and seeks to encompass their views, concerns and aspirations. Its success will depend on working in partnership, brokering new relationships and actively working across sectors to meet heritage objectives.

At times when financial resources are increasingly limited, it is more than ever important that the Council and its many partners have a clear vision and understanding of how heritage activity is to be delivered within the borough, establish priorities for action and define how these are to be achieved. This clarity should assist in targeting funding and funding applications towards those actions which have been identified as having greatest need.

## **1.3 How the Strategy has been developed**

A priority in developing this strategy has been to engage local people throughout the process. In the spring of 2011 an initial consultation draft was sent to over 200 local organisations, including local history societies, community groups, healthcare providers, multi-cultural and disability groups, as well as national and regional strategic partners. Copies were available in museums, libraries and a whole range of community venues and the document was promoted through the Wirral History and Heritage Association. In July 2011 a community consultation day, held in Birkenhead Town Hall, attracted representatives from some 50 societies, who took part in a series of lively workshop sessions and discussions on every aspect of the strategy. They also helped to develop and test criteria for prioritising heritage projects

and initiatives. A second highly creative consultation exercise for young people took place in the same month and provided new and an imaginative perspectives on the meaning of heritage and how they would like to be engaged. Wherever possible, the strategy has tried to embrace the views of partners and local people and it is intended that this process of local engagement will continue through the monitoring, evaluation and implementation process.

#### **1.4 Definition and scope**

The definition of heritage is very broad and can mean different things to different people and organisations. Wirral's heritage assets include historic buildings, museum and archives collections and natural and man-made landscapes; but also less tangible aspects like our traditions, legends and memories. In fact it could be said that heritage consists of all those things we value that have been inherited from previous generations and which we wish to protect to hand over to our children or share with others.

This strategy will focus on heritage in its widest context, for it is the sum total of all these elements which has forged the special character of Wirral and all who live here.

While the value of some heritage is recognised and protected by government designation, much of our heritage does not enjoy statutory protection. Whilst the Council has a duty to safeguard heritage assets such as Listed Buildings, Conservation Areas, museum collections and archives, there is increasing recognition of the importance of 'local' heritage to our communities, and an increasing pressure for local people to take a more pro-active role in the protection and enhancement of that heritage. This strategy will define statutory responsibilities, but will also explore the ways in which residents and communities can be empowered to enhance the understanding and management of heritage at a local level.

#### **1.5 Vision, aims and objectives**

Wirral's heritage is a tremendous asset, but the contribution heritage makes to our quality of life, the regeneration of our communities and the local economy can sometimes be overlooked. Too often, Wirral's heritage is overshadowed by the great maritime city of Liverpool to the east and the Roman city of Chester to the south. Yet Wirral has an outstandingly diverse heritage stretching back over 8,000 years of human occupation. The borough abounds with sites, buildings and landscapes reflecting almost every period of history, most of which are accessible to the public for leisure, learning and enjoyment.

However, the picture is not all rosy. Throughout the borough there are buildings and sites of historic interest which are at risk through neglect, changing patterns of use or threat of redevelopment. Similarly, the character of many areas of high heritage value is in danger of being eroded through unsympathetic and inappropriate development, proliferation of unsympathetic building materials and intrusive signs. The challenge over the next few years will be to understand the scale of the problem and to work with partner organisations to find new and innovative solutions to safeguard this important heritage.

The vision underpinning this strategy is to protect, enhance and use Wirral's heritage for the long term benefit of local people and the local economy. It aims to emphasise the value of heritage in both social and economic terms. Our heritage can be a tremendous source of community pride and life-long learning. Equally, heritage has a significant and growing role as an economic driver in regeneration projects and our tourism offer.

Central to the achievement of this vision will be the way we all work together to achieve our objectives. The Council, strategic partners, private sector and local people all need to work together, pooling experience, knowledge and skills. With a shared vision, increased understanding and appreciation of heritage issues and a clearly defined framework for action, Wirral will be well placed to maximise its heritage assets for the good of the social and economic life of the whole community.

The aim of the Wirral heritage strategy is:

**'To ensure that Wirral's heritage is protected, managed, enhanced and used to meet the educational, recreational and sustainable needs of local people, visitors and potential investors to the borough.'**

The strategy objectives are:

- To promote, celebrate and communicate the value of the heritage of Wirral as a source of national significance and local civic and community pride;
- To identify, recognise and give an understanding of Wirral's heritage, which will inform future management and development;
- To actively promote the role and opportunities presented by heritage in terms of the wider regeneration, economic and tourism development of the borough and to provide a framework for investment;

- To ensure the highest standards of stewardship, management and protection of heritage assets, including buildings, conservation areas, natural or man-made landscapes and art and historical collections;
- To promote community participation in heritage and to maximise the contribution heritage makes to education, lifelong learning and social development;
- To ensure that Wirral's heritage is widely accessible can be enjoyed and understood by the widest possible audience, including those who have traditionally been excluded from heritage activity.

## **2.0 HERITAGE IN WIRRAL**

### **2.1 Historic overview: the story of Wirral**

The Metropolitan Borough of Wirral occupies the northern half of the Wirral peninsula, bounded to the west by the Dee, to the east by the Mersey and to the north by the waters of Liverpool Bay. Throughout most of its history its character has been shaped by its coast and countryside, the inhabitants gaining their livelihood mainly from the land or the sea.

The earliest evidence of human activity comes from Greasby and Thurstaston, where archaeological finds include concentrations of small worked stones or microliths, evidence of hunter-gatherers of the mesolithic or Middle Stone Age period.

Settled farming began in the neolithic or New Stone Age period when the environmental record shows woodland was being cleared to make way for agriculture. This process of clearance and enclosure continued through the Bronze and Iron Ages; traces of agricultural settlements from these times have been excavated at Irby.

The one exception to this pattern is Meols, where over 4000 artefacts and nearly 1000 coins and tokens have been recovered from the eroding shore. The finds, mainly made in the 19<sup>th</sup> century, date from the prehistoric, Roman, medieval and post medieval periods and are an indication that in the past Meols was a major coastal trading site with links to places as far away as mainland Europe and the Mediterranean.

At the time of the Roman conquest, in AD 43, Wirral lay within the territory of the Cornovii, a British tribe, probably friendly towards the Romans. The harbour at Meols would appear to have been used for both military and trading purposes even before the establishment of the legionary fortress at



Chester in the later 70s. A road leading north from Chester, sections of which have been identified, runs in the direction of Meols.

As well as roads, there is evidence of settlement in the Roman period. At Irby a Romano British farmstead has been excavated while a skeleton found during 19<sup>th</sup> century work on the Leasowe embankment, has been shown to be Roman in date, the only one of its kind from Merseyside.

Little is known of Wirral in the early post Roman years. At Landican a possible early Christian site is suggested by the place name 'Llan-tegan', the church of St Decan, while the circular churchyard at Overchurch is probably the source of a decorated runic stone, dating from c 800. The presence of Saxons in Wirral, from the late 7th century onwards, is evidenced by place names. The elements '*ham*' meaning 'homestead' and '*tun*' a 'farmstead' are indications of their settlement.

In about 902, groups of Norsemen, expelled from Ireland, arrived in north Wirral. Again place names are evidence of where they lived. Villages like Irby, Frankby and West Kirby, have endings derived from the Old Norse word '*byr*', meaning 'farmstead' or 'settlement'. '*Thingwall*' comes from the Old Norse '*þing-vollr*' or 'meeting place' whilst the name Meols derives from '*melr*', the Norse word for sand-hills.

Many academics believe that the Battle of Brunanburh, fought in 937 between the Saxon king, Athelstan and the allied forces of the Scots and Norsemen, took place near Bromborough. Athelstan's victory consolidated the boundary between England and Scotland and confirmed England as a unified kingdom.

By the 10<sup>th</sup> and 11<sup>th</sup> centuries life seems to have become more settled. Several places, including Bromborough, West Kirby and Woodchurch have remnants of sculptured crosses dating from this period, while from West Kirby and Bidston come carved hogback grave markers.

Domesday Book records over twenty manors in north Wirral, with one large manor, Eastham, embracing most of the Mersey shore. In 1093 the moated manor house at Irby was granted to the monks of Chester abbey which also acquired the moated court house at Bromborough Pool.

In the mid-12<sup>th</sup> century, a Norman baron, Hamo de Massey, founded a small Benedictine priory dedicated to St Mary and St James on the isolated headland that now forms Birkenhead. In the 14<sup>th</sup> century the priory was granted the right to operate a ferry across the Mersey. The present day priory remains are the oldest standing structures on Merseyside. Other medieval buildings in Wirral include a number of parish churches, Storeton Hall and the tower house at Brimstage.

Farming continued as the principle occupation of the population though maritime activities, including fishing and seafaring were important along the coast. As early as the 14<sup>th</sup> century, silting in the Dee caused the increased use of small anchorages along the Wirral shore. That at the 'Redbank' or Dawpool was used to unload cargoes such as Spanish wine and iron. Of more significance was the Hoyle or Hyle Lake, a deep water channel, sheltered by sandbanks, off what is now Hoylake. In 1690 this 'lake' was the main point of embarkation for King William III's expedition to Ireland. It was also used by ships waiting to sail into Liverpool.

As the volume of shipping increased there was a need for lights and beacons. In 1763 pairs of lighthouses were built at Hoylake and Leasowe. In 1771 the lower light at Leasowe was threatened by the sea and replaced by a light on Bidston Hill. At Perch Rock, the lighthouse, begun in 1827, replaced a wooden pole or perch, used to warn shipping of rocks at the Mersey's mouth; while at West Kirby the Column, erected in 1840, acted as a landmark to shipping, replacing a windmill, blown down in the great storm of the previous year.

On Bidston Hill a series of flagpoles were used to inform Liverpool ship-owners of the imminent arrival of their ships while semaphore stations on Bidston Hill and Hilbre formed part of a communications system linking Liverpool with Holyhead. In 1866 the Liverpool Observatory moved to Bidston Hill and was later joined by the Tidal Institute which predicted the tides for the D-Day landings.

Lifeboats also provided a service. A lifeboat station was established at Hoylake in 1803, with two further stations opened in subsequent years, one on Hilbre and one at New Brighton. The Hilbre station closed in 1939 but the other two are still active today.

Sea bathing had become popular in late Georgian times and in 1792 the Royal Hotel opened at Hoylake, while in 1830 James Atherton purchased a large area of sand hills, founding the seaside resort of New Brighton establishing a pattern of catering for visitors that still persists today.

The main catalysts for change were improvements in transport. A regular steam ferry service from Liverpool was instigated to Eastham in 1816 and to Tranmere in 1817. The road from Chester to Birkenhead was turnpiked in the 1830s and in 1840 a railway line opened between Birkenhead, Chester, Crewe and London.

With improved transport links, Wirral underwent major economic, social and demographic changes. Industry began to develop on the west bank of the Mersey while the area's fresh air, open countryside and wide sea views made

it an attractive place for Liverpool merchants and business men to make their homes.

In 1824 the Scotsman, William Laird, born in Greenock, established a boiler works on Wallasey Pool. In partnership with his son John, he soon diversified, founding what was to become one of the greatest shipbuilding enterprises in the world. In the 1850s the Laird shipyards transferred to the Mersey shore and in 1903 they amalgamated with Cammell, the Sheffield steel producer. Over the years the company would produce some of the navy's greatest ships, as well as the *Ma Robert*, the first steel hulled ship ever built, the Confederate raider '*Alabama*' and liners like the *Mauretania*.

The first few streets of Birkenhead were laid out by the lord of the manor, Francis Richard Price. Then in 1825, at the behest of William Laird, the great Scottish architect, James Gillespie Graham, produced a plan for a modern new town, with a gridiron pattern of streets, a range of fine late Georgian buildings and the imposing Hamilton Square. The town grew, with a market, theatres and music halls, the first tramway in Europe and the world's first publicly funded park – Birkenhead Park – which played a key role in the development of the parks movement and became a model for parks design including Central Park, New York.

The first of Birkenhead's docks, the Morpeth and Egerton Docks, opened in 1847. The Birkenhead Emigrant Depot, an important base for migrants bound for Australia, followed in 1852 as did Brassey & Co.'s Canada Works, which built much of the equipment, including locomotives and bridges, for the Grand Trunk Railway of Canada.

In 1857 an Act of Parliament brought the Birkenhead and Liverpool docks under the single ownership of the Mersey Docks and Harbour Company and it was under the company that the dock system developed. Until the 1960s the docks were in constant operation, with dozens of quays and warehouses, criss-crossed with freight lines. Many passenger and freight lines worked out of Birkenhead including Alfred Holt and the Ellerman, Clan and City Lines.

Although only a fraction of the dock system is now involved in traditional port activity, the legacy of buildings and dock structures is still impressive. Among these are the hydraulic tower, designed by Jesse Hartley and based on the Palazzo della Signoria in Florence and the Grain Warehouses, on the Dock Road, built in the 1860s to receive wheat, maize and barley from all over the world.

Though Wallasey Pool was the initial focus of development, industry soon spread along the Mersey shore. Price's Patent Candle Company, owned by the Wilson family, was already flourishing when in 1853 it purchased land for a new works on the tidal inlet of Bromborough Pool. The village the Wilsons

built for their workers, many of whom had moved up from London, is an early example of a model industrial village, predating Port Sunlight by over three decades.(The Candleworks went on to become Price's Chemicals, then Unichema.)

Port Sunlight Village, itself, was the vision of the Victorian entrepreneur and philanthropist, William Hesketh Lever. Laid out to provide accommodation for the workers in his soap factory, the model village, with its architect designed housing, gardens and green spaces was a pioneer in the Garden City Movement and is now of international standing. Within the village the renowned Lady Lever Art Gallery provides a permanent home of Lord Lever's outstanding art collection.

In contrast to the industrial settlements of the Mersey shore, New Brighton, served by both the ferry and the railway, developed as one of the most popular seaside resorts in the north. Its attractions included its Pier and Promenade, the New Brighton Tower (once the tallest in Britain), the Tower Ballroom and the now demolished open air bathing pool, one of the biggest in the world. Sadly, as with many former resort towns, competition from package holidays, lack of investment and social change, meant that by the 1980s New Brighton had lost much of what made it special and thus its attractions waned.

The recent history of Wirral has been one of mixed fortunes, which has exacerbated the social and economic contrasts between the two sides of the peninsula. 'Deeside Wirral' has retained its affluence, with well-to-do communities such as Heswall, West Kirby and Hoylake interspersed with open rural areas and pretty villages. To the east the dense urban and industrial belt fronting the Mersey has not fared so well. Decline began in the 1950s, resulting in physical deterioration, lack of investment, rising unemployment and a whole range of deprivation problems. It is against this background that Wirral Council is targeting its regeneration efforts, focussing inward investment on areas like Birkenhead Park, New Brighton and the Docks. The opening of Birkenhead Park Visitors Centre and New Brighton's rebuilt Floral Pavilion, with its theatre and conference centre, are examples of regeneration at work.

## **2.2 Heritage assets and resources**

Heritage assets are all those things that survive from Wirral's history and which now contribute to the physical and social identity of the borough.

### **2.2.1 Listed Buildings and Conservation Areas**

Wirral contains over 1,900 Listed Buildings and 25 Conservation Areas, including Port Sunlight and Hamilton Square, both of which are of national importance. A number of old village centres like Bidston, Bromborough and

West Kirby are also designated as well as high quality suburbs, such as those within Oxton, Prenton and Hoylake. Within the borough, there are many other buildings and structures which although not designated, make a significant contribution to the character of the built environment. As well as individual buildings, the borough has two early model villages of outstanding quality and survival, important complexes of industrial buildings and one of the largest collection of 19<sup>th</sup> century dockland structures in the country.

### **2.2.2 Public realm**

Street furniture, historic street surfaces, public art, statues and war memorials all have impact on the quality of the local environment. Even small architectural details like railings, shop canopies and historic boundary walls add interest and identity to our towns and villages. Small open spaces, both urban and rural, may not contain structures but they can be crucial to local distinctiveness and sense of place. Whilst many of these are not protected by statute, they are frequently 'local landmarks', held with great affection by the local community.

War memorials have a special significance to local people and the historic importance of Wirral's war memorials has been recognised by the granting of listed status to three sites. The monuments at Eastham and New Brighton are now listed Grade II, while Hoylake and West Kirby's memorial at Grange Hill is listed Grade II\*.

### **2.2.3 Archaeological sites**

Above and below ground archaeological remains are a significant part of Wirral's heritage. There are nine Scheduled Ancient Monuments (SAMs) of national importance within the borough. These are: Birkenhead Priory; Bromborough Court House moated site; Grange Beacon; Irby Hall moated site; New Hall; the former churchyard at Overchurch; St. Barnabas Cross, Bromborough; the standing cross at Holy Church, Woodchurch and Storeton Hall.

### **2.2.4 Historic parks and cemeteries**

Wirral is fortunate that all our towns have public parks and green spaces, many of which are over a hundred years old. These areas are historic public assets that have developed into community spaces, greatly valued by local people and visitors alike. The borough is particularly noted for its Victorian parks and cemeteries, including the recently restored Birkenhead Park, the only public park to be listed Grade I on English Heritage's National Register of Historic Parks and Gardens. Also included are Thornton Manor, Port Sunlight and also Flaybrick Memorial Gardens, a cemetery of European significance.

### **2.2.5 Natural landscapes, shorelines and wildlife, including special habitats and species**

The Wirral peninsula is a place of exceptional natural beauty; residents and visitors alike benefit from our outstanding coast and countryside resource.

Wirral has a great variety of species, habitats, landscapes and geological features and this is reflected in the substantial numbers and types of sites that are designated for their wildlife value.

Wirral's coast has attracted a total of six international designations for nature conservation focussed on the Dee Estuary, the Mersey Estuary and the North Wirral Foreshore. These areas are internationally renowned for the large numbers of wildfowl and wading birds they support, and it is important to work within legislative requirements to avoid potential negative impacts of human activities.

There are 12 Sites of Special Scientific Interest including Dibbinsdale, Heswall Dales and Thurstaston Common. These national designations carry with them a statutory responsibility for management. There are a further 70 local wildlife sites (Sites of Biological Importance).

We have five Local Nature Reserves and three Country Parks: Arrowe Park, Eastham Country Park and Wirral Country Park (including the Wirral Way).

Alongside designations for nature conservation there are 3 geological Sites of Special Scientific Interest: Thurstaston Common, The Dungeon and the Dee Cliffs. There are also 15 local geology sites.

Hilbre Island is the subject of a current consultation and is soon to be designated as a Marine Conservation Zone - to protect blue mussel beds and marine peat and clay exposures which provide shelter for a diverse range of marine flora and fauna.

The Council's Parks and Countryside Service manages many of these special places. There is often a careful balance to be struck between the benefit of wildlife and social and economic uses. It is crucial that these resources are passed on to future generations with their interest and beauty intact.

Despite being densely populated Wirral is home to numerous rare and protected species. Some have the highest level of legal protection such as bats, water voles and great-crested newts. Others may not be nationally rare, but need protection because they are declining or uncommon in our area – for example common lizards and common toads.

### **2.2.6 Museums, galleries and heritage venues**

Wirral Council is currently responsible for two accredited museum venues, Birkenhead Priory and the Williamson Art Gallery and Museum. These

contain a significant collection of objects dating from prehistoric times to the present day. Birkenhead Priory, founded in c.1150 is the oldest standing building on Merseyside. The entire site is a Scheduled Ancient Monument which includes structures listed as Grade I, Grade II\* and Grade II. The chapter house is consecrated as an Anglican place of worship and above, the former scriptorium is now a chapel dedicated to the training ship HMS *Conway*. Adjacent to the Priory, St Mary's clock tower is all that remains of Birkenhead's first parish church. Within the tower a series of named plaques commemorate those who died in the loss of the ill-fated submarine, *Thetis*. A small museum tells the history of the site and its buildings.

The Grade II listed Williamson Art Gallery and Museum opened in 1928 and houses the vast majority of the borough's collection of art and history. Like the Priory it is accredited under the Museums, Libraries and Archive Council (MLA) Museum Accreditation Scheme and has a VAQAS (Visitor Attractions Quality Assurance Scheme) Award. The collections, some of which are of national importance, include a large collection of ship models, focusing on Cammell Laird built vessels and important collections of ceramics from Birkenhead's Della Robbia Pottery (1894 – 1906).

Both the Priory and the Williamson are currently benefitting from major capital investment. The Council is investing around £730,000 in improvements to the Priory, which is on English Heritage's Heritage at Risk Register. A further £1.3 million will go to the development and refurbishment of the Williamson, including enhancements to visitor facilities and the creation of more flexible spaces for performance, education and family learning.

In 2009, the Council made the decision to dispose of a number of buildings, which included museums sites. Discussions are currently underway about the future delivery of Wirral Transport Museum and the Heritage Tramway. The lease on Shore Road Pumping Station, housing the 'Giant Grasshopper' pump, has been returned to Network Rail and the building is no longer open to the public. Wirral Museum in Birkenhead Town Hall has closed and the Council's Asset Management Team is developing alternative uses within Council ownership for this iconic building. The Town Hall is open for special functions.

Wirral is also home to the renowned Lady Lever Art Gallery in Port Sunlight, run by National Museums Liverpool and the Port Sunlight Museum, managed through the Port Sunlight Heritage Trust. Fort Perch Rock in New Brighton is a privately owned early 19<sup>th</sup> century gun emplacement with fascinating and diverse museum displays.

The community sector has played a significant role in opening up heritage buildings to the public. The restored Hilbre Telegraph Station Lookout is run

by the Friends of Hilbre, as an interpretation centre for the islands. The Friends of Leaseowe Lighthouse have been instrumental in developing the oldest brick built lighthouse in the country as visitor and educational facility, with guided tours, special events and displays about the lighthouse and the Wirral coastline. The Charles Dawson Brown Museum, attached to St Bridget's Church in West Kirby, is currently undergoing a complete refurbishment for the redisplay of its collection of Anglo-Scandinavian and other carved stones and items connected with the history of West Kirby.

Three other independent heritage attractions have recently opened thanks to the drive and enthusiasm of local people. The Hoylake Lifeboat Museum, housed in the town's former Victorian lifeboat station, celebrates local maritime history and the activities of the lifeboat services in the North West. The Wilfred Owen Story and Gallery in Birkenhead, is the first permanent centre in the North West to commemorate the life and works of the First World War poet Wilfred Owen, who lived on Wirral during his formative years. As well as the exhibitions, the gallery runs art shows, poetry and music performances and a range of community activities.

The New Brighton Heritage and Information Centre, has been created by the New Brighton Community Partnership, to provide the local community and visitors with information about the area's history and information about local events, attractions and activities. The Centre also hosts events, exhibitions and presentations, highlighting New Brighton's past, present and future, to encourage local people to learn about and participate in heritage.

The Mersey Ferries are a major paid-for visitor attraction in Merseyside and play a key role in the life of Liverpool, Wirral and the River Mersey. Mersey Ferries also operate two visitor attractions on Wirral; the U-Boat Story at Woodside Ferry Terminal and Spaceport at Seacombe Ferry Terminal. The U-Boat Story has U-534 which is the only WW2 German U-Boat in the UK and one of only four that survive in preservation anywhere else in the world. Merseytravel has a catalogued collection of historical artefacts relating to the U-Boat and also a collection relating to the Mersey Tunnels, Mersey Ferries and other public transport (buses, trams, trains etc.). A replica of the *Resurgam*, the world's first mechanically powered submarine, is also displayed outside Woodside Ferry Terminal.

### **2.2.7 Archives and local collections**

Wirral's archives collection, housed in the Cheshire Lines Building in Birkenhead, covers almost five miles of shelving and contains thousands of historic records relating to the history of the borough. Some date back as far as the 15<sup>th</sup> century, but the majority are of the 18<sup>th</sup> and 19<sup>th</sup> centuries and include the extensive collections of Cammell Laird Shipbuilders. The



borough's local history collections are held by Wirral Archives and three libraries; Birkenhead, Bebington and Wallasey.

Other historic collections within the borough include the Port Sunlight archive collections relating to the development and history of Port Sunlight village, which are held in the Port Sunlight Museum Collections Study Centre. The Unilever Archives, also located in Port Sunlight, form one of the most important collections of business records in the world and are designated of national importance.

### **2.2.8 Sporting History**

There is a long history of sport in the borough, which is particularly noted for sailing and golf. The internationally famous Royal Liverpool golf course in Hoylake has an extraordinary claim on golfing heritage. The Liverpool Golf Club was formed in 1869, granted the title 'Royal' in 1871 and was at the forefront of the development of amateur golf, hosting the first ever Amateur Championships in 1885 and the first English Amateur Championship in 1926. It has hosted the Open Championships on 11 occasions, most recently in 2006 and will do so again in 2014. Wallasey Golf Club has been an Open Championship qualifier golf course on a number of occasions and is world renowned as being the home of the Stableford scoring system.

Tranmere Rovers Football Club was founded in 1884 and its most famous player William Ralph 'Dixie' Dean scored 60 league goals in the 1927 – 1928 season. Birkenhead Park Cricket Club was formed in 1846 and its club house is reputed to be the oldest surviving cricket pavilion in the country.

In more recent times, Wirral played host to the British film industry. In 1981, scenes from the film *Chariots of Fire* were filmed in Wirral, with the Oval Sports Centre in Bebington representing the Stade Olympique de Colombes in Paris, whilst Woodside Ferry Terminal was used for embarkation scenes set in Dover.

### **2.2.9 People**

Wirral's history is marked by a remarkable range of individuals, including William and John Laird; Thomas Brassey, the great railway engineer and William Hesketh Lever.

Sporting greats include the versatile sportswoman Lottie Dodd, five times Wimbledon tennis champion, a golfer and hockey player and silver medallist in archery at the Olympics. Others include the great footballer, Dixie Dean, who began his career with Tranmere Rovers, the cricketer Sir Ian Botham and the Olympic cyclist, Chris Boardman. Birkenhead was the birthplace of the mountaineer George Leigh Mallory, who when asked why he wanted to climb Everest gave the immortal reply "because it is there". He disappeared on

Everest in June 1924 with his Birkenhead born colleague Andrew “Sandy” Irvine.

Wilfred Owen the First World War poet spent his formative years in Birkenhead and attended the Birkenhead Institute. Malcolm Lowry, the acclaimed poet and novelist was born in New Brighton. Sir Patrick Abercrombie the pioneering town planner was a former resident of Oxton. The artist Philip Wilson Steer was born in Birkenhead as was the artist and cartoonist, Norman Thelwell.

Wirral is well represented in the world of stage film and television, with many well-known names coming from the area, Patricia Routledge, Glenda Jackson, the James Bond actor Daniel Craig, Paul O’Grady and John Peel.

### **2.2.10 International links**

With its long maritime history and proximity to the Port of Liverpool, Wirral has strong connections with countries throughout the world. The Peninsula’s Viking heritage has resulted in particularly close links being developed with Scandinavia. Indeed, recent research has suggested a strong Scandinavian influence in the DNA of some old Wirral families, demonstrating that the Vikings left a genetic legacy which survives and continues today.

During the American Civil War, Wirral had significant links with both the northern and southern states. In consequence it is only the second place outside the USA to have been accorded the status of an American Civil War Heritage Site by the Civil War Preservation Trust. The Argyle Rooms in Birkenhead were an important meeting place for the anti-slavery lobby. The notorious Confederate ship, the CSS *Alabama* and the blockade runner, *Denbigh* were built at the Laird’s yard in the 1860s. The American Civil War Round Table UK, in conjunction with the Trust, has produced the Wirral Civil War Heritage Trail, celebrating all the known Civil War sites on Wirral.

### **2.2.11 Innovation**

Given its size and location, Wirral can boast a remarkable number of historical ‘firsts’, many of which put the peninsula and its people at the cutting edge of technological, industrial, sporting and cultural innovation. These include:

- 1847 – Birkenhead Park opened as the first publicly funded park in the world.
- 1856 – Birkenhead became the first unincorporated borough to adopt the Public Libraries Act and open a public lending library.

- 1859 – The *Ma Robert*, the world's first ever steel hulled steam paddle ship, built by Lairds for Dr Livingstone's expedition up the Zambesi.
- 1860 – An American, George Francis Train, inaugurated the first street railway, with horse drawn trams running between Woodside and Birkenhead Park.
- 1862 – The first British tramcar factory opened in Cleveland Street, Birkenhead.
- 1879 – The *Resurgam*, built in Birkenhead was the world's first steam powered working submarine.
- 1885 – The 1<sup>st</sup> Amateur Golf Championship was held at the Royal Golf Club in Hoylake.
- 1886 – The Mersey Railway Tunnel opened. It was the first underwater rail tunnel in the world.
- 1894 - The Della Robbia Pottery was founded in Birkenhead and became an important part of the Art Nouveau movement in Britain..
- 1900 – New Brighton Tower was completed. Standing at 621 feet it was the country's highest tower, beating Blackpool Tower by over 100 feet.
- 1908 – The Boy Scout movement was inaugurated by Sir Robert Baden-Powell in the YMCA building in Grange Road, Birkenhead.
- 1920 – The first all-welded ship in the world, the *Fulgar*, was built at Cammell Laird.
- 1929 – The Boy Scouts held their 'Coming of Age' Jamboree at Arrowe Park to celebrate 21 years since the movement's foundation.
- 1934 – The Queensway Tunnel was opened and held the record as the world's underwater tunnel for 24 years.
- 1931 – The Guide Dogs for the Blind Association was founded in Wallasey.
- 1962 – The world's first scheduled passenger hovercraft service was inaugurated between Wallasey and Rhyl in North Wales.

## **2.3 Heritage involves us all**

The conservation, protection, interpretation and promotion of heritage is not just the responsibility of national and local government; throughout Wirral a whole range of different organisations and individuals are actively engaged in heritage and in delivering heritage activity at many levels.

### **2.3.1 The Council**

Wirral Council currently has the responsibility of delivering a range of statutory and non-statutory heritage and heritage related services. Increasingly this is achieved through partnership with national, regional and local bodies. The Council provides strategic lead for initiatives which impact on heritage and have appointed a Heritage Champion as an advocate for heritage issues. Elected members have and will increasingly have an important part to play in local heritage. They 'know their patch' and are ideally placed to identify and promote issues which their local communities regard as important.

The Council services whose work currently has a heritage focus include:

- The Museums Service two museum venues: Birkenhead Priory and the Williamson Art Gallery and Museum. It delivers a wide range of learning, outreach and cultural activities to many different audiences.
- Wirral Archive Service acquires and maintains records with any material link to Wirral and its collections can be used to research all aspects of local history, including social, economic, industrial, administrative and family history. The two main aims of the service are access – making the records accessible to all – and outreach – informing everyone about the collections.
- Birkenhead, Bebington and Wallasey libraries have local history collections and give access to a wealth of on-line resources for family and local history. Libraries are well used as bases for talks, workshops and short courses on topics of local heritage interest. The Service has worked with a range of partners to deliver creative research, reminiscence and community projects.
- The Children Young People's Department, through its Youth Education and Humanities Team has delivered a wide range of heritage activities in partnership with a many of external partners and other Council Departments.
- The Conservation and Design Team is responsible for Listed Buildings within Wirral as well as the preservation and enhancement of Conservation Areas and other historic spaces. Urban Design is an

integral part of the planning process and the team works with developers, architects and stakeholders to ensure that new developments enrich the existing environment and create buildings and spaces that are attractive, stimulating and sustainable.

- Wirral has no dedicated Archaeological Service. Until April 2011, advice was provided through the Merseyside Archaeological Advisory Service within National Museums Liverpool, which was jointly funded by all five Merseyside authorities and also hosted the Historic Environment Record (HER). Archaeological advice in the planning process is now being provided through the relevant planning departments, but Wirral Council is currently negotiating with external archaeological organisations about providing a new HER and archaeological service for the borough.
- Wirral Parks and Countryside Service manages a wide range of land including coast, local parks, country parks, cemeteries, playing fields, golf courses and green spaces throughout the borough including outstanding landscapes and natural habitats. The Service delivers a wide range of educational and interpretative activities including walks, trails and other activities relating to heritage and the natural environment.
- Wirral's Forward Planning team is responsible for developing planning policy for Wirral, which has a significant impact on heritage. The emerging Local Development Framework includes a Biodiversity Audit, a Landscape Assessment and a Green Infrastructure Strategy as part of its evidence base.
- The Highways Service is responsible for maintenance of the public realm - excluding parks and open spaces - and has an important role in managing street scenes within conservation areas. Street Scene is also responsible for naming new streets and actively encourages street names which reflect the history and heritage of a particular area.
- Although not having direct responsibility for heritage conservation, maintenance or presentation, the Regeneration and Destination Marketing Services have a key role to play in attracting inward investment for projects which enhance and interpret the historic environment, promote the borough's heritage and attract visitors. By providing advice and support on external funding applications, particularly the National Lottery, the Council has assisted many local organisations in developing and delivering a wide range of heritage-based projects.

### **2.3.2 National and regional heritage organisations**

The National Trust does not have any historic properties on Wirral, but does own Heswall Fields, part of Caldby Hill and part of Thurstaston Common and small areas of woodland at Harrock Hill, Irby and Irby Common. There are no English Heritage sites within the borough, but as the government's statutory advisor on the historic environment, English Heritage provides advice on the most significant listed buildings and on monuments and gives general advice on maintaining the historic built environment. English Heritage's current strategic priority is to tackle Heritage at Risk (HAR) and provides funding for buildings, sites and monuments on the Heritage at Risk register.

Until 2011 English Heritage also co-ordinated and promoted national Heritage Open Days (HODs), but from 2012 this role has been undertaken by the National Trust, Civic Voice and the Heritage Alliance. The active organisation of the Wirral open days programme will continue to be delivered by local volunteers through Wirral History and Heritage Association, with support from the Council.

The Heritage Lottery Fund (HLF) uses money from the National Lottery to grant- assist a wide range of projects involving local, regional and national heritage. With the notable exception of the £7.4 million grant towards the £11.4 million refurbishment of Birkenhead Park, the Heritage Lottery Fund recognises that Wirral, despite some successes, has fared less well than other authorities in attracting HLF funding, particularly under the Your Heritage and Young Roots programmes. HLF funding will be revised and the application process simplified from February 2013 and Council officers and the Wirral History and Heritage Association will be actively promoting these new HLF strands; encouraging local organisations to apply for appropriate funding.

### **2.3.3 Community groups, organisations and societies**

The great interest local people have in their heritage is reflected in the number and variety of organisations engaging in heritage and delivering heritage activities. These include civic and local history societies, family history groups, friends groups, conservation area partnerships and special interest groups – from transport history to the American Civil War. Their work is diverse and wide-ranging and includes commenting on planning applications and the development process; organising events, and activities; research and publications; campaigning and undertaking voluntary work.

The Wirral History and Heritage Association (WHHA) has been supported by the Council to represent over 90 local societies and act as an umbrella group for networking, dissemination of information and engaging local groups in common issues. Its mission is *“to work with Wirral Council to establish and*

*implement a heritage, history and cultural strategy for Wirral, to make the past part of our future – and to create a cycle of understanding, valuing, caring and enjoyment for all residents of Wirral”.*

The WHHA hosts a web-site promoting local heritage activities and disseminating information. It also organises special events, including Wirral's Heritage Open Days and the popular annual Local History Fair. Additionally, the association is working with the Council to support a range of heritage initiatives, including Heritage at Risk and the development of a Local List.

#### **2.3.4 Friends groups**

Many of Wirral's parks, cemeteries and countryside areas have Friends Groups, comprised mainly of local residents who are keen to get involved or simply have their say in the management of their local park or green space. The Parks and Countryside Service is currently supported by 46 voluntary Friends Groups, who are closely involved in the protection of parks and green spaces, as well as organising events, activities and practical voluntary work.

Both the Williamson Art Gallery & Museum and Wirral Archives Service also have active friends groups to support their work.

#### **2.3.5 Individuals**

There are a number of local people with a strong interest in and knowledge of the borough. These people contribute to the widening appreciation of local heritage through research, giving lectures and talks, collecting evidence and producing publications.

#### **2.3.6 Partnership working**

Partnership working is fundamental to the heritage sector and important partnerships have been forged to co-ordinate and deliver a range of initiatives, including partnerships with neighbouring local authorities.

The Museums Service has strong links with National Museums Liverpool (NML) and there have been successful collaborations with both the Lady Lever and the Walker Art Galleries. The Service also works closely with the Cheshire Museums Forum, the strategic body for the provision of museums services in the region and has used Renaissance funding to support the delivery of literacy projects for secondary schools.

The Conservation and Design Team is supported by the Conservation Area Forum and emerging Conservation Area Partnerships in its efforts to protect and enhance the character of Conservation Areas. The Parks and Countryside Service has especially strong links with the Friends Groups. It also works closely with partners and other land-owners through the

Biodiversity and Local Sites Partnership such as the RSPB, the Wildlife Trusts and the National Trust, to ensure that our land is managed in the most appropriate way for the purpose of conserving habitats and species.

The Wirral Attractions Partnership represents and promotes tourism and heritage attractions throughout Wirral. The Wirral Coastal Partnership brings together all sectors to champion and support a range of initiatives to the benefit of Wirral's coastline.

## **2.4 Heritage activity in Wirral**

Throughout Wirral there are many opportunities for people to engage with and participate in heritage activities. Whilst some services are provided by the Council, much of the heritage activity in the borough is organised and delivered by local voluntary groups and organisations.

### **2.4.1 Formal and informal learning**

Through its Museums Services, the Council has established strong links with many local schools and colleges. The Williamson Art Gallery and Birkenhead Priory provide opportunities for curriculum based learning for school groups, including sessions based on literacy and numeracy as well as historical events. Both museums offer informal learning activities, including family learning, special activities, talks and workshops. In recent years, lack of facilities and staff have meant that educational activities at both sites have been restricted, but major improvements and new ways of service delivery should mean that during 2013, both sites start to achieve their full educational and learning potential.

The Youth Education and Cultural Services Humanities Team have a long track record of working with Humanities Subject Leaders in schools, to ensure that local heritage makes a significant contribution to the school curriculum. A range of learning packs has been produced for every area of the borough, to support the local dimension of the school curriculum. This has also involved work with the Birkenhead Park Education Officers and support for the development of learning materials on the Park and engagement with local schools. From September 2011, Wirral no longer maintains a specialist Humanities Team and new approaches will need to be adopted to ensure that heritage education continues to be delivered in local schools.

The Parks and Countryside service, often in partnership with Friends Groups, is another major provider of learning services, including school visits and voluntary activity projects.

Local library staff and staff from the Wirral Archives service provide taster sessions on researching local and family history using original books, maps and documents as well as ICT resources. The Archives Service holds popular



workshops on family and local history topics, gives talks in schools and hosts group visits or workshops for local history societies, adult education groups and other informal groups interested in historical topics.

#### **2.4.2 Community outreach**

The appointment of a Heritage Officer in March 2010 has provided new opportunities to extend heritage activities into local communities and engage new audiences in local history and heritage. Working with local organisations, mainly through the Wirral History and Heritage Association, the post is intended to grow capacity, offer advice on funding and project development and devise new and creative means for people to engage in Wirral's heritage.

#### **2.4.3 Heritage Open Days**

Since first participating in Heritage Open Days (HODs) in 2007, Wirral's programme has grown from strength to strength. Now organised locally by Wirral History and Heritage Association, there were ten events in 2009, growing to forty three in 2010, to sixty in 2011 and 78 in 2012. Feedback has shown that Heritage Open Days provide an excellent opportunity to build on the enthusiasm and knowledge of local groups and bring heritage to the attention of a wider audience. There is also growing evidence that Heritage Open Days now bring attract increasing numbers of visitors from outside the borough and make a direct contribution to our visitor economy.

#### **2.4.4 Festivals, fairs and re-enactments**

Wirral has a number of large-scale festivals including the Food and Drink Festival, Wirral Festival of Transport in Birkenhead Park and Heritage Open Days. Individual communities also organise a range of celebratory events, such as the popular Secret Gardens of Oxton and the Mersey Pirate Muster in New Brighton. The designation of themed years, such as the 2012 'Year of Coast and Countryside' gives the opportunity to promote different aspects of heritage through walks, talks and special events. The Wirral History and Heritage Association hold a very successful annual Local History Fair, which brings together local history groups and enthusiasts from throughout the borough. Viking and Norse re-enactments are popular and the living history group Wirhalh Skip Felag (Wirral Vikings) are particularly active around the borough. A recent innovation is the annual St Olave Wirral Viking Walk, from Neston to Chester, commemorating St Olave the 'Viking Saint' and celebrating Wirral's links with the Vikings.

#### **2.4.5 Community drama and performance**

There are numerous examples of Council services, community organisations and professional artists using drama to interpret Wirral's history, although this is usually dependant upon obtaining external funding. For instance, the Youth

Education Team, the Museum Service and other partners have successfully delivered a range of Heritage Lottery funded drama projects such as '*Flaybrick – their Past Our Future*' and '*Tranmere Rovers Remembered*', both of which were showcased regionally. The Parks and Countryside Service have used community performance to tell the stories of various sites, including Flaybrick Memorial Gardens and Bidston Hill. As part of the Bidston Windmill Project, young people created a historically based musical trail around Bidston Hill and also puppet safaris exploring the site. '*Their Past Our Future*' was a young people's project exploring the lives of local World War II veterans and creating a musical drama, which was performed in Birkenhead Library in 2011. The Wirral Youth Theatre has a strong track record of developing creative heritage-based performance and there are a number of independent organisations specialising in community drama projects.

#### **2.4.6 Walks, talks and tours**

Most Wirral parks and countryside spaces offer a regular programme of walks and related activities, and these are supplemented by walks led by volunteers from Friends Groups and local societies. For example Wirral's Parks and Countryside Service offer a joint annual events programme with the Dee Estuary Voluntary Wardens and RSPB to deliver a regular and long-standing programme of bird watching events.

Nearly all history and heritage groups have a talk or lecture programme during the winter months, and organise site visits and special interest tours for their members. Individually these activities are relatively small scale, but together they give many thousands of local people the opportunity to participate in heritage and are probably the most popular form of heritage engagement for local people.

#### **2.4.7 Community archaeology**

Community archaeology enables local people to work alongside professional archaeologists and discover more about archaeological sites through investigation, fieldwork and recording. A number of successful projects have been conducted within the borough, for instance the 2007 community excavation at Leasowe Lighthouse and Meols, led by the Field Archaeology Unit of National Museums Liverpool. Local community groups, like Wirral Archaeology, offer a wealth of practical and local knowledge, and support professional units around the country on research, geophysical surveys and public engagement projects.

#### **2.4.8 Interpretative trails (on-site and self guiding)**

In recent years a number of interpretative trails have been created, exploring different aspects of Wirral's history and heritage. The Wirral Maritime Trail

from Eastham to New Brighton has helped to highlight Wirral's coastal history in this area through a series of plaques telling the stories of places of interest and the people who lived there.

The Wirral Circular Trail is a 35 mile sign-posted route taking in the coastline, the history, the heritage and the countryside of the Wirral peninsula. Funding from the European Regional Development Fund and the Local Cycle Plan was secured through the Rights of Way Development Plan, to create a walking and cycle trail, linking the public rights of way network with other routes around Wirral. The trail is supported by a free high-quality interpretative guide, which is also available on-line. The Council has also produced The Wirral Nature Guide to the coastline.

The Council's Tourism and Destination Marketing Service has produced a number of self-guided trail leaflets, highlighting aspects of Wirral's heritage. A leaflet exploring the borough's many links with Titanic was brought out to coincide with the centenary of the sinking of the liner in April 2012. Another leaflet promoted the story of the Beatles on Wirral.

Many local societies and friends groups have produced trails, leaflets and publications, many of which are also available on-line. These are invaluable guides to local history throughout the borough. Local people have also been involved in raising funds for interpretative panels, such as the Friends of Meols Park who have facilitated a Viking panel in the park and are now seeking funding for a Viking statue and associated community programme. There is strong support for commemorative panels, celebrating major events and achievements. A panel commemorating the Second World War Cockleshell Heroes has recently been unveiled at Woodside and there are aspirations to erect a panel dedicated to the sinking of HMS Birkenhead.

## **2.5 The value of Wirral's heritage**

Heritage can provide a key driving force in both economic regeneration and tourism. Historic buildings, places, events and activities and a high quality environment are all prerequisite to maximising economic development potential, projecting a positive image and attracting jobs, investment and tourism. Heritage makes a vital contribution to tourism, the environment, jobs, skills and the economy. It motivates people to travel in order to quench their thirst for knowledge, to reinforce their place in history and contextualise a place geographically and socially. In doing so, they spend considerable amounts of money to the benefit of the place and, hopefully, heritage. Heritage is not a luxury or a pleasant recreational pastime, but an integral part of our future.

Heritage and particularly heritage tourism have never been more important to the national and local economy. According to the Heritage Lottery Fund's

2010 document *Investing in Success: Heritage and the Tourism Economy*, the size of the heritage-tourism sector is in excess of £12.4 billion a year and supports an estimated 195,000 full-time jobs – this makes the sector bigger than the advertising, car or film industries. As people increasingly choose to stay in the UK rather than holiday abroad, heritage attractions have helped to increase visitor numbers as a crucial part of the national tourism offer. Recent statistics released by the Department of Culture, Media and Sport, reveal that 74% of adults said that they had visited a heritage site over the past year and 51% had visited a museum or gallery; significant increases since the last survey in 2005 – 06.

The latest statistics reveal that Wirral's visitor economy is worth over £280 million, an increase of 13% over the last five years and employs the equivalent of over 4,000 jobs. The borough benefits mainly from repeat visits and heritage adds value to the wider tourist offer. The 2011 Ipsos Mori Poll showed that while coast/countryside and quality food were the most important considerations for planning short breaks (both 84%), the third highest consideration was cultural sights, attractions and experiences at 78%, up from 66% in 2006. Nearly half visitors surveyed said that their most popular activity was to visit an attraction, including Lady Lever Art Gallery, Port Sunlight Museum, Spaceport at Seacombe and the U-Boat Story at Woodside. Mersey Ferries continue to be one of the most popular attractions on Merseyside.

Just as heritage-based tourism is vital to the national economy, heritage has even wider benefits. Each year English Heritage's *Heritage Counts* report assesses the state of the country's historic environment and provides evidence of the social and economic impact. The 2010 report found that every £1 of investment in the historic environment generates £1.6 of additional economic activity over a 10 year period. One in four businesses agrees that the historic environment is an important factor in deciding where to locate – the same as for good road access.

The importance of conserving our natural heritage and biological diversity is becoming increasingly recognised. The natural world is an integral part of our cultural heritage and identity. It is important in defining local character and distinctiveness. It affects the quality of life of the people of Wirral, contributing to our health and wellbeing. A good quality natural environment has a positive impact on house prices and makes high density housing more liveable. Our green infrastructure as a whole also provides 'ecosystem services' such as carbon sequestration, flood prevention, maintenance of water quality, micro-climate control and even pollination for our crops.

In Wirral, the importance of heritage as a driver for regeneration was demonstrated in the Single Regeneration Budget initiatives of the 1990s.

Citylands, Lairdside, New Wallasey, Wirral Waterfront and, particularly, the Hamilton Quarter – all had significant heritage, conservation, cultural and tourism elements within their schemes. The new Marine Point development in the old seaside resort of New Brighton is an excellent example of regeneration working well within the historic environment. Current regeneration programmes – Wirral Waters, Woodside and the regeneration of Hoylake, West Kirby and Deeside Wirral - have the potential to bring significant investment into the borough and have a strong heritage focus. The key challenge will be to maintain the local distinctiveness of these areas through a co-ordinated approach to heritage management and regeneration.

### **3.0 HERITAGE AND THE WIDER CONTEXT**

The heritage strategy for Wirral must respond to, interact with and support the priorities and themes which currently drive heritage at national, regional and local levels. However, at a time when government and regional policies and agendas are in transition, the strategy will need to adopt a flexible approach, which can adapt and evolve to accommodate new approaches to heritage delivery.

#### **3.1 The national and regional context**

The Department for Culture, Media and Sport (DCMS) has overall responsibility for heritage policy in England. While priorities and policies for culture and heritage are currently being reviewed, the government recognises that culture and heritage support a range of policy priorities including, but not limited to, economic growth, health and well-being and building stronger and safer communities. The government is pressing local authorities to develop different approaches to providing local cultural and heritage services by linking more efficiently with other key service priorities such as adult social care, health, children and young people and economic development.

However, there are substantial and continuing cuts in DCMS budgets and, as a consequence, cuts in funding to local authorities and cuts in the amount of grant-aid available from organisations like Natural England and English Heritage. Regional Development Agencies (RDAs), which were significant investors in heritage, have been abolished. The Museums, Libraries and Archives Council (MLA) and the Commission for Architecture and the Built Environment (CABE) are no longer stand-alone bodies.

The Department for Environment, Food and Rural Affairs (DEFRA) is the main governmental department with responsibility for the natural environment. Under their umbrella lie several agencies including the Environment Agency, Natural England and the Forestry Commission. To achieve DEFRA's vision for a more integrated large scale 'landscape' approach to nature conservation, Wirral will need to work with these agencies through Regional

and Local Biodiversity Partnerships for Cheshire and North Merseyside, and through emerging Local Nature Partnerships.

The government's Big Society initiative, which aims to encourage peoples' active engagement in society, is very relevant to the heritage sector, where community participation, volunteering and local activism is traditionally strong. However, whilst there will be more opportunities for greater local empowerment and decision making, there is a real challenge to ensure that a broad and diverse spectrum of local people and communities are actively involved.

A number of significant changes were made to the planning system in 2012. The government's planning policy is now set out in a single unified document, the National Planning Policy Framework (NPPF). A key aim of the NPPF is to simplify the planning system and make it more accessible whilst promoting sustainable growth. This and the Localism Act of 2012 and other policy innovations, are intended to devolve planning decisions to a more local level, giving local communities greater ability to shape development in their areas. This new decentralised approach to planning and other decision making will inevitably have significant implications for Wirral's historic built environment.

### **3.1.1 English Heritage (EH)**

English Heritage's strategic priorities are set out in their Corporate Plan 2011 - 2015 and the National Heritage Protection Plan (NHPP) 2011 - 2015. The Corporate Plan, sets out the context of EH's work over the next four years against a background of very substantial reductions in funding and resources. The implications for local authorities are that EH will primarily focus on buildings and structures on the Heritage at Risk register (eleven in Wirral borough); that there will be fewer grants for buildings and that Conservation Area partnership schemes are suspended.

The National Heritage Protection Plan provides a framework for more effective preservation of the historic environment. The Plan aims to ensure that, while helping to deliver a positive and sustainable economic growth, England's heritage is not needlessly at risk of damage, erosion or loss; is experienced, understood and enjoyed by visitors and local communities; and continues to provide memorable places where people live and work. A key element of the Plan is local empowerment; enabling owners, local groups, communities and individuals to take a more active role in protecting their heritage, by providing them with access to expert advice, technical support and, in some circumstances, financial assistance.

### 3.1.2 Heritage Lottery Fund (HLF)

Heritage Lottery Fund's Strategic Framework 2013 – 2018, "*A Lasting Difference for Heritage and People*", aims to provide clarity about how HLF will deploy its resources over the next five years, whilst retaining flexibility to respond to emerging needs. The budget for new awards has more than doubled, from £180 million to £375 million per year. Around 75% of HLF funding will be through open programmes for any aspect of heritage and about 25% through targeted programmes to meet particular identified themes.

HLF assesses potential projects, large and small against a series of outcome. These are:

- **Heritage Outcomes** - with HLF investment, heritage will be: better managed; in better condition, better interpreted and explained; identified/recorded.
- **Outcomes for Individuals** - with HLF investment, people will have: learnt about heritage; developed skills; changed their attitudes and/or behaviour; had an enjoyable experience; volunteered time.
- **Outcomes for Community/Society** - with HLF investment: environmental impacts will be reduced; more people and a wider range of people will have engaged in heritage; organisations will be more resilient; local economies will be boosted; local areas/communities will be a better place to live, work or visit.

### 3.1.3 Arts Council England

In May 2012 most of the functions of the Museums, Libraries and Archives Council were transferred to Arts Council England, which now has the role to champion, develop and invest in museums and libraries. Their vision document "*Culture, Knowledge and Understanding: Great Museums and Libraries for Everyone*" has five main aims: excellence is thriving and celebrated; more people experience and are inspired by museums and libraries; museums and libraries are sustainable, resilient and innovative; the leadership and workforce in museums and libraries are diverse and highly skilled; every child and young person has the opportunity to experience the richness of museums and libraries.

### 3.1.4 The Heritage Alliance (THA)

The Heritage Alliance represents the independent heritage sector. Its membership includes 88 national and regional organisations like the National Trust, Council for British Archaeology, Campaign to Protect Rural England, the Society for the Protection of Ancient Buildings, as well as many smaller and more specialised heritage groups. Its overall mission is to champion a

strong and prominent independent heritage sector and to be the voice of the independent heritage movement.

### **3.1.5 Civic Voice**

Civic Voice is the national charity for the civic movement in England, which aims to make places more attractive, enjoyable and distinctive and to promote civic pride. Civic Voice, together with the National Trust and the Heritage Alliance are the national co-ordinators for Heritage Open Days.

## **3.2 The Local Context**

### **3.2.1 Wirral Corporate Plan**

Heritage in its widest context can support and contribute to Wirral Council's Corporate Plan objectives in many ways. Engagement with heritage can contribute to the quality of life and health and well-being agendas; promote educational attainment and raise the aspirations of young people; and support the development of those living in areas of multiple-deprivation. It makes a significant contribution to the cultural and leisure offer of the borough, for both residents and visitors. It also contributes to the Destination Marketing of Wirral as a business and visitor location. Finally, Wirral's heritage can be used to raise the profile of the borough in a positive way, promoting a sense of identity, a sense of community and a sense of civic pride.

### **3.2.2 Local strategies.**

The heritage strategy will relate to the emerging Local Development Framework (LDF) in respect of the borough's natural environment and heritage assets, local distinctiveness and design within the historic environment. It will also support the strategic priorities of tourism and destination marketing in respect of promoting the heritage aspects of Wirral's tourism and visitor offer. The strategy actively supports the aims and objectives of the Strategic Framework for Wirral's Museums Service 2011 – 16, the Wirral Archives Service Plan and the emerging Parks and Countryside Service Plan.



## **4.0 MAKING OUR HERITAGE MATTER: KEY ISSUES AND PROPOSED ACTIONS**

### **4.1 Stewardship and protection – conserving Wirral’s heritage for future generations**

The fragile nature of our heritage should not be underplayed. Once a historic building is demolished or buildings in a Conservation Area are unsympathetically altered they are unlikely to be restored or replaced. Similarly, historic artefacts and collections need to be carefully managed if they are to be preserved for the future. The effective preservation of historic structures, conservation areas, landscapes, archives and collections and their stewardship is therefore fundamental to this strategy. However, this does not prohibit change. It does not mean that a Listed Building cannot be altered or added to – rather that its significance is fully understood with the most important elements given the most protection. Above all is the need to find a sustainable future for our heritage, maintaining the key parts of the past for future generations.

#### **4.1.1 Built environment**

The Council has a statutory duty to ensure the proper protection of all Listed Buildings and Conservation Areas in the borough. However, with over 1,900 listed structures and 25 Conservation Areas, maintaining these buildings and places is increasingly difficult, particularly in the current economic climate. Many buildings which are deemed important today, such as our stock of Victorian industrial buildings, were not necessarily built to last and their progressive deterioration, coupled with the difficulty in finding appropriate new uses, poses a significant challenge.

Most Conservation Areas now have an adopted Management Plan and Conservation Area Partnerships made up of local residents are being formed. The success of Conservation Areas depends on the joint commitment of the Council and local people, working together to preserve and enhance the character of each area. Conservation Areas are periodically reviewed to ensure that these places of special interest are being protected, and the Council consults with local people about the revision of existing Conservation Area boundaries and the designation of new areas. Conservation Area designation is currently being proposed for Lower Bebington, Storeton, Noctorum, Raby, Landican and Brimstage.

**ACTION: Ensure that all the Conservation Areas within the borough have a formally adopted Management Plan and a cycle of appraisals as part of the process.**

**ACTION: Continue to review all existing Conservation Areas and to designate new Conservation Areas as appropriate.**

A particular issue of concern is the incremental erosion of the character of Conservation Areas, through the small scale alterations to dwelling houses which are normally possible through the exercise of 'permitted development rights', granted to householders by the Government, under the General Development Planning Order. Article 4 Directions are a potentially useful means of protecting the original character of groups of unlisted buildings in Conservation Areas, as they trigger the necessity for planning permission for relatively minor alterations to the external appearance of buildings. However, they tend to work best where property owners 'buy into' the concept, where character properties prove to be a sound financial investment and where local groups can assist in making a case for application. Article 4 Directions are resource intensive, take a long time to establish and their success is heavily dependent upon policing and enforcement. However, the Council will work with local residents to monitor changes in residential areas within Conservation Areas and would consider the application of Article 4 Directions, if the character of those streets appears threatened by uncontrolled change.

**ACTION: Recognise the importance of retaining the character of Conservation Areas and take appropriate measures, including the application of Article 4 Directions to limit the impact of small-scale changes.**

As well as those buildings protected by statute, Wirral has very many other buildings which are of historic significance and are very important to local people. Wirral's buildings were last surveyed for listing in 1992 and there are notable omissions, particularly dockland structures which have been poorly recorded. A number of good unlisted buildings outside Conservation Areas have been demolished. Whilst the whole issue of listing is currently under review nationally, there is still scope to increase the number of submissions for 'spot-listing', either by the Council or by local people, to ensure that the quality of vulnerable buildings and structures is recognised and they are preserved.

**ACTION: Ensure that as many as possible of the borough's historic buildings, sites and structures are statutorily protected through the listing process.**

More than half local authorities nationally now maintain a non-statutory Local List of buildings and structures deemed to have local significance and value. Local heritage listing is promoted as good practice by English Heritage because although heritage

assets included within a Local List do not benefit from any additional planning controls, inclusion should ensure that heritage issues become a 'material consideration' in the determination of a planning application affecting the property. Inclusion on a Local List can flag up the significance of a building early in the planning process, giving more time for appropriate options to be considered.

English Heritage issued a '*Good Practice Guide for Local Heritage Listing*' in May 2012. This emphasises that the local listing process is an important way for local communities, working in partnership with the local authority, to identify those assets which they value as distinctive within the local environment. Community involvement is a key element throughout the local listing process, from identifying the selection criteria to undertaking surveys and recording heritage assets. Within Wirral, there is strong community support to engage in local listing and considerable skill and expertise could be offered to support the process.

**ACTION: Explore the practicalities of compiling a non-statutory 'Local List' and support the work of local organisations and individuals in identifying buildings of local interest or merit.**

Statues, monuments, art-works and memorials all make a significant contribution to the character of the local environment and need to be maintained in good condition. The War Memorial in Port Sunlight, the second largest in the country in terms of bronze statuary, has recently been conserved to a very high standard by the Port Sunlight Heritage Trust. The Council has successfully applied for 'spot-listing' for a number of war memorials and has an ongoing programme of cleaning, repair and re-inscription in preparation for the 75<sup>th</sup> anniversary of the outbreak of World War II and the centenary of the outbreak of World War I in 2014.

**ACTION: Continue to take a pro-active approach to the conservation and maintenance to the borough's war memorials.**

It should not be forgotten that most of the historic building stock in the borough is owned by private individuals or private companies, using their own resources to keep a building in good shape and in use. It is incumbent on building owners to be aware of the threat of incipient decay and act promptly to head off problems. The value of maintenance cannot be overstated; once decay becomes obvious, major repairs will be required and these equate to major costs, disruption and the avoidable loss of historic fabric. The Council

pro-actively encourages owners of buildings and historic sites to undertake repairs and works with local communities to raise awareness of building maintenance issues. Whilst education undoubtedly has a part to play, eventually in the small minority of cases where private owners are unable or unwilling to act, the Planning Authority may have no alternative but to use its statutory powers.

**ACTION: Work pro-actively with private owners to encourage regular repairs and maintenance and, where appropriate take enforcement action to safeguard neglected buildings.**

#### **4.1.2 Heritage at Risk**

English Heritage's *Heritage at Risk Register* lists the most vulnerable historic sites in the country. As well as buildings, it now includes Conservation Areas, archaeological sites and historic parks, gardens and cemeteries, churches and places of worship. There are currently eleven such sites in Wirral, mostly in private ownership.

- **Storeton Hall, Bebington:** Grade II\* Listed: condition - fair (private ownership);
- **Fort Perch Rock, New Brighton:** Grade II\* Listed: condition - poor (private ownership);
- **Birkenhead Priory:** Scheduled Ancient Monument: condition – major localised problems, but currently subject to a major scheme of repair;
- **Bromborough Court House Moated Site and Fishponds:** Scheduled Ancient Monument; condition – significant localised problems (private ownership);
- **Thornton Manor, Bebington:** Registered Park and Garden Grade II\*; condition – major localised problems (private ownership);
- **Flaybrick Memorial Gardens (Flaybrick Cemetery), Bidston:** Registered Park and Garden Grade II\* – very bad;
- **Hamilton Square, Birkenhead:** Conservation Area; condition – very bad (private ownership with the exception of Birkenhead Town Hall and central gardens);
- **Rock Park, Rock Ferry:** Conservation Area; condition – poor (private ownership).
- **St Andrew's Church, Bebington:** Grade I; condition – very bad;

- **St. James Church, New Brighton:** Grade II; condition – very bad;
- **Christ Church, Port Sunlight:** Grade II\*; condition - poor

English Heritage requires local authorities to consider sites At Risk as priorities for action. Wirral Council has recently invested heavily in the restoration and improvement of Birkenhead Priory. Clifton Park in Tranmere has been removed from the HAR thanks to concerted enforcement action, while discussions with English Heritage over the future for Flaybrick Cemetery are ongoing.

**ACTION: Continue to work with English Heritage and property/site owners to seek creative solutions and funding packages for buildings and sites on the ‘Heritage at Risk Register’ to ensure their long-term sustainability.**

#### **4.1.3 Churches and Places of Worship**

Wirral has a wealth of churches and other places of worship, many of which are listed or in Conservation Areas. They make a tremendous contribution to the historic environment and many are local landmarks. While some remain solely active in religious life, others have also acquired new social uses that benefit the widest cross section of society. Responsibility for their care falls almost entirely on the shoulders of volunteers and for many congregations the burden of maintenance can be heavy. When religious buildings are no longer used, the problems of finding new uses can be difficult, leaving empty buildings vulnerable to deterioration and vandalism. The challenge is to work with congregations, church and other religious authorities, to help them to adapt to the evolving needs of worshippers and the wider community, to ensure that their historic fabric and features are preserved.

A good example of such a project is Oxton Congregational Church. This imposing Victorian Gothic Grade II Listed church is an important landmark at the ‘gateway’ to Oxton village. Having been derelict for many years, it has now been restored by the Wirral Christian Centre, which has plans for significant community engagement and involvement.

**ACTION: Support churches, congregations and other religious authorities to help them adapt religious buildings to meet the needs of both worshippers and the wider community, whilst ensuring that their historic features and fabric are preserved.**

#### **4.1.4 Heritage Crime**

Heritage crime is increasingly a major issue nationally and one which local authorities and the police are recognising and trying to tackle together. An estimated 700,000 listed buildings were affected by theft or vandalism to their fabric last year, costing their owners many millions of pounds. The biggest single threat is from metal theft, with churches being most vulnerable. As many as three in eight churches suffered from heritage crime last year – one Wirral church has lead stolen from the roof on four separate occasions.

There are a number of national initiatives to tackle this problem, including the Alliance to Reduce Crime Against Heritage (ARCH); a voluntary network which takes forward a range of initiatives to galvanise local action. Council officers have been in discussion with Merseyside Police as to how best to report and respond to crimes against heritage assets and are working with a post-graduate student who is researching the scale of the problem on Wirral.

#### **4.1.5 Archaeology**

Archaeological remains are finite by their very nature and any intervention or excavation is not repeatable or reversible. Therefore it is important that all archaeological projects of whatever size or complexity are supervised by professional archaeologists who are active and current members of the Institute for Archaeologists. The Council is not able to support projects where the observance of professional standards is not demonstrably adhered to.

This is not to say that amateur archaeologists should be constrained or excluded. On the contrary, the Council encourages community archaeology and aims to work in partnership with local groups in order to secure appropriate levels of observance of professional standards. There is plenty of scope for amateurs and volunteers to work alongside professional archaeologists and this remains the basis for undertaking community projects that involve archaeological excavation.

The withdrawal of funding from the Merseyside Archaeological Service has meant that Wirral Council, like the other four Merseyside authorities, has had to find new ways of acquiring specialist archaeological advice; including advice on a range of development and planning issues. English Heritage requires that any advice obtained must be of a suitable professional level. An external provider of archaeological services has now been identified and the new arrangements start during 2013.

**ACTION: Ensure that Wirral Council promotes the highest standards in archaeology and is able to secure the best possible specialist archaeological advice on development and planning issues.**

**ACTION: Actively encourage professionally led community archaeology projects as a means of furthering our knowledge of the history of the borough.**

#### **4.1.6 Recording**

The recording and proper identification of our heritage is essential in ensuring that it is properly protected and is vital to help develop knowledge and understanding of the historic environment. Sadly, Wirral's built heritage is not well recorded and there are significant gaps in our understanding of many buildings, and in some cases their true historic significance may not be appreciated. In particular, there has never been a comprehensive survey of the docklands buildings and structures, which make such an important contribution to the historic character of north Wirral.

**ACTION: Take appropriate measures to ensure that Wirral's historic buildings and archaeological sites are adequately recorded and that where appropriate, these records be made publicly accessible.**

Good quality information is needed to inform the effective management of wildlife habitats and species. Historically, wildlife recording has depended to a large extent on amateur naturalists, but increasingly information is becoming available from consultants working on development projects. Biological data collection is co-ordinated in our region by Cheshire Wildlife Trust and the Biological Records Centres for Cheshire and Merseyside.

**ACTION: Work with Biological Records Centres and Local Biodiversity Partnerships to enable data collection and the voluntary recording of wildlife on Wirral, and ensure the best information is used to inform the management of our natural heritage.**

#### **4.1.7 Historic parks, cemeteries and natural heritage**

Wirral possesses a range of historic parks, cemeteries and open spaces of national regional and local significance. Some parks and open spaces are strongly historic in character through their buildings and structures and because of their uniqueness: Birkenhead Park because of its role in the parks movement and Flaybrick Cemetery because of its fabric and historical connections with Birkenhead and its people. Others reveal heritage through

lay-out, planting schemes and surviving buildings, fixtures and structures. In addition to their intrinsic heritage value, they form high quality open spaces for public enjoyment. All these parks and open spaces also have nature conservation value, whether designated or undesignated, which needs protecting and managing to different degrees.

However, maintenance of these key heritage assets is a major issue, particularly in the cases of historic structures such as chapels, lodges and other buildings which have long fallen out of use and into disrepair. In some cases, such as Royden Park and Rake Lane Cemetery, historic buildings have been successfully put to new uses but the chapels in Flaybrick Memorial Gardens are, for example, completely derelict and the whole cemetery, which is on the Heritage at Risk Register, is in need of major refurbishment.

**ACTION: Identify funding for the restoration of Flaybrick Memorial Gardens and new end use for the chapels.**

**ACTION: Ensure the significance of historic parks and cemeteries and the historic buildings, features and structures within them are recognised and understood and that their importance is reflected in plans and management strategies.**

**ACTION: Produce a partnership plan with Friends Groups, environmental groups and other stakeholders to ensure that the views of heritage groups are properly represented in the emerging Parks and Countryside Service Plan.**

#### **4.1.8 Natural heritage**

There are still a number of designated and non-designated sites where Wirral's habitats and species are at risk from factors such as recreation use, invasive species, lack of management or inappropriate management. All of Wirral's parks and open spaces, designated or not hold nature value, whether a grass verge, town park or countryside site.

**ACTION: Ensure the importance of natural heritage and Biodiversity is recognised and understood and that this is reflected in all Parks Management Plans.**

**ACTION: Work with Natural England, the Wirral Biodiversity and Local Sites Partnership and other partners in the public, private the voluntary sectors to manage all Wirral's designated nature sites towards favourable condition.**



#### **4.1.9 Community involvement in the historic environment**

Local people currently take an active role in shaping, protecting and understanding their local natural, built and historic environments through civic and amenity societies, friends groups and community organisations. The importance of their roles will increase as the aspirations for the Big Society and the implications of Localism come to have a major impact on how the historic environment is managed. The new emphasis on decentralisation and local empowerment will bring opportunities for the voluntary heritage sector but also new challenges. Many community groups simply do not have the organisational capacity or skills to fully engage in the process. The Council will need to offer leadership and vision to support neighbourhood groups, assist with capacity building and funding applications and, most importantly, manage expectations, so that local communities have a clear understanding about what can and cannot be achieved through Localism.

**ACTION: Work in partnership with local communities and neighbourhoods so that that they have the knowledge, skills and capacity to engage effectively in the planning process.**

#### **4.1.10 Archives and collections**

Within Wirral there are significant museum and archive collections, ranging from major collections of international and national importance, to those which tell the stories of our local heritage. The challenge is to ensure that all collections, including documents, artefacts, art, memorabilia and memories are preserved, conserved and made accessible. Whilst the major collections are those held by Wirral Council, National Galleries Liverpool, Port Sunlight Heritage Trust and the Unilever Archives, there are many smaller collections in private ownership or owned by local societies or trusts.

- **Archives and Local History Collections**

Wirral Archives Service moved to its present office in Cheshire Lines in 2008. The Service aims to attract a wide and diverse group of users, from family historians and school parties to academics and enthusiastic members of the public, who have an interest in archives. The Service and its research facility are used by Wirral residents and enquirers from all over the world.

The Archives Service has a pro-active collections policy, actively seeking out collections to ensure their survival and that the archives reflect the social history of Wirral in the widest possible way. It is also actively addressing the need to respond to the growing challenge of managing digital information so that it is accessible now and remains discoverable in the future. It is also working towards comprehensive on-line access to archives through improved

cataloguing and digitisation. A service priority is to identify funding to catalogue the nationally important Cammell Laird collection and make it available on-line.

The immediate challenges confronting the service are to tackle the backlog of uncatalogued collections and increase the amount of resources available on-line, using existing resources. There is also a need to identify adequate funding in order to identify adequate funding in order to digitize collections that have been identified as a priority.

**ACTION: Increase access to the borough's important archive collections by a continued programme of adding catalogues and digital images to the Wirral Archives web-site.**

Wirral Library Service also has important local history and family history collections, maintained by Birkenhead, Bebington and Wallasey libraries. These are extremely valued by local residents. However, the fact that so much research material is scattered across the borough and not always easily accessible has been recognised as an issue. The Library Service Strategy 2012 – 2015 '*A New Chapter*' advocates developing closer links with the Archive Service to provide a more cohesive and effective local and family history reference facility. This will include reviewing access to reference facilities in liaison with local interest groups, partner agencies and the Archive Service to develop a strategy for the storage and retrieval of original documents, which develops efficiencies whilst retaining public accessibility.

- **Museum collections**

The Wirral Museums collection is largely housed in The Williamson Art Gallery and Museum. The Fine Art collection is of particular note, with 18<sup>th</sup> and 19<sup>th</sup> century watercolour paintings and drawings by regionally and locally important artists and the work of the 19<sup>th</sup> century Birkenhead artist Philip Wilson Steer. There is an impressive collection of maritime models and pictures, particularly vessels built by Cammell Laird and its predecessor shipyards, and the Mersey Ferries. The ceramics collection includes the nationally important Della Robbia pottery made in Birkenhead, Liverpool porcelain and Seacombe pottery. There are smaller social history and archaeological collections and the Civic Silver.

In addition to its prime responsibility to preserve and exhibit the collections within its care, the Museums Service produces a regular and varied exhibition programme which both uses and complements its own collections. Particular successes in recent years include 'A Textile Dynasty: Arthur H Lee I Sons,

Birkenhead', which won the national Museums & Heritage Award in 2010 as the 'Industry's Favourite'; a smaller exhibition, 'Above the Clouds: Mallory and Irvine and the Quest for Everest' was highly commended in the same awards.

Collaborations with National Museums Liverpool (NML), the Cheshire West & Cheshire Museums Service and other regional museums and galleries are regular and frequent. The 'Albert Lipczinski' exhibition, displayed from July to October 2011, was an international collaboration with the Polish National Museum in Gdansk. It was specifically planned to complement the 'Art in Revolution' exhibition held at the Walker Art Gallery, which featured works by Lipczinski alongside those of international artists like van Gough, Matisse and Gauguin, who were all displayed in a groundbreaking exhibition held in Liverpool in 1911. There are plans to work with NML and other partners on a major exhibition on the 19<sup>th</sup> century Liverpool School of Artists, largely based on the collections in Williamson and the Walker galleries.

**ACTION: Continue to develop exhibitions with National Museums Liverpool and other partners, complimenting the Museum Service's own collections with other public and private collections, to create exhibitions of regional and national significance.**

2013 promises to be one of new opportunities for the Museum Service as the major improvements to the Williamson start to impact upon service delivery. These include new and re-designed galleries; learning spaces; shop and cafe facilities. The intention is to markedly increase visitor numbers and broaden the visitor base and also to maximise income streams. New creative learning programmes and special initiatives are intended to bring larger and more diverse audiences into the building. Similarly, the Council's investment in restoration and repairs at the Priory, has given the opportunity to use capital moneys as potential 'match' for a major Heritage Fund Application for improved access and interpretation.

Hand in hand in with new and improved facilities will come new ways of working and the Museum Service's Business Plan proposes new and more flexible structures, with stronger emphasis on formal, informal and family learning. By making better use of skills and talents within the service, it is hoped to free up time for the professional museums staff to concentrate on developing the collections to meet the needs of Accreditation and to tackle the backlog in documentation which has accrued over many years, with a view to this being completed by 2016.

**ACTION: Implement the Museums Service restructure, to facilitate more effective care and display of collections, documentation and exhibitions.**

**ACTION: Purchase new documentation software and complete documentation so that the complete collection is recorded.**

#### **4.2 REGENERATION – using heritage as a driver for economic development, inward investment and supporting sustainable communities**

The historic environment can play a significant role in helping regenerate communities. Investing in heritage can make a real difference to the appearance of local areas, provide opportunities for businesses and give local people new confidence and pride in their surroundings. However, they are complex projects, resource intensive and the benefits may not be apparent for many years. The challenge is to ensure that heritage is firmly embedded into regeneration proposals. Wirral's experience over the past twenty years has demonstrated the importance of heritage as driver for economic and social regeneration. Since 1988, several hundred millions of pounds of inward investment have been attracted to Wirral and heritage has made a notable contribution to this success. Large heritage assets such as Hamilton Square, Port Sunlight, the docklands and coast are key to creating prestige environments that help to drive inward investment.

Current regeneration proposals have important implications for the conservation, enhancement and interpretation of historic buildings and sites. Wirral Waters, a thirty year, £4.5 billion mixed use development by Peel Holdings at Birkenhead and Wallasey docks, identifies heritage as part of its cultural offer. Early initiatives will include the restoration of the Grade II Listed Hydraulic Tower and its conversion to a landmark 'beacon' educational, cultural and tourism hub. The Wirral Street Car project proposes to exploit Birkenhead's pioneering 'first' in having the earliest street tramway in Europe by, extending the existing historic street car infrastructure to connect early stages of development within Wirral Waters with existing rail, ferry and bus stations and services.

**ACTION: Ensure that developers and investors are made fully aware of the importance of Wirral's heritage and the social and economic benefits of retaining and enhancing heritage assets within regeneration projects.**

The new Mersey Ferries landing stage at Liverpool's Pier Head has the potential to bring significant tourism opportunities across the water. Merseytravel will be actively encouraged to explore the potential for new ferry terminals and ferry services to Wirral.

The Mersey Coastal Park Strategy is promoting a regeneration vision for East Wirral, built upon the principle of opening up access to the coast and harnessing the economic potential of the waterfront. It covers some 6.5km of coastline between Rock Ferry and Eastham Country Park and will include the following 'signature' projects which, once linked, will create a unique visitor and tourist attraction:

- Rock Ferry Waterfront Regeneration Scheme
- Rock Park Esplanade and Conservation Area
- Shorefields Community Park
- Bromborough Dock Landfill Site
- Wirral International Business Park
- Eastham Country Park

Heritage ideals have been firmly embedded into the Mersey Coastal Park Strategy from the outset. The Rock Park Conservation Area is regarded by the Secretary of State as a one of the three most important conservation areas on the Wirral and is also on the English Heritage 'Heritage at Risk' Register.

Other heritage assets along this stretch of coastline which are recognised in the Coastal Park Strategy are Bromborough Dock and its place in the physical, economic and social development of Port Sunlight; Shorefields Community Nature Park which has links to the SS Great Eastern; archaeology at Shodwell (a possible origin of the Bromborough Ferry) and key historical features in Eastham Country Park.

**ACTION: Ensure that major long-term developments such as Wirral Waters and the Mersey Coastal Park maximise the opportunities to conserve, enhance and promote key heritage assets and also consider the local character of the area.**

Heritage is also central to regeneration proposals for Hoylake, West Kirby and Deeside Wirral. Improvements to the Hoylake and Meols promenade and seafront could include high quality interpretation. This would focus on the history of the lost port of Meols, a site of national archaeological importance,

and tell the story of 'Hoyle Lake' which gave the town its name. This large sea water lake offered safe anchorage for many vessels for hundreds of years and was an embarkation point for armies crossing to Ireland.

**ACTION: Work with communities to ensure that regeneration proposals at Hoylake, West Kirby and Deeside, reflect and interpret local heritage and the natural environment.**

Within Wirral Country Park, the aim is to deliver a new £3 million visitor centre at Thurstaston. As well as reflecting the importance of bird life across the Dee coast, this would give the opportunity to interpret the history of the area. Included would be the story of Dawpool – one of Wirral's old ports – and Dawpool Hall, home of the Ismay family, founders of the White Star Line and owners of the Titanic.

**ACTION: Identify a funding package which will deliver the visitor and interpretation centre at Thurstaston.**

Maintaining a high quality historic environment where people want to live is vital to the economy of Wirral. Attractive historic suburbs both in the west and east of the borough can contribute to the regeneration process by attracting and retaining families with high spending power whom might otherwise be tempted to live and perhaps, work elsewhere. The need to protect, manage and enhance residential areas of historic value will become increasingly important if major regeneration proposals like Wirral Waters successfully generate large numbers of well paid jobs for people with families.

**ACTION: Work with local residents and Conservation Area Partnerships to retain the special character of historic suburbs.**

Over the next few years, the borough is uniquely placed to maximise its heritage tourism potential. The current financial climate has meant a significant rise in day trips and visits to sites of historic interest and natural beauty. Plans are already underway for 'Wirral Remembers' a partnership programme of events commemorating centenary of the Great War and the Open Golf Championship in 2014 means that the eyes of the world will be on Wirral. Within this context there are significant opportunities to capitalise on a wealth of heritage assets which have national and international appeal such as stunning landscapes, coast, parks and wildlife sites; our Viking and American Civil War heritage; Cammell Laird and maritime connections; Wilfred Owen links, and a long and distinguished sporting history. Heritage is vital to the visitor experience and it is important to bring it to life with good interpretation to tell its stories and make it relevant and accessible to everyone. It is crucial

that the visitor experience and the opportunities for all kinds of public involvement at heritage sites continue to improve and increase.

**ACTION: Maximise opportunities to promote heritage as part of Wirral's wider tourism offer and ensure that that the importance of the borough's historic and natural environments are reflected in destination marketing strategies.**

#### **4.3 LEARNING – maximising the role of heritage in supporting education, training and life-long learning**

Heritage makes a vital contribution to learning for all ages; our historic buildings, museums, archaeological sites, artefacts and archives can all be used to provide stimulating and imaginative learning opportunities. Maximising educational and training opportunities across the borough is a key Council objective and heritage has the potential to make a significant contribution to corporate goals. The Council's Museums and Archives Services already have programmes of formal and informal education in place and there are opportunities for student placements, volunteering and training. There is recognition that learning about heritage not only offers personal fulfilment and pleasure, but can contribute to a whole range of social agendas such as literacy and numeracy, health and well being, citizenship and skills development.

**ACTION: Work across Council departments, particularly those promoting community development and the interests of young and elderly people, to utilise heritage learning programmes to deliver strategic and corporate objectives.**

However, there is still much more that can be done. The Museums Service, through its Business Plan, is currently refocusing its work to place greater emphasis on formal, informal and family learning. As the result of a management review, the existing education officer role will be redefined. The roles will be to develop and deliver cross-curricular and key skills programmes and to respond pro-actively to topic work undertaken in schools. The existing Engagement Programme will be progressively broadened, with strands encompassing family learning, vulnerable children and young people, elders' engagement and volunteer development.

**ACTION: Refocus the museum staffing structure to achieve a stronger emphasis on formal and informal learning and community engagement.**

**ACTION: Develop and implement an Informal Learning Strategy, identifying potential partners and with an underpinning funding strategy.**

Schools are responsible for teaching history as a core subject in the national curriculum. The importance of history and local history in a well rounded education has been highlighted in 2011 Ofsted Report *'History for All'* which showed that local history in particular has the power to bring abstract principles and distant events alive for children, stimulating minds and imaginations and improving learning.

The English Baccalaureate, introduced in 2011, recognises qualifications in geography or history within its humanities element. This provides a tremendous opportunity to strengthen heritage work in schools, as the history GCSE now contains a significant British/local history element. The Primary Curriculum is currently under review, but it is likely that there will be a far more flexible curriculum; pupils will still study history but topics may not be so prescriptive giving opportunities to explore heritage themes in more exciting and creative ways.

Heritage education has been successfully delivered over many years by the Council's Youth Education and Cultural Service Humanities Team, working with Humanities Subject Leaders in local schools. However, the Council no longer maintains a specialist Humanities Team, although most secondary and primary schools continue to have access to support networks. Changes in staffing structures will require new and creative approaches to delivering heritage education in schools. There will be a need for more joined up working with other Council departments and external partners, but also opportunities to build on successes of the past.

Strategies need to be devised to tackle some of the key barriers to schools who are unable to access heritage sites and activities. The lack of access to free or cheap transport is of particular concern. There is a need to improve communications so that information about heritage sites and activities is specifically targeted at the right person in each school. More needs to be done to get teachers out of the classroom and to pro-actively demonstrate that cross-curricular heritage-base projects not just deliver key educational targets, but give an added value which far exceeds the extra effort involved.

Recent changes to the National Curriculum have brought new opportunities for schools to utilise heritage in the classroom. The English Baccalaureate, introduced in 2011, recognises qualifications in geography or history within its humanities element. This provides a tremendous opportunity to strengthen heritage work in schools, as the history GCSE now contains a significant



British/local history element. The Primary Curriculum is currently under review, but it is likely that there will be a far more flexible curriculum; pupils will still study history but topics may not be so prescriptive giving opportunities to explore heritage themes in more exciting and creative ways.

**ACTION: Work across Council departments and with schools and external partners to ensure that heritage, natural history and local history continue to be taught in local schools and are embedded into cross-curricular work.**

**ACTION: Work towards achieving the 'Learning Outside the Classroom' accredited standard for all education offered by the Parks and Countryside Service.**

One way to support learning in schools could be make greater use of the community and voluntary sector. Members of local history, archaeology and civic societies have a wealth of local knowledge which could be shared with children and young people. A number are already working with local schools and there is real enthusiasm to do more. However, such activity is usually done on an ad hoc basis. It is not always easy for the community sector to forge links with the education sector, while issues of child protection and insurance can be barriers to voluntary work in schools. In their turn, most teachers are probably unaware of the pool of expertise on their doorsteps and how this could be utilised to help deliver National Curriculum themes. One solution might be for the Council to hold a data-base of those wishing to work in schools, assist with legal issues and act as broker between schools and community volunteers.

**ACTION: Work with the community sector to establish links with schools and provide the necessary support for them to work with pupils and students.**

The Council provides opportunities for vocational training and placements within the museums and archives sectors. The Museums Service has been developing links with Initial Teacher Training providers, to create learning outside the classroom placements and promote the museum sites as learning destinations for trainee teachers to inform their future practice. The Council has been taking some measures to address the national shortage of specialist craft skills across the heritage sector. Traditional building and craft skills, which were historically handed on through the apprenticeship system, will wither and die unless they are pro-actively supported. Discussions have been held with Wirral Met to develop courses on craft skills, with students

visiting and learning from current restoration schemes. The Port Sunlight Village Trust has initiated a programme of workshops demonstrating the approved methods of repair and restoration of historic buildings and such a scheme could be extended to other Conservation Areas within the borough.

The Friends of Birkenhead Park are applying to the Heritage Lottery Fund's 'Skills for the Future' programme for a major heritage skills development programme. If successful, this will include general heritage skills (volunteer management, community engagement, learning programme development, interpretation, oral history, research and local history), but will also embrace practical skills relating to the built environment (stone masonry, wall construction, lead working, cast iron moulding and production) and natural heritage (horticulture).

**ACTION: Recognise the heritage skills deficit and explore the possibilities of bringing together education, training and learning organisations, to consider skills development in the heritage sector, particularly traditional craft and construction skills.**

#### **4.4 PARTICIPATION – ensuring that everyone has the opportunity to access, enjoy and participate in heritage**

Getting people involved in heritage is central to this strategy. Whilst a great many people already enjoy heritage through visits to museums or historic sites, or by attending a lecture or talk organised by a local group, there is a need to create opportunities to engage with a wider and more diverse audience. Access to heritage should be more inclusive, with more community engagement and programmes of activity specifically targeted at people who, for social, cultural or physical reasons, are currently unable or unwilling to participate. Across the borough, the Council and its partners deliver or support a wide range of community outreach activities and are seeking ways to widen opportunities for all. However, more needs to be done to promote understanding of the social benefits of heritage; that heritage is not elitist but can be enjoyed by all ages and sections of society.

The importance of heritage in linking a range of social agendas needs to be recognised and exploited. The Museums Service has developed a Community Engagement Plan, to support the development of projects that target specific groups with different social needs, including Looked After Children, isolated elders and young carers. A wider 'Health and Heritage' programme of activity is being developed with a range of partners and will include reminiscence and inter-generational work in the community.

**ACTION: The Museums Service to identify external funding to implement a Community Engagement Plan that will increase the number of community engagement projects by 50% year on year for the next three years.**

**ACTION: Work with partners to develop a 'Heritage and Health' programme and identify funding options by March 2012.**

If widening participation and access is to be meaningful, there needs to be a far more pro-active approach to engaging excluded groups, including black and ethnic minorities, isolated elders and people with disabilities. In doing this, there may be a need to challenge traditional definitions of heritage and recognise that there will be diverse and conflicting and sometimes controversial meanings. Stronger links need to be forged with community groups and the voluntary sector, exploring new and imaginative ways to support activities which are directly relevant to the needs of each group. The work of existing groups such as the Black Environment Network and the Merseyside Access to Heritage Group could be channelled into Wirral. A Community Engagement Plan for the Heritage Strategy has now been developed and work to involve a wider range of local organisations and communities will take place during 2013.

**ACTION: Prioritise targeting heritage and outreach activity towards excluded groups and work with them to devise projects which directly meet their physical, intellectual and cultural needs.**

The majority of people who are currently actively involved in heritage are members of local societies. Their contribution to delivering heritage activity throughout the borough is invaluable and fully recognised by the Council. However, there is scope for giving them more support to develop their work and explore new ways of delivering their heritage interests. Membership of most local groups and societies tends to be older people and they should be encouraged to look at ways of attracting younger people, to ensure that activities are sustained. The Council supports the Wirral History and Heritage Association as the 'umbrella' organisation which represents and gives voice to local history and amenity societies. The profile of WHHA needs to be raised, so that there is greater understanding of its aims and objectives and there needs to be greater engagement with local groups so that all feel included in its work.

**ACTION: Continue to support the work of the voluntary and community heritage sector by helping with skills**

**development and funding advice, so that they can maximise their work within local communities.**

**ACTION: Help to develop the profile of Wirral History and Heritage Association as an independent networking organisation, which is recognised and supported by local societies throughout the borough.**

Heritage Open Days provide the ideal opportunity for local groups to come together in celebration of Wirral's heritage and attract new audiences. Over the past few years WHHA has massively expanded the HODs programme, which is now a major event in Wirral's cultural calendar. WHHA intends to further develop HODs by extending the length of the programme and adding a range of cultural activities to create a 'festival' of heritage. If successful, this will attract a wider and more diverse cross-section of the community and raise the profile of Wirral as a 'heritage' borough.

**ACTION: Support Wirral History and Heritage Association in organising Wirral's Heritage Open Days and encourage the development of a longer and more varied cultural programme.**

Understanding is crucial to the enjoyment of heritage and local people are engaged in a wide range of initiatives to interpret their history. A number of Friends Groups manage heritage buildings for interpretative and educational use, while others provide interpretative programmes through walks, trails and participatory activities. The Charles Dawson Brown Groups have well advanced plans to upgrade and redisplay their museum attached to St Bridget's Church in West Kirby. Leasowe Lighthouse has transferred to community management. Other community-led projects include the Hoylake Lifeboat Museum, the Wilfred Own Story in Birkenhead and the New Brighton Heritage and Information Centre.

**ACTION: Actively encourage wider participation in heritage and the interpretation of Wirral's history, through supporting the work of community led initiatives.**

**ACTION: Continue to work with community groups and partners to provide a varied, high quality events programme through the Parks and Countryside Service.**

Wirral has some excellent interpretative trails, which are highly regarded by local people and visitors. There are imaginative proposals for further large-scale interpretative projects with community input, in the redevelopment of

Hoyleke Parade and in the North Wirral Coastal Park. There is strong community support for the interpretation of Wirral's Viking heritage, World War II history and historic docklands, amongst other themes. The borough's historic parks and cemeteries would greatly benefit from enhanced on-site interpretation. Given the number of famous people with Wirral connections, there is real scope to upgrade and extend the 'Blue Plaque' programme. However, within the borough, there are interpretive panels, commemorative plaques and other signage which are in poor condition due to vandalism or old age. Implementing new interpretative projects will be dependent on funding and there is a need to review existing interpretation, identify new opportunities and establish a framework for future development and investment.

**ACTION: Compile an audit of current interpretative provision and develop a heritage interpretation strategy for the borough.**

The rapid developments in new technologies, particularly Smartphones and other mobile internet-accessible devices, have created new opportunities for interpretation and engagement, which are already being used in heritage attractions and sites around the country. Their use will be particularly important if new and younger audiences are to be attracted to heritage. Virtual tours and interpretation would be particularly useful at sites like Birkenhead Priory, where the location of traditional interpretation panels is problematic because the site is a Scheduled Ancient Monument and all the buildings are listed.

**ACTION: Develop a programme to implement the use of new technologies to interpret museums sites and explore the potential for wider applications across the borough.**

With so much activity taking place on Wirral, it is vital that there is an integrated and joined up approach to promoting heritage (whether as information, volunteering opportunities, planning, events, tourism etc.). Co-ordination could be improved by an enhanced heritage section on the Council's web-site, with clear links to the Wirral History and Heritage Association's web-site, plus links to other local and regional organisations, including English Heritage, National Museums Liverpool, Merseytravel and other heritage providers. Consideration should also be given to promoting heritage through social networking sites (this was seen as a priority by the young people consulted in the development of this strategy) and will inevitably be an important route for the future.

**ACTION: Explore the potential to further promote heritage and heritage activity through the Council's web-site, by and enhance heritage section for heritage, bringing together information about all the authority's heritage based services and providing links to other heritage organisations.**

#### **4.5 CELEBRATION – recognising and utilising the part heritage can play in promoting local identity, social cohesion and civic and community pride**

The heritage of Wirral gives us much to be proud of and celebrate. Generally local people value their inheritance from the past. They believe that Wirral has a distinctive character and identity which makes it very different from other places. By celebrating our heritage, raising its profile locally and nationally and giving people a more active role, we can strengthen this sense of pride and ownership throughout our communities.

A positive image of Wirral's heritage can be promoted by developing initiatives more widely across the borough. The Heritage Open Days programme has achieved much in showing that Wirral is a place to enjoy and explore heritage, but more can be done to promote our heritage assets to a wider local, regional and national audience. An excellent opportunity was the designation of 2012 as 'Year of Coast and Countryside', celebrating Wirral's natural environment, engaging local people in community activities and bringing the borough's attractions to the attention of a wider audience. There will be different themes in future years.

Tidy Britain's prestigious Green Flag award celebrates and promotes heritage in our parks and open spaces. Green Flags have been awarded to 14 of Wirral's parks to date. In addition, Birkenhead Park has gained a Green Flag Heritage Award and Tam O'Shanter Farm has attained a Green Flag Community Award.

The aspiration to achieve UNESCO World Heritage Site status for Port Sunlight and Birkenhead Park should be supported and pursued.

**ACTION: Work with partners to promote initiatives which celebrate and raise the profile of Wirral's heritage and promote a positive image of the borough.**

**ACTION: Increase the number of Wirral's Parks achieving the Green Flag standard.**

Pride comes from a sense of ownership. If people feel involved with their local heritage there is more chance that they will respect and care for it. This can

be achieved by greater levels of engagement and participation by and with local people. We need to recognise and build on the work already being undertaken within communities and celebrate achievements, both large and small.

For many people, heritage is not just about museums, great historic buildings or heritage sites, but about those things which they value within their local area. This could be a statue or local landmark, a sandstone wall, an ancient tree or hedgerow, an old cinema or pub – or past events which have had helped to shape the identity of their community. By challenging ‘traditional’ perceptions of heritage and encouraging people to celebrate their own local heritage and cultural identity there are real opportunities to increase community involvement and local pride.

**ACTION: Support local communities in celebrating those aspects of their local heritage which are important to them and create opportunities for them to get involved activities which help shape the future of their area.**

Much of the past is not documented; the stories and memories of people living in Wirral are a vital part of our heritage, to be valued and celebrated. By capturing these individual and collective memories through reminiscence and recording projects, social and community history can be brought to life, giving new meaning to dry and inanimate structural remains. As well being a vital tool in understanding our recent past, oral history projects can explore sensitive topics such as prejudice, fear and division, often as a way of challenging stereotypes. Reminiscence work with older people encourages a sense of self-worth and confidence whilst inter-generational work brings younger and older people together, breaking down barriers and encouraging understanding.

**ACTION: Ensure that individual and collective memories are captured and celebrated through supporting reminiscence and recording projects.**

Many local people are already active in promoting Wirral’s heritage and more could be done to capture this enthusiasm and expertise. Other authorities have successfully appointed ‘Heritage Ambassadors’, volunteers who have been trained to present and interpret local heritage to a wide range of audiences and promote community pride in the history of the borough.

**ACTION: Explore the potential for training volunteer ‘Heritage Ambassadors’ to promote heritage throughout the borough.**

Finally, and perhaps most importantly, it is essential to strengthen cross-cultural links between heritage and other sectors – the arts, sports, libraries, theatre, music etc. – as heritage is stronger when seen as part of a wider cultural offer and can make a greater contribution to sense of place, identity and quality of life.

**ACTION: Work more closely with other sectors to ensure that heritage is an integral part of Wirral’s wider cultural offer.**

## **5.0 IMPLEMENTING THE STRATEGY**

### **5.1 Working in partnership**

The heritage resource is by its nature very fragmented and involves a wide ranging and diverse group of organisations, agencies, individuals and volunteer groups. A partnership approach to delivering this strategy will be vital to its success. Through collaborative working, there will be a greater potential for community impact, local empowerment and raising profile. As well as building on existing partnerships, it is important that we identify new public and private sector partnerships, particularly funding partners. In order to benefit from external funding, it is essential to develop a good understanding of existing and future funding opportunities and the criteria and priorities of different funders.

As well as working with external agencies, it is important that heritage is recognised by the Council as a shared, cross-cutting issue that affects the Council as a whole and spans most, if not all, service areas. Heritage needs to be regarded as an issue which affects everyone’s life and can be used to help deliver a wide range of council policies.

### **5.2 Community engagement**

The hard work of numerous volunteer groups has played a significant role in Wirral’s heritage. The voluntary sector has significant public value by harnessing community energy, giving local people a feeling of ownership and saving money. However, to successfully deliver this strategy, there will need to be even wider community engagement, which may require developing skills, knowledge and a greater understanding of heritage issues. This will be increasingly important if local people are to be empowered to manage, deliver and protect heritage projects. The arts sector already has a strong track record in skills development and capacity building at community level and this model could be used to train local volunteers and heritage groups, so that they can build on and extend the work they already do within the community.



### 5.3 Establishing priorities

Most heritage projects will require some element of external funding and it is essential to understand the priorities and criteria which heritage funding bids would be expected to meet in order to be successful. Inevitably there will be variations according to the size and nature of the project, but consideration of these criteria should assist those developing heritage projects to understand the basis upon which applications for funding will be assessed. It will also assist the Council in prioritising its own projects and inform decisions on which external projects to support. At a time when resources are increasingly limited, the aim is to assist projects to become more focussed, reduce competition for the same funds and generate more benefit to the people and the economy of Wirral. These criteria will include:

- **Strategic fit** – defined by how well the project links to other relevant national, regional and local strategies and meets the Council’s own corporate objectives.
- **Community need** – defined by demonstrating that there is a genuine local demand or need for the project.
- **Heritage objectives** – defined by demonstrating that the project meets one or more of the objectives of this strategy.
- **Funding** – availability of appropriate funding sources and /or match.
- **Skills** – are there skills within the organisation or its partners to manage the project?
- **Timescale** – will the project be delivered within the short, medium or longer term?
- **Sustainability** – is there environmental, economic, organisational capacity?
- **Current Council Priority** – if all relevant criteria are fulfilled is this a project the Council would wish to consider as a priority?

By assessing potential projects against these criteria, using a simple assessment matrix (see below), it is possible to identify those proposals that have most chance of success and to prioritise accordingly.

Project	Description	Lead/ Partners	Strategic Fit	Community Need	Meets Heritage Objectives	Funding	Skills	Timescale	Sustainability	Current Council Priority

#### **5.4 Monitoring, evaluation and review**

The heritage strategy and its action plan will be regularly monitored and updated to ensure that targets are achieved and that new initiatives are fed into an evolving and 'living' document. It is important that local people are kept informed of progress and feel included in this process.

Within the Council there are many services and people involved in heritage issues. Each has their own perspective where heritage cuts across their core responsibilities. Implementation of this strategy will need a co-ordinated approach to all aspects of heritage, working across different departments and services.

The Council has now convened a Heritage Steering Group, composed of officers and key elected members, to drive the strategy forward. This meets quarterly and reports annually to the Sustainable Communities Overview and Scrutiny Committee. The officers represent all services with direct or indirect responsibility for heritage issues (e.g. Museums, Archives, Heritage, Parks and Countryside, Conservation, Education, Libraries, Regeneration and Destination Marketing). There is also the potential to invite external members representing different areas of expertise and influence, such as the independent museum/attractions sector, civic movement, friends groups, community education, ethnic minority representation and special needs.

As well as championing the heritage strategy and ensuring a co-ordinated approach to delivery, this group is tasked with promoting heritage in its widest sense and ensuring that the Council, partners and community work together towards common objectives.

#### **5.5 Celebrating and promoting achievement**

This strategy is not just a document for Wirral Council but for the whole community. Just as its success will depend on working in partnership, it will be equally important for everyone involved in Wirral's heritage to celebrate achievements in delivering projects or meeting key milestones. By promoting best practice, disseminating achievement and keeping local people informed of progress, the strategy will clearly demonstrate the commitment the people of Wirral have towards their heritage and their determination to safeguard it for future generations.

## Appendix 1: Action Plan – Progress 2011 - 2012

**Timescale:** S = short (within 1 year); M = medium (2 -3 years); L = long (3 years and over); OG = ongoing

### Strategy Themes:

- A. Stewardship and Protection – conserving Wirral’s heritage for future generations.
- B. Regeneration – using heritage as a driver for economic development, inward investment and supporting sustainable communities.
- C. Learning – maximising the role of heritage in supporting education, training and life-long learning.
- D. Participation – ensuring that everyone has the opportunity to access, enjoy and participate in heritage.
- E. Celebration – recognising and utilising the part heritage can play in promoting local identity, social cohesion and civic and community pride.

	Action Area	Time-scale	Lead	Support/Partners	Financial and staffing Implications	Progress 2011 - 2012
Page 239	<b>STEWARDSHIP AND PROTECTION</b>					
	1. <b>Ensure that all the Conservation Areas within the borough have a formally adopted Management Plan and a cycle of appraisals as part of the process.</b>	M/OG	Conservation & Design Team	Conservation Area Forum/Conservation Partnerships	Currently within existing resources; has staff implications	<b>Oxton CA Management Plan adopted.</b>
	2. <b>Continue to review all existing Conservation Areas and to designate new Conservation Areas as appropriate.</b>	O/G	Conservation & Design Team	English Heritage, local residents	Currently within existing resources; has staff implications.	<b>Lower Bebington Conservation Area appraisal drafted.</b>
	3 <b>Recognise the importance of retaining the character of Conservation Areas and take appropriate measures, including the application of Article 4 Directions, to limit the impact of small-scale changes.</b>	OG	Conservation & Design Team/ Planning Enforcement Team	Conservation Area Forum	Currently within existing resources, but recognising that enforcement will be an additional burden of officer time.	<b>Article 4 Direction for Oxton in preparation.</b>
4	<b>Ensure that as many as possible of the borough’s historic buildings, sites and structures are statutorily protected through the listing process.</b>	OG	Conservation & Design Team  Parks and Countryside Service and Asset Management	Conservation Area Forum, WHHA, local amenity societies, Friends Groups, English Heritage, War Memorials Trust.	Currently within existing resources, but needs voluntary and community input.	<b>Listing achieved for St Joseph’s Upton, St Joseph’s Tranmere, St Anne’s rock Ferry, Crows Foot Inn Raby and Vineyard Farmhouse. Application for Pensby Hotel rejected.</b>

			(historic structures within parks and cemeteries)  Senior Architectural Assistant (War Memorials)			<b>West Kirby war memorial listed.</b>
5	<b>Explore the practicalities of compiling a non-statutory 'Local List' for Wirral and support the work of local organisations and individuals in identifying buildings of local interest and merit.</b>	S	Conservation and Design Team/Heritage Outreach Officer	WHHA, local amenity societies	Feasibility currently within existing resources but reliant on volunteer and community support.	<b>Scoping document completed with view to committee report. Local volunteers identified.</b>
Page 240	<b>Continue to take a pro-active approach to the conservation and maintenance to the borough's war memorials.</b>	2014	Asset Management	Civic societies, English Heritage, War Memorials Trust	Currently within existing resources	<b>Programme of cleaning, repair and re-inscription of war memorials on going and on target for 2014 World War 1 commemorations.</b>
	<b>Work pro-actively with private owners to encourage regular repairs and maintenance and, where appropriate, take enforcement action to safeguard neglected buildings.</b>	OG	Conservation & Design Team, Enforcement Team		Currently within existing resources	<b>Workshop for private owners held as part of Heritage Support Initiative.</b>
	<b>8 Continue to work with English Heritage and property/site owners to seek creative solutions and funding packages for buildings and sites on the 'Heritage at Risk' Register to ensure their long-term sustainability.</b>	OG	Conservation & Design Team, Regeneration Teams	English Heritage, Heritage Lottery Fund, Architectural Heritage Fund.	Currently within existing resources; English Heritage funding is available for buildings and sites on the HAR register.	<b>Ongoing meetings with EH to resolve problem buildings/sites.</b>  <b>Capital programme of repairs to Birkenhead Priory nearing completion.</b>  <b>Brief for landscape restoration scheme for Flaybrick prepared.</b>  <b>Actively exploring opportunities to manage buildings/sites with regional building preservation Trusts.</b>

9	<b>Support churches, congregations and other religious authorities to help them adapt religious buildings to meet the needs of both worshippers and the wider community, whilst ensuring that their historic features and fabric are preserved.</b>	OG	Conservation & Design Team, Regeneration Teams	Individual churches and places of worship; Wirral Churches Together; English Heritage; Churches Tourism Association	Currently within existing resources. A priority within HLF funding streams, should external funding be considered.	<b>Working with police and other agencies to launch 'Heritage Crime' initiative to tackle issues of lead theft and other damage to churches and religious buildings.</b>
10	<b>Ensure Wirral Council promotes the highest standards in archaeology and is able to secure the best possible archaeological advice on development and planning issues.</b>	S	Conservation & Design; planning teams		Funding identified.	<b>A new provider of professional archaeological advice has been identified.</b>
11	<b>Actively encourage professionally led community archaeology projects as a means of furthering our knowledge of the history of the borough.</b>	OG	Conservation & Design Team/Heritage Officer	Universities, NML, archaeological societies, community groups.	Professional advice within current resources. Community excavations dependant upon attracting external funding.	<b>Successful community excavation undertaken at Tam O'Shanter. Discussions about community excavation at Hilbre in hand.</b>
12	<b>Take appropriate measures to ensure that Wirral's historic buildings and archaeological sites are adequately recorded and that, where appropriate, these records are made publicly accessible.</b>	OG	Conservation & Design Team	Wirral Archives, NML, archaeological societies, universities, civic and amenity societies.	Currently within existing resources.	<b>Vineyard Cruck Barn fully recorded.</b>  <b>Discussions in hand to release Wirral's Historic Environment Record back to the borough.</b>
13	<b>Work with Biological Records Centres and Local Biodiversity Partnerships to enable data collection and the voluntary recording of wildlife on Wirral, and ensure the best information is used to inform the management of our natural heritage.</b>	OG	Parks and Countryside Service	Biological Records Centres, Wildlife Trusts, Liverpool Museums Service, Local Biodiversity Partnerships	Currently within existing resources.	<b>Taking part in the establishment of Local Nature Partnerships for Cheshire Region and Merseyside Region.</b>
14	<b>Identify funding for the restoration of Flaybrick Memorial Gardens and new end use for the chapels.</b>	S/M	Parks and Parks and Countryside Service	English Heritage, Heritage Lottery Fund, Friends of Flaybrick	Project supported in principle by both EH and HLF; potential for major external funding bid.	<b>Consultancy brief prepared; on-going discussions with English Heritage.</b>

15	<b>Ensure that the significance of historic parks, gardens, landscapes and cemeteries are recognised and understood and that their importance is reflected in management strategies and action plans.</b>	S/M	Parks and Countryside Service	HLF EH Friends of Parks	Currently within existing resources	<b>Green and Open Space Strategy being prepared in 2013 and will include heritage value.</b>
15	<b>Produce a partnership plan with Friends Groups, environmental groups and other stakeholders to ensure that the views of heritage groups are properly represented in the emerging Parks and Countryside Service Plan.</b>	S/M	Parks and Countryside Service	All partners and stakeholders	Currently within existing resources	<b>Green and Open Space Strategy being prepared in 2013 will include engagement with heritage stakeholders.</b>
17	<b>Ensure the importance of natural heritage and biodiversity is recognised and understood and that this is reflected in all Parks Management Plans.</b>	S/M	Parks and Countryside Service	All partners and stakeholders	Currently within existing resources	<b>Reflected in current site management plans and their review.</b>
18	<b>Work with Natural England, the Wirral Biodiversity and Local Sites Partnership and other partners in the public, private and voluntary sectors to manage all Wirral's designated nature sites towards favourable condition.</b>	M/L	Parks and Countryside Service	Natural England, Wildlife Trust, Biodiversity and Local Sites Partnership	Some additional funding will need to be identified to continue the programme.	<b>10-year Higher Level Stewardship Agreements entered into for Heswall Dales, Caldly Hill and Thurstaston Common.</b>
19	<b>Work in partnership with local communities and neighbourhoods so that they have the knowledge skills and capacity to engage effectively in the planning process.</b>	S/M	Conservation & Design Team; Planning Teams; Engagement Teams	Community groups, amenity societies	Cost implications will need to be assessed within the context of new planning legislation.	<b>Training opportunities disseminated to local groups through the WHHA network.</b>
20	<b>Increase access to Wirral's archive collections through programmes of digitisation and greater on-line access.</b>		Wirral Archives	North West Digital Preservation Trust.	Within existing resources but external funding sources will be explored.	<b>Member of North West Digitization Consortium, which is in process of arranging to digitize school log books.</b>

21	<b>Continue to develop exhibitions with NML and other partners, complementing the Museum Service's own collections with other public and private collections, to create exhibitions of regional and national significance</b>	M	Wirral Museums Service	National Museums Liverpool, Cheshire West and Cheshire Museums Service, regional and national museums services	Currently within existing resources but external funding sources will be explored.	<b>Negotiations taking place for a joint exhibition project in 2015.</b>
	<b>Implement the Museums Service restructure, to facilitate more effective care and display of collections.</b>	S/M	Museums Service	HR, Senior Management Team	Currently within existing resources although external funding will be sought to fund additional project staff.	<b>Restructure currently on hold in light of wider changes within the Council.</b>
22	<b>Purchase new documentation software and complete documentation of the Museum's collections.</b>	S/M	Museums Service	Insurance Team	Currently within existing resources with a contribution from the Risk Management Fund.	<b>Documentation completed by April 2012; retrospective documentation completed by April 2016. Discussions ongoing about the most appropriate software.</b>
23	<b>REGENERATION</b>					
23	<b>Ensure that developers and investors are made fully aware of the importance of Wirral's heritage and the social and economic benefits of retaining and enhancing heritage within regeneration projects.</b>	OG	Planning Division, Inward Investment team	Civic and amenity societies.	Currently within existing resources	<b>Ongoing</b>
24	<b>Ensure that major long-term developments such as Wirral Waters and the Mersey Coastal Park Strategy maximise the opportunities to conserve, enhance and promote key heritage assets and also consider the local character of the area.</b>	OG	Strategic Investment	Conservation/ Planning/ Regeneration teams.	Within existing resources.	<b>Ongoing</b>

25	<b>Work with communities to ensure that the Hoylake, West Kirby, Deeside and the Mersey Coast regeneration proposals reflect and interpret local heritage.</b>	M	Regeneration Teams	Planning and Conservation teams; local community groups including local civic societies	Funding packages to be identified.	<b>Ongoing</b>
26	<b>Identify a funding package which will deliver the visitor interpretation centre at Thurstaston.</b>	M	Regeneration Teams	Parks and Countryside Service Parks Development Friends of Thurstaston	Review current position and explore funding potential	<b>No action as funding not yet identified.</b>
27	<b>Work with local residents and Conservation Area Partnerships to retain the special character of historic suburbs.</b>	OG	Conservation and Design Team	Conservation Area Partnerships	Currently within existing resources	<b>To be achieved by greater emphasis on Article 4 Directions and potentially Local Listing.</b>
Page 244	<b>Maximise opportunities to promote heritage as part of Wirral's wider tourism offer and ensure that the importance of the borough's historic and natural environments are reflected in destination marketing strategies.</b>	OG	Destination Marketing	Wirral Tourism Business Network, Wirral Attractions Partnership. Wirral Coastal Partnership, Wirral History and Heritage Association, Merseyside Local Enterprise Partnership.	Currently within existing resources but success will be dependant upon partnership working.	<b>Year of Coast and Countryside promoted natural heritage and heritage assets. Themed leaflets eg Titanic and Beatles trails also promoted heritage. The Wirral Circular Trail, explores many sites of heritage interest around the Wirral coast.</b>
	<b>5 LEARNING</b>					
28	<b>Work across Council departments, particularly those promoting community development and the interests of young and elderly people, to utilise heritage learning programmes to deliver strategic and corporate objectives.</b>	OG	Museums Service (Engagement Manager); CYPD, Older Peoples' Services	Learning Officers, Schools, Colleges Universities, Housing Associations, Child minders	Currently within existing resources	<b>Work has started on this via the Heritage Strategy Officers Group.</b>
29	<b>Refocus the Museum Service structure to achieve a stronger emphasis on formal and informal learning and community engagement.</b>	S	Museums Service	HR, Senior Management Team	Short-term restructure within existing resources; additional posts dependent upon external funding.	<b>Appointment of Learning Officers on hold pending wider restructure of services.</b>



30	<b>Develop and implement an Informal Learning Strategy with an underpinning funding strategy.</b>	S	Museums Service	Wirral Lifelong Learning Team	Initially within existing resources	<b>Dependant upon appointment of Learning Officers.</b>
31	<b>Work across Council Departments and with schools and external partners to ensure that heritage, natural history and local history continue to be taught in local schools and are embedded into cross-curricular work.</b>	M	Museums Service, CYPD	Schools	Currently within existing resources but dependant upon restructure of Museum Service.	<b>Dependant upon appointment of Learning Officers.</b>
32	<b>Work towards achieving the 'Learning Outside the Classroom' accredited standard for all education offered by the Parks and Countryside Service.</b>	OG	Parks and Countryside Service	Schools	No major cost implications but dependant upon staffing resources.	<b>Ongoing</b>
33	<b>Work with the community sector to establish links with schools and provide the necessary support for them to work with pupils and students.</b>	OG	Heritage Officer, Museums Service	Local societies and voluntary heritage sector	Currently within existing resources but dependant upon staff time.	<b>Ongoing</b>
34	<b>Recognise the deficit heritage skills and explore the possibilities of bringing together education, training and learning organisations to consider skills development in the heritage sector, particularly traditional craft and construction skills.</b>	M	Heritage Officer, Conservation Officer  Friends of Birkenhead Park	Colleges and Higher Education establishments	Initially within existing resources – strong potential for HLF funding.	<b>Discussions with Wirral Met to develop courses on craft skills; students visiting major restoration projects eg Birkenhead Priory.</b>  <b>Friends of Birkenhead Park are applying to the HLF 'Skills for the Future' programme for a project to develop a wide range of heritage skills locally.</b>
<b>5</b>	<b>PARTICIPATION</b>					
35	<b>Implement the Museums Service Community Engagement Programme.</b>	M	Museums Service	Wirral Methodist Housing Association, Barnardos, Cultural Inclusion Officer	Funding Plan in preparation.	<b>Stage 1 of HLF bid successful; stage 2 in development. Intended submission. June 2013.</b>
36	<b>Work with partners to develop a 'Heritage and Health' programme and identify funding options.</b>	S	Heritage Officer	PCTs, Age Concern, health practitioners, MENCAP	Resources to be identified as part of the programme development.	<b>Some scoping work done with the Merseyside 'Access to Heritage' Group, but funding yet to be identified.</b>

						<b>Archive Service has delivered workshops in residential home for those with Alzheimers and to the Stroke Association.</b>
37	<b>Prioritise targeting heritage and outreach activity towards excluded groups and work with them to devise projects which directly meet their physical, intellectual and cultural needs.</b>	OG	Museums Service, Heritage Officer, Archives Service	Local history societies	Currently within existing resources, with potential project support from Heritage Lottery Fund.	<b>Community Engagement Plan to target 'hard-to-reach' groups has been prepared.</b>
38	<b>Continue to support the work of local history, heritage and amenity groups, through helping with skills development and funding advice, so that they can maximise their work within local communities.</b>	OG	Heritage Officer, Museums Service, Parks and Countryside Service.	WHHA, Friends Groups, civic and amenity societies.	Currently within existing resources.	<b>Actively working with Civic Voice to promote best practice in the community heritage sector.</b>
39	<b>Help to develop the profile of the Wirral History and Heritage Association as an independent networking organisation which is recognised and supported by local societies throughout the borough.</b>	OG	Wirral History and Heritage Association	Heritage Officer, Museums Service (Principal Museums Officer), WHHA member organisations.	Within existing resources/ possible HLF bid	<b>New website under preparation and will be live by early 2013.</b>
40	<b>Support Wirral History and Heritage Association in organising Wirral's Heritage Open Days and encourage the development of a longer and more varied cultural programme.</b>	OG	Wirral History & Heritage Association.	Heritage Officer; building owners, local volunteers	Currently within existing resources. WHHA actively seeking external funding/sponsorship for 2013.	<b>Events rose from 60 in 2011 to 78 in 2012 and included living history demonstrations and special family activities.</b>
41	<b>Actively encourage wider participation in heritage and the interpretation of Wirral's history, through supporting the work of community led initiatives.</b>	M	Heritage Officer	Community Groups, Friends Groups, Hoylake Lifeboat Museum, Wilfred Owen Story, New Brighton Heritage Centre, Charles Dawson Brown Museum.	Support currently within existing resources; communities identify their own external funding streams.	<b>Council support in facilitating and promoting community initiatives.</b>

42	<b>Continue to work with community groups and partners to provide a varied, high quality events programme through the Parks and Countryside Service.</b>	OG	Parks and Countryside Service	Community Groups, Friends Groups, Heritage Groups, Environmental Groups, Wildlife Trust, RSPB, other Partners and Stakeholders	Currently within existing resources	<b>Ongoing.</b>
43	<b>Compile an audit of current interpretative provision and develop a heritage interpretation strategy for the borough.</b>	M	Heritage Officer, Museums Service, Parks and Countryside Service, Destination Marketing Team.	Community Groups, Friends Groups	Requires staff time.	<b>No action taken.</b>
44	<b>Develop a programme to implement the use of new technologies to interpret museum sites and explore the potential for wider application across the borough.</b>	L	Museums Service		Currently within existing resources/ if supported by successful HLF bid.	<b>Phase 1 HLF bid to include interpretation achieved for Priory site.</b>
45	<b>Explore the potential to further promote heritage and heritage activity through an enhanced website.</b>	S	Museums Service/Finance Department/ Corporate Marketing	All Council services with a responsibility for heritage	Currently within existing resources	<b>Work in progress – linked to redesign of Museum web-pages.</b>
<b>1</b>	<b>CELEBRATION</b>					
46	<b>Work with partners to promote initiatives which celebrate and raise the profile of Wirral's heritage and promote a positive image of the borough.</b>	OG	Principal Museums Officer/Tourism and Destination Marketing	Engagement Manager/ Audience Development Manager	Currently within existing resources; dependant upon strong partnership working.	<b>Wirral Heritage Open Days now one of the biggest in country. New borough-wide initiatives like the 'Wirral Remembers' World War 1 commemorative programme being developed.</b>
47	<b>Increase the number of Wirral's Parks achieving the Green Flag standard.</b>	OG	Parks and Countryside Service	Friends Groups, other partners and stakeholders	Currently within existing resources.	<b>Number of Green Flag parks has increased from 12 to 14 in 2012.</b>

48	<b>Support local communities in celebrating those aspects of their local heritage which are important to them and create opportunities for them to get involved in activities which help shape the future of their area.</b>		Heritage Officer/Conservation & Design Team/Museum Service	Local communities	Currently within existing resources but will be increasingly dependant upon partnership working.	<b>WHA now runs one of the largest community-led heritage initiatives in the country and mentors the development of other local community groups.</b>
49	<b>Ensure that individual and collective memories are captured and celebrated through supporting reminiscence and recording projects.</b>	S/OG	Heritage Officer/Wirral Archives/Library Service	Community groups, local/family history societies, schools and youth groups.	Dependant upon individual projects securing external funding.	<b>Community reminiscence projects being developed in Hoylake and New Brighton.</b>
50	<b>Explore the potential for training volunteer 'Heritage Ambassadors' to promote heritage throughout the borough.</b>	S	Heritage Officer	Museums Service, Destination Marketing/Archives, community groups.	Scheme currently being costed and a number of potential external funders have been identified.	<b>Working with Blackpool Heritage Ambassadors to draw up final scheme.</b>
51	<b>Work more closely with other sectors to ensure that heritage is an integral part of Wirral's wider cultural offer.</b>	OG	Wirral Attractions Partnership	Museums Service, Archives, Tourism/Libraries	Currently within existing resources.	<b>Heritage Strategy Working Group bringing different cultural sectors together.</b>

## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29 JANUARY 2013

<b>SUBJECT:</b>	<b><i>THE FOOD HYGIENE RATING SCHEME</i></b>
<b>WARD/S AFFECTED:</b>	<b><i>ALL</i></b>
<b>REPORT OF:</b>	<b><i>SURJIT TOUR ACTING DIRECTOR OF LAW, HR AND ASSET MANAGMENT</i></b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b><i>ENVIRONMENT BRIAN KENNY</i></b>
<b>KEY DECISION?</b>	<b><i>NO</i></b>

#### 1.0 EXECUTIVE SUMMARY

1.1 The purpose of this report is to update members on the Introduction of the Food Hygiene Rating Scheme within Wirral.

#### 2.0 BACKGROUND AND KEY ISSUES

2.1 Members will recall that in June last year Wirral introduced the Food Hygiene Rating Scheme (FHRS). The scheme, which is for England, Wales and Northern Ireland, is an Food Standards Agency (FSA) / Local Authority, partnership initiative. This national scheme provides consumers with information about hygiene standards in food business establishments at the time they are inspected to check compliance with legal requirements on food hygiene. The food hygiene rating given reflects the inspection findings.

2.2 The purpose of the FHRS is to allow consumers to make informed choices about the places where they eat out or shop for food and, through these choices, encourage businesses to improve their hygiene standards. The overarching aim is to reduce the incidence of food-borne illness and the associated costs to the economy.

2.3 There are six different food hygiene ratings ('0' up to '5') - the top rating represents a 'very good' level of compliance with legal requirements and all businesses irrespective of the nature or size of their operation should be able to achieve the highest score. Food hygiene ratings are published online at [food.gov.uk/ratings](http://food.gov.uk/ratings), and businesses are encouraged to display certificates and stickers showing their food hygiene ratings at their premises where consumers can easily see them.

2.4 The FHRS incorporates safeguards to ensure fairness to businesses. This includes an appeal procedure, a 'right to reply' for publication (together with the food hygiene rating) at [food.gov.uk/ratings](http://food.gov.uk/ratings), and a mechanism for requesting a re-inspection/re-visit for the purposes of re-rating when improvements have been made.

2.5 Since the scheme was introduced, 1622 premises have been included on the data base. The breakdown according to rating is as follows;

Rating of 5, which means very good, 607  
Rating of 4, which means good, 443  
Rating of 3, which means generally satisfactory, 374  
Rating of 2, which means improvement necessary, 80  
Rating of 1, which means major improvement necessary, 109  
Rating of 0, which means urgent improvement necessary, 9

Those businesses with the lowest ratings have been subject to various forms of enforcement action including hygiene improvement notices, voluntary closure, hygiene emergency prohibition notice (emergency closure notice) and prosecution. All have been revisited and assisted with advice and guidance to improve conditions and assist in improving their rating.

Since the scheme started Officers have also dealt with 77 general business enquiries about the scheme and dealt with 64 requests for revisits.

### **3.0 RELEVANT RISKS**

- 3.1 Local authorities have a statutory duty to inspect all premises within their area preparing and selling food. The frequency of inspection is calculated by risk rating them in accordance with Annexe 5 of the Food Law Code of Practice (England) 2012. This risk rating follows an on site inspection.
- 3.2 The Food Hygiene Rating is calculated by adding together 3 elements of the risk rating. These elements are complying with legislative requirements in terms of structure and hygiene and a score reflecting confidence in management.
- 3.3 Resources must enable food premises to be inspected regularly if the impact of the scheme is to be effectively maintained. If premises did not receive an inspection it may be claimed that trade is being compromised since a good score can be used as a marketing aid to increase trade.

### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 The FHRS is the preferred option of the Food Standards Agency (FSA). At present approximately 95% of English local authorities are part of the scheme and the FSA's vision is to try to have 100% participation in the scheme. Also Lord Young in his report to the Prime Minister, Common Sense Common Safety, endorsed the scheme stating 'I strongly support the work that is being done by the FSA, as I believe that such a scheme should be deployed on a national basis. Although I welcome the move to introduce greater local decision making and accountability in public services, in this case I believe that consistency is essential for this approach to be effective. A mandatory national food hygiene rating scheme will deliver the maximum benefit to consumers and minimise the costs to businesses, so this single scheme must be rolled out across all local authorities'.

### **5.0 CONSULTATION**

- 5.1 This is a joint initiative with the Food Standards Agency and whilst part of the scheme we must adhere to advice and guidance issued by them. Accordingly, all Food Business Operators were informed that Wirral was intending to introduce the National Food Hygiene Rating Scheme a letter and guidance booklet was sent to all relevant food businesses in February 2010.

## **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

6.1 The NFHRS will apply to the majority of the food premises within Wirral. It does not differentiate between premises being run by voluntary, community or faith groups.

## **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

7.1 At present level of staffing it will be possible to achieve 100% inspection rate of our highest risk rated premise. Innovative working methods and one off external funding will assist with lower risk inspections but this is unlikely to be sustainable.

## **8.0 LEGAL IMPLICATIONS**

8.1 There are none arising directly out of this report.

## **9.0 EQUALITIES IMPLICATIONS**

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(b) No because there is no relevance to equality.

9.2 In the report to Cabinet 21 July 2011 Members were advised that discussions had taken place with Wirral Multi cultural centre with a view to training and coaching to be made available to any groups of people exhibiting a disproportionately number of low rating scores.

Although no particular group has been identified as exhibiting a disproportionately number of low rating scores; following the original discussions a seminar was run with the aid of one of leaders from a local mosque. The seminar was to explain the scheme to members of the Bangladeshi community whose first language is not English. The feedback received on the day was positive. At future inspections Officers will monitor the rating scores at the businesses who attended to see if there has been an improvement in their rating.

## **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 There are none arising directly out of this report.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 Planning permission is not required for matters referred to in this report.

## **12.0 RECOMMENDATION/S**

12.1 This report is for noting.

## **13.0 REASON/S FOR RECOMMENDATION/S**

13.1 Not applicable

**REPORT AUTHOR:** *Keith Powell*  
**Divisional Environmental Health Officer**  
0151 604 3518  
email:keithpowell@wirral.gov.uk

## APPENDICES

### REFERENCE MATERIAL

1. The Food Hygiene Rating Scheme: Guidance for local authorities on the implementation and operation – the ‘ Brand Standard’ Revision 1 – January 2012.

A copy can be found at the following web address:-

<http://www.food.gov.uk/multimedia/pdfs/enforcement/fhrsguidance.pdf>

2. Common Sense Common Safety report prepared by Lord Young for the Prime Minister October 2010

A copy can be found at the following web address:-

[http://www.number10.gov.uk/wp-content/uploads/402906\\_CommonSense\\_acc.pdf](http://www.number10.gov.uk/wp-content/uploads/402906_CommonSense_acc.pdf)

### SUBJECT HISTORY (last 3 years)

<b>Council Meeting</b>	<b>Date</b>
<b>Cabinet – approval for implementation of FHRS in Wirral.</b>	<b>21/07/2011</b>



## Equality Impact Assessment Toolkit (from May 2012)

### **Section 1: Your details**

**EIA lead Officer:** Colin Clayton

**Email address:** robertberesford@wirral.gov.uk

**Head of Section:** Rob Beresford

**Chief Officer:** Surjit Tour

**Department:** Law, HR and Asset Management

**Date:** January 2013

### **Section 2: What Council proposal is being assessed?**

Food Hygiene Rating Scheme

### **Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?**

**Yes / No**

**If 'yes' please state which meeting and what date**

Sustainable Communities Overview and Scrutiny Committee 29 January 2013

**Please add hyperlink to where your EIA is/will be published on the Council's website**

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/law-hr-asset-management>

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4:** Does the proposal have the potential to maintain or enhance the way the Council ..... (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications

**Section 5a:** Where and how will the above actions be monitored?

**Section 5b:** If you think there is no negative impact, what is your reasoning behind this?

**Section 6:** What research / data / information have you used in support of this process?

**Section 7:** Are you intending to carry out any consultation with regard to this Council proposal?

Yes / No – (please delete as appropriate)

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

## **Section 8: How will consultation take place and by when?**

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

## **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

**29 JANUARY 2013**

<b>SUBJECT:</b>	<b>TACKLING DOORSTEP CRIME AND THE DEVELOPMENT OF JOINT NO COLD CALLING/NEIGHBOURHOOD WATCH ZONES</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>SURJIT TOUR ACTING DIRECTOR OF LAW, HR AND ASSET MANAGEMENT</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 This report details an area of work of the Trading Standards Team in relation to preventing and detecting traders who prey on the vulnerable and provides an update following the last report to this committee on the 17<sup>th</sup> November 2010.
- 1.2 Trading Standards is committed to tackling doorstep crime and as part of a wider strategy, empowering Wirral residents to choose whether to conduct business with cold calling traders. Partly in response to public demand, No Cold Calling Zones are being set up by the Trading Standards Team in conjunction with the Community Safety Team and the Wirral Watch Scheme. Joint Neighbourhood Watch/No Cold Calling signage has been developed and is being used to demark the streets. In addition, joint processes have been developed that bring these two initiatives together.
- 1.3 This report was requested as part of the annual work plan for the Committee.

#### 2.0 BACKGROUND AND KEY ISSUES

##### 2.1 Overview

- 2.2 There are many forms of doorstep crime. The main types being Distraction Burglary, Bogus Callers / Bogus Officials, High Pressure Doorstep Selling and Rogue Traders. Distraction Burglary is any crime where a falsehood, trick or distraction is used on a house to gain, or try to gain, access to the premises to commit burglary.
- 2.3 Based on national Home Office statistics from Police intelligence sources, violence is increasingly being used by offenders against the elderly in order to gain entry to their homes and steal their property. Due to the nature of these crimes and the offender profiles the Trading Standards Team work closely with partner agencies such as Merseyside Police and Wirral Community Safety Team to combat this intrusive and often upsetting crime.

- 2.4** Although Home Office benchmarking of reported instances of Distraction Burglary shows Wirral to be lower than the national average and instances are statistically very low per head of population, Doorstep Crime remains a high priority for the Trading Standards Team. These crimes have a lasting impact on predominantly elderly victims. Trading Standards are actively engaged in a number of intelligence led projects and innovative approaches, locally, regionally and nationally, to tackle this type of crime.
- 2.5** Some traders who call at your door can be honest and genuine. However, some are not and can be extremely persuasive and intimidating. Examples of bad practices associated with cold calling and doorstep crime include pressure selling, unfair contracts, overpriced or substandard home and garden maintenance or improvements, phoney consumer surveys and bogus charity collections. Often services offered through cold calling are home improvements and repairs, gardening services, gutter cleaning, power washing, tarmac and driveway repairs etc.
- 2.6** A national Trading Standards Institute (TSI) survey (2002) which involved feedback from 9,000 randomly selected households showed that nationally, 96% of people simply did not want doorstep cold-callers and virtually nobody actually welcomed them. The report also identified that the number of serious doorstep crime incidents reported to both Trading Standards and the Police had grown significantly and incidents involving older people losing thousands of pounds was not unusual to hear or read about and what had become clear was that the response and support of enforcement agencies had not kept pace with the ever evolving skills and organisation of the criminals. This TSI report prompted national campaigns and Trading Standards services to take proactive steps to empower residents or communities to say 'No' to uninvited salespeople.
- 2.7** Despite media publicity Wirral's elderly and vulnerable residents still fall foul of unscrupulous traders. These callers may state that repairs need doing to a consumer's home often insisting that the work needs doing immediately by pressurising householders using various tactics and offering "one day only" discounts and discounts for paying by cash. They can be very insistent and intimidating in getting the consumer to agree to have the work done. Sometimes they will increase the price as the job progresses, often not finishing the work, which is frequently of a very poor standard. They will often ask for cash upfront or may even offer to take the householder to the bank or building society so that they can withdraw the money. The common issue is that the work is never worth the amount paid.
- 2.8** Doorstep crime has the greatest impact on Wirral's elderly and vulnerable residents, who are more at risk. Older people and particularly those living alone are often conned out of large sums of cash or life savings. Unscrupulous traders prey on the most vulnerable and elderly members of our community and rely on their trusting nature and decency to gain access to their homes.
- 2.9** Those targeted are not only left reeling from being conned out of their hard earned life savings but also having their confidence stolen as well. They often feel embarrassed for being taken in by these traders to the extent that they will not report the incident to their family or to the authorities. They are left feeling unsafe in their own homes and untrusting and fearful of opening their front door or trading with any other business. Those targeted often find themselves the victim of future distraction burglaries and are often cold called again. Victims of distraction burglary and other doorstep crime can suffer terribly both emotionally and physically. For some, the shock may precipitate a need for additional care and can lead to an earlier death.



- 2.10** It is doubtful that rogue traders pay VAT, National Insurance or business rates. It is unlikely that they are qualified to undertake the work they do. Trading Standards not only protects the interests of Wirral consumers but also businesses who legitimately trade on Wirral. Rogue traders can undermine legitimate businesses by undercutting quotes, knocking consumer confidence and by giving a particular trade, for example, gardening services, a bad reputation by the poor work undertaken by them.
- 2.11** They are likely to operate without a health and safety policy, risk assessments or any method statements potentially putting incompetent or poorly trained young people to work at risk. They are unlikely to have any public liability insurance, business insurance or adhere to the minimum wage and could potentially be involved in other organised crime such as money laundering and human trafficking.

### **Trading Standards' Response to Tackling Doorstep Crime**

- 2.12** Wirral Trading Standards Service is committed to tackling doorstep crime and empowering Wirral residents to choose whether to conduct business with cold calling traders. Trading Standards want to reduce the fear of crime and prevent residents from feeling pressurised on their doorsteps to make decisions that they may not otherwise make.

### **No Cold Calling Zones**

- 2.13** A No Cold Calling Zone (NCCZ) is an area in which residents have collectively stated that they do not wish to receive unsolicited visits to their homes (cold calls) from businesses and which are areas considered to be vulnerable to doorstep crime. The zones are set up by Wirral Trading Standards in conjunction with Wirral Community Safety Team and Wirral Watch. A majority sign up by the residents is critical to prevent any legal challenges or implications for partner agencies. Consultation with the residents affected will take place before any zone is implemented.
- 2.14** The main aim of the zones is to reduce and discourage the number of unwanted and uninvited callers to households soliciting services or goods, which in turn reduces the levels and fear of criminal or civil law offences committed against Wirral residents and to raise awareness of the activities of rogue traders and empower residents to have the confidence to say "No" to uninvited callers as a community.
- 2.15** Not all cold calling however, leads to problems for householders. The zone is not designed to prevent people from distributing leaflets or catalogues such as "Betterware" or the "Avon Lady" and regular rounds men. It is also not designed to stop people on legitimate business such utility providers requiring access to gas, electricity and water meters or political or religious groups canvassing. Nor is it designed to stop legitimate charity collections or people undertaking market research. It's primary purpose is to prevent rogue traders.
- 2.16** It is not illegal to cold call, even in a No Cold Calling Zone. However, in a No Cold Calling Zone the residents have made a collective decision that they do not want cold callers. If Trading Standards receive reports of a trader cold calling in a zone, the trader will be contacted to make them aware that the area is a No Cold Calling Zone and will be asked to refrain from cold calling on residents in that area again.

- 2.17** The common view held by Trading Standards and Community Safety Teams is that householders have the right to request potential visitors to leave their private property. We refer to the Consumer Protection from Unfair Trading Regulations 2008 in which Schedule 1 (25) states that, ***“Conducting personal visits to the consumer’s home ignoring the consumer’s request to leave or not to return....”*** is a strict liability criminal offence. The only exception is where the caller already has a contractual claim over the consumer.
- 2.18** Zones are clearly identified by signs erected on lampposts at the main entrance and exit points of the zone, informing traders that they are entering an area where residents do not buy goods or services at the door. Each household will also receive an information booklet offering advice, as well as a door sticker to deter unwanted callers.
- 2.19** No Cold Calling Zones (NCCZ) are a low maintenance initiative and, once established, are easily sustained and maintained by residents. Trading Standards have also developed a toolkit to facilitate residents establishing Zones in their own streets. No Cold Calling Zones are a deterrent to unscrupulous traders. Such traders and bogus callers do not want to be recognised or “logged” as working within an area. If they believe work in a particular area or zone creates a risk of this occurring they are more likely to avoid it. No Cold Calling Zones have been hailed a huge success both locally and nationally and benchmarking of Wirral’s established NCCZ has shown to reduce instances of cold calling significantly.
- 2.20** There are currently 19 existing No Cold Calling Zones on Wirral. A survey conducted in October 2011 received 240 responses (54%) from residents living within the zones. The survey demonstrated a significant decrease in visits by cold callers. There was a drop from 57 weekly cold calls to just 5 weekly cold calls (93%) across the 19 Zones and a drop from approximately 190 per month to 35 per month, which is a 82% reduction in monthly cold call visits. The extent that cold calling had been deterred by the implementation of the zones is clearly evidenced by the indication that 127 out of 240 or 53% of respondents stated that they are never cold called in their home since the setting up of the zones.
- 2.21** These schemes also support Wirral’s Enforcement Policy namely that “Prevention is better than cure” (Para 5.1 Wirral Regulation Enforcement Policy (2009)).
- 2.22** Until now the cost of setting up No Cold Calling Zones has been met from external funds, such as revenue recovered from criminals through the Proceeds of Crime Act. As this revenue is exhausted, additional Zones will only be established where residents are prepared to set up their own Zones using the start up toolkit and cover the cost for signage, stationary and door stickers, which works out to be approximately £2 - £3 per resident depending upon the size of the zone. Trading Standards will only set up Zones when external funds are obtained through proceeds of crime or other similar revenue generation. Trading Standards will however continue to work with Wirral Watch to manage, monitor and measure the performance of Neighbourhood Watch/NCCZ.
- 2.23** Where residents would prefer Trading Standards to set up a Zone on their behalf Trading Standards Service would need to consider making a similar charge to residents in the zone. Any such charging policy would be subject to a separate report.

## **Rapid Response Policy**

- 2.24** Trading Standards are always keen to be contacted by anyone who receives a cold call from a rogue trader. Whenever possible they aim to attend incidents, at times in conjunction with the Police, where elderly and vulnerable members of our community have been approached by rogue traders. Trading Standards have introduced a duty rota to cover every week day between 8am and 5pm to ensure they will respond to incidents of cold calling by rogue traders, to intervene, support and assist the householder, provide business advice or if necessary disrupt and take appropriate action against the trader.
- 2.25** Recently Trading Standards Officers intervened between an 85 year old householder in West Kirby and a rogue trader saving the householder £1,600. This trader is currently under investigation for possible criminal and civil offences.
- 2.26** Even if a trader has left the area Trading Standards are always keen to have information about what has happened as this can form vital intelligence both locally and nationally. All intelligence regarding rogue traders is input on the national Intelligence database MEMEX by Wirral Trading Standards. MEMEX is accessed by Trading Standard teams nationally and Operation Alliance, a national Police led intelligence based unit tackling rogue traders and distraction burglary.
- 2.27** Where appropriate and necessary, Wirral Trading Standards will prosecute rogue traders. In October 2012 at Wirral Magistrates' Court, Wirral Trading Standards successfully prosecuted a rogue trader who was sentenced to six months imprisonment following him defrauding a vulnerable consumer on Wirral. The trader cold called to an elderly female who lived alone in Pensby. The trader offered to give her driveway a makeover. He initially quoted £550 for the work but increased the price to £4,375 which the consumer paid. The sub-standard work was in fact valued at £360 and the consumer was not provided with paperwork that the trader had a legal obligation to provide. The Judge also ordered the trader to pay compensation to the consumer and awarded full costs to Wirral Borough Council.

## **Prevention**

- 2.28** Wirral Trading Standards officers provide doorstep crime prevention talks to vulnerable groups who meet on Wirral and also provide training to statutory and non statutory agencies and organisations who work with or support the most vulnerable on Wirral, for example, Social Services Crisis teams, Age UK.
- 2.29** Trading Standards aim is to raise awareness of doorstep crime, how it can be prevented, how to deal with cold callers when they knock on your door and consumer law. We also aim to highlight the identification of rogue traders and how to report incidents of cold calling.
- 2.30** A training programme is due to be rolled out to neighbourhood policing teams early 2013 to raise awareness of doorstep crime and to promote the identification of rogue traders and possible offences committed.
- 2.31** Trading Standards Officers also offer advice and training to banking sources on Wirral who can play an invaluable role in protecting older and vulnerable adults who fall victim to rogue workmen or plausible sales people who then demand large amounts of money.

Isolated and pressured into paying, these victims are often driven to the bank, building society or post office to withdraw the cash. The aim of the training is to highlight doorstep crime and to promote recognition of vulnerable consumers who may be withdrawing large sums of money to pay rogue traders and encourage staff to report suspicious or unusual withdrawals as they occur.

### **Estate patrols**

**2.32** Trading Standards in conjunction with neighbourhood policing teams shall in Spring 2013 commence regular joint patrols across housing estates on Wirral to identify potential rogue traders and if necessary offer advice to consumers and business advice to traders.

## **3.0 RELEVANT RISKS**

3.1 Failure to adopt a proactive approach can lead to inequality in the harder to reach areas of the community and leave residents at greater risk open to being targeted

## **4.0 OTHER OPTIONS CONSIDERED**

4.1 Trading Standards makes effective use of the recently established Empowerment Partnership to raise awareness and they provide advisory material and training to schools, community groups. In addition, they make use of the media to raise public awareness but offences are still detected.

4.2 Trading Standards also work with Merseyside Police and conduct spot checks of traders, in particular, those driving small vans across the Borough as part of planned operations.

## **5.0 CONSULTATION**

5.1 Every resident is consulted before a NCCZ is set up and feedback is obtained and analysed to measure the effectiveness of the zones.

## **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

6.1 None

## **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

7.1 None

## **8.0 LEGAL IMPLICATIONS**

8.1 None

## **9.0 EQUALITIES IMPLICATIONS**

9.1 There are no negative equality implications in establishing NCCZ but there are positive impacts which are highlighted in the attached Equality Impact Assessment.

## **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 None

## 11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 No planning implications.

11.2 Increasing the number of NCCZ will reduce instances of doorstep crime and the number of elderly victims, therefore minimising the risk of harm to them.

11.3 Statistical evidence obtained from residents within established Zones illustrates the effectiveness of improving community safety and in reducing the rear of crime.

## 12.0 RECOMMENDATION/S

12.1 That Members note contents of the report.

## 13.0 REASONS FOR RECOMMENDATION/S

13.1 The report was requested as part of the work programme for this Committee. It provides information on the work of Trading Standards Service and the importance of the doorstep crime prevention activity undertaken by the Trading Standards and highlights improvements that have been made through the engagement of a broader partnership with Community Safety and Merseyside Police. The report is presented for the consideration of Members.

**REPORT AUTHORS: Alison Bennett**  
**Senior Enforcement Officer**

**Derek Payet**  
**Trading Standards Strategic Manager**

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## REFERENCES

Doorstep Crime; Public Survey, Trading Standards Institute, published 2003.



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## SUBJECT HISTORY (last 3 years)

Council Meeting	Date
<b>SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE</b>	<b>17 NOVEMBER 2010</b>

## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details

**EIA lead Officer:** Alison Bennett

**Email address:** Alsonbennett@wirral.gov.uk

**Head of Section:** Derek Payet

**Chief Officer:** Surjit Tour

**Department:** Law HR and Asset Management

**Date:**08/01/2013

### Section 2: What Council proposal is being assessed?

**No Cold Calling Zones**

**Section 2b:** Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes / No** If 'yes' please state which meeting and what date

29th January 2013

Please add hyperlink to where your EIA is/will be published on the Council's website (see your Departmental Equality Group Chair for appropriate hyperlink)

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/law-hr-asset-management>

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (eg: Business Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4:** Does the proposal have the potential to maintain or enhance the way the Council ..... (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

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<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>
<b>Disability, Age</b>	No Cold Calling Zones ensure people across all disabilities and those who are elderly have greater awareness of Trading Standards and support that enhances protection and reduces the likelihood of these groups becoming a victim of scams, rogue traders and unfair trade practices.		Alison Bennett		Existing resources are being used
<b>race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation,</b>	There is a risk that religious groups who approach residents at their homes, as part of their culture, might think that they are affected.	Religious groups affected should be informed that they are exempt for the restrictions imposed by established No Cold Calling Zones	Alison Bennett	January 2013 – March 2013	Existing resources will be used



<b>marriage and civil partnership</b>					

**Section 5a: Where and how will the above actions be monitored?**

Trading Standards will develop the action plan and use an appointed partnership co-ordinator to ensure actions are delivered. The action plan will be reviewed by the partners at bi-monthly meetings

**Section 5b: If you think there is no negative impact, what is your reasoning behind this?**

The partnership is set up to broaden the accessibility and awareness of the Trading Standards function

**Section 6: What research / data / information have you used in support of this process?**

Use of best practice from previous partnerships such as the Consumer Support Network and Community Legal Services Partnerships

**Section 7: Are you intending to carry out any consultation with regard to this Council proposal?**

Yes / No – (please delete as appropriate)

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

No, the partners identified have agreed to participate in the partnership

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 8: How will consultation take place and by when?**

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

### **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**

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## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES O & S COMMITTEE

29 JANUARY 2013

<b>SUBJECT:</b>	<b>'REDUCING THE COUNCIL'S CARBON FOOTPRINT' PROGRESS REPORT N<sup>O</sup>. 6</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>ACTING DIRECTOR LAW, H R &amp; ASSET MANAGEMENT</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR BRIAN KENNY</b>
<b>KEY DECISION</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this sixth progress report is to update Members on the various projects and activities currently being undertaken across the Council to '*Reduce the Council's Carbon Footprint*', which promotes the Council's Corporate Priorities as set out in the Corporate Plan 2012/13.
- 1.2 The Council is committed to delivering a 60% reduction in carbon emissions by 2025. To date, we have reduced emissions of CO<sub>2</sub> by 9,315 tonnes from a 2008/09 baseline of 45,481 tonnes, a reduction of 20.48%. Overall performance to March 2012 has exceeded the year's emissions target by 11.89%. A saving of 2,605 tonnes of CO<sub>2</sub> is still needed to be made by the end of 2012. Further details on performance against the 2011/12 Carbon Budget are contained in Appendix 1.
- 1.3 The Council is expected to spend around £8 million on its energy costs in 2013/14. There are significant financial savings to be made (subject to appropriate and necessary investment) through the implementation of a programme of carbon emission reduction and energy efficiency projects and initiatives. Reducing the Council's carbon footprint is not a statutory requirement but taking the steps outlined in this report is one of a number of methods that are currently implemented to manage CO<sub>2</sub> emissions and ensure that we comply with the Corporate Goal to 'reduce our carbon footprint' and the requirements of the Carbon Reduction Commitment Energy Efficiency Scheme (CRCEES).
- 1.4 The progress report contains financial information with three proposed Energy Efficiency Initiatives for 2013/14 to be funded from the Capital Investment Programme. Should approval be forthcoming they will have a positive impact on the Council's energy use and operating costs and further assist departments in meeting their annual carbon targets. Reductions in energy use and carbon emissions equate to financial savings that will be made from the avoided costs of purchasing energy and purchasing CRCEES allowances.
- 1.5 Members are asked to note both the progress being made to date on the ongoing carbon reduction and energy saving activities and projects summarised in Appendix 2 and the proposed Capital Investment Programme projects that will be undertaken over

the next three years in accordance with the goals set out under 'Your Neighbourhood' in the Corporate Plan to deliver the Carbon Budget and reduce annual departmental carbon targets by up to 2%.

1.6 This report does not include exempt information.

## **2.0 BACKGROUND AND KEY ISSUES**

- 2.1 The Department of Law H R, Law and Asset Management is responsible for supporting the attainment of our Corporate Goals of reducing Wirral's carbon footprint and will continue to implement and devise traditional and innovative carbon and energy saving measures to deliver on our 60% carbon reduction target by 2025. Improving energy efficiency and reducing energy and water consumption across the Council estate also supports the Corporate Goal of reducing the running costs of the Council by improving the efficiency and value for money of Council operations and services.
- 2.2 The Cabinet decision on 14<sup>th</sup> April 2011 (Minute 383 refers) requires the preparation of an annual Carbon Budget to assist in driving down energy costs and reducing the Council's carbon footprint. Each department is provided with an annual CO<sub>2</sub> allowance in which to operate and deliver their services thus enabling service managers to plan for CO<sub>2</sub> reductions at a departmental and operational level to achieve annual savings in energy use and costs. Further information on the Carbon Budget is set out in Paragraph 2.8 below.
- 2.3 To assist in the delivery of the carbon reduction targets set out in the Carbon Budget the Sustainability Unit within Asset Management works with all departments to identify and progress energy efficiency approaches and initiatives that could help to reduce energy consumption and secure a reduction in CO<sub>2</sub> emissions. Details and progress with the schemes currently being undertaken are detailed within the latest version of the Wirral Carbon Reduction Programme: Wirral Council Activities (attached at Appendix 1). Actively encouraging all Council Departments, Members and staff to seek reductions in the Council's overall energy use means lower energy demand and costs with carbon reductions and financial savings also secured.
- 2.4 The programme, containing details of the Council's current carbon reduction and energy efficiency projects, is updated by the Sustainability Unit every six months enabling the Council to plan, manage and monitor progress in achieving these reductions. To date, we have reduced emissions of CO<sub>2</sub> by 9,315 tonnes from a 2008/09 baseline of 45,481 tonnes, a reduction of 20.48%.
- 2.5 To further support the aims of the Carbon Budget, work has commenced on developing a corporate energy and carbon management framework that will comply with ISO 50001 (Energy Management Systems). This will clarify departmental and individual roles and responsibilities and give clear directions to achieve the structural carbon savings required. The system will be tailored to the Council's changing needs in order to drive down CO<sub>2</sub> emissions, reduce energy use and waste, control costs and reduce risks.
- 2.6 **Carbon Reduction Commitment Energy Efficiency Scheme [CRCEES]:** The CRCEES is the mandatory emissions reporting scheme administered by the Environment Agency (EA). The ultimate aim of the Scheme is to provide an incentive for organisations to reduce their energy use. There is a charge associated with the scheme as organisations that participate must monitor their energy use and purchase

allowances for each tonne of CO<sub>2</sub> they emit. The more CO<sub>2</sub> an organisation emits, the more allowances it must purchase.

- 2.7 The overall cost of the Scheme to the Council can be lessened by securing significant reductions in our carbon emissions through the implementation of demonstrable energy efficiency projects and initiatives. It is intended to report separately with details of the Council's performance against the CRCEES to Cabinet in January 2013 as part of the Utility Price Update.
- 2.8 **Carbon Budget 2012- 2013:** A Carbon Budget has been prepared for 2012/2013 with carbon reduction targets for each department presented at Budget Cabinet and Council alongside the Council's financial budget in February 2012 (Minutes 131 and 324 refer).
- 2.9 Work has been undertaken through Departmental Management Teams to bring forward practical energy efficiency measures or initiatives that each Department should implement to help reduce their carbon emissions and energy costs. Departments have also identified their own activities or alternative approaches to service delivery to secure efficiencies for example changes to more energy efficient street lighting and central controls to better manage and control lighting columns in the Borough.
- 2.10 If the 2012/13 carbon reduction target of 5% is met, the calculated savings are £378,948 against the allocated gas and electricity budget of £8.1 million. Costs can be minimised by improving efficiency of energy use and meeting Carbon Budget targets.
- 2.11 The annual report setting out the Carbon Budget for 2013/14 will be presented to Cabinet in February 2013 and will detail the performance of each department against their carbon target for 2012/2013. Details of Departmental Performance for 2011-12 are included in Appendix 2.
- 2.12 **Rationalisation Programme:** Due to unprecedented budgetary constraints this year, Wirral Council has to make significant financial savings in the immediate future against a diminishing estate. Energy is an operational necessity that can be managed effectively in order to minimise costs and reduce carbon emissions. This can be achieved through the implementation of a robust programme of energy and carbon reduction initiatives and utilising existing resources with minimum impact on the Council's ability to deliver core and statutory duties.
- 2.13 The ongoing rationalisation of the Council's estate will see the number and type of buildings reduce in future and whilst this will have a positive impact on the cost of operating assets, the law of diminishing returns means that our ability to further reduce energy consumption will become much more difficult. It is planned that energy and carbon information will be better integrated with the asset management system to inform future management and business planning decisions.
- 2.14 **Former National Indicator 185:** Measured percentage CO<sub>2</sub> reduction from Local Authority operations and were first reported in mid August 2009 with calculations based on energy and fuel use in buildings and transport. As part of the Single List of Data requirements that replaced some of the NI's, Department for Energy and Climate Change has introduced a requirement for local authorities to report emissions from their own estate and operations. As required by DECC, the annual Greenhouse Gas Emissions report for 2012 has been prepared and published online together with notification by email to DECC of the data's location on the Council's website.

- 2.15 DECC will collate the total figures for each Local Authority's emissions in tonnes of CO<sub>2</sub>e together with a short description of what the Local Authority has included and excluded in their report plus a Council email address which will allow visitors to the DECC website to contact a Council if they choose to enquire further about the figures. The Council's annual Greenhouse Gas Emissions reports can be found at the following link: <http://www.wirral.gov.uk/my-services/environment-and-planning/climate-change-and-sustainability/ghg-reporting>
- 2.16 **Former National Indicator 186:** Measured CO<sub>2</sub> emissions across the Local Authority area and was one of the Council's LAA targets which required the Sustainability Unit to coordinate work on reducing carbon emissions with our partners in the LSP. The target has been scrapped but coordination and cooperation with our partners to help the community take steps to reduce their carbon emissions continues under the auspices of the Wirral Climate Change Group. Consultation on the development of a replacement climate change strategy has been undertaken through an online questionnaire. An annual progress report on the work of the Group will be presented to Committee in January 2013.
- 2.17 **Proposed Energy Efficiency Initiatives for 2013 - 2014:**
- 2.18 **Renewable Heat Incentive (RHI)** Investigations are underway as to the feasibility of accessing and utilising funding through the RHI. The incentive is funded by the government and is a way for local authorities to invest in renewable technology without having to secure capital funding and could include replacing traditional boilers with more sustainable and virtually carbon neutral biomass heating. The Council's biggest energy using and emitting sites and those where such types of boiler replacement might be appropriate would be assessed against the RHI criteria for suitability for inclusion in such a scheme.
- 2.19 Initial discussions have been held with E-On to explore the potential of using RHI to finance renewable energy projects that could reduce the Council's energy use, costs and carbon. Other energy companies and suppliers of renewable energy technologies are also being approached with meetings being arranged to discuss the available options. All the information will then be assessed and considered with a view to potential scheme development and implementation.
- 2.20 **Capital Investment Programme 2013/14:**
- 2.21 Approval, which has still to be considered by Cabinet and approved by Council, is currently being sought for funding through the Capital Investment Programme for three projects that will be able to generate energy savings which will offset the financing costs of the capital investment.

### **3.0 RELEVANT RISKS**

- 3.1 There is a risk that failure to plan, implement monitor and manage an appropriate and timely programme of carbon reduction and energy efficiency projects and activities will mean that we do not achieve our corporate aim as set out in the Corporate Plan on delivering a 60% reduction in carbon emissions by 2025 which will have a negative impact on our ability to reduce our overall energy requirements and associated annual energy costs and secure much needed financial savings.



#### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 The other option would be to do nothing to reduce the Council's carbon footprint and not make carbon reductions and financial savings, which is not a reasonable alternative.

#### **5.0 CONSULTATION**

- 5.1 Consultation has been undertaken with Council departments to secure updates and contributions to the content of the report.

#### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 6.1 There are no direct implications for the voluntary, community and faith groups arising from this report.

#### **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

- 7.1 The capital financial costs of the proposed Capital Investment Programme projects will be offset by the energy savings that will be generated. The cost implications associated with the development of these new energy efficiency initiatives will be reported separately to Cabinet where required under the constitution.

- 7.2 There are no IT implications arising from this report.

- 7.3 A number of appropriate, realistic and achievable measures are being developed by the Sustainability Unit and implemented through the carbon budgeting process to help staff and members be energy aware and vigilant and to flag up related energy related issues in the workplace with their Energy Champion or manager as part of the drive to cut energy use and make carbon and financial savings.

- 7.3 The report details initiatives and projects that will directly influence the Council's rationalisation programme through the efficient and effective use of energy within its estate. Improving energy efficiency through improved controls and the installation of more efficient technologies enhances the Council's assets.

#### **8.0 LEGAL IMPLICATIONS**

- 8.1 There are no legal implications arising from this report.

#### **9.0 EQUALITIES IMPLICATIONS**

- 9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(b) No because there is no relevance to equality.

## **10.0 CARBON REDUCTION IMPLICATIONS**

- 10.1 In accordance with our vision for Wirral as set out in the Corporate Plan 2012 – 2013 to achieve a greener society that works to reduce carbon emissions and protect the environment, we will continue to work towards our goal to reduce the Council's Carbon Footprint. Measures described in this report have directly contributed to an 11.8% reduction in carbon emissions to March 2012.
- 10.2 As a result of the activities and initiatives described the Council has: improved energy efficiency; reduced energy needs; and, improved overall environmental performance which have helped the Council to reduce its carbon footprint, secure financial savings and become more sustainable.
- 10.2 We will continue to work with and encourage our partners and the community to reduce CO<sub>2</sub> emissions across all sectors in the borough through the Wirral Wide Strategic Climate Change Action Plan and Wirral CRed whilst seeking to develop and bring forward the Task Force recommendations on how the public's priorities for greater pace in this area of Council policy can be achieved through the Wirral Climate Change Group and the replacement Climate Change Strategy.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

- 11.1 Planning permission, previously secured as part of the original Solar PV installation scheme, is in place for the 10 sites recommended for the smaller Solar PV installation scheme detailed in this report.
- 11.2 There are no community safety implications.

## **12.0 RECOMMENDATION**

- 12.1 Members are requested to note the both the performance and progress of the various Council 'Carbon Footprint Reduction' and energy efficiency projects undertaken to date across Council Departments and the energy efficiency projects proposed in the report.

## **13.0 REASON FOR RECOMMENDATION**

- 13.1 Reducing the Councils carbon footprint is a Key Priority and a Corporate Aim. By noting and endorsing the carbon emission and energy efficiency saving initiatives contained within this report, Members are supporting this commitment and assisting officers in meeting the Councils corporate goals.

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Email: hazeledwards@wirral.gov.uk

## **APPENDICES**

- Appendix 1** - Wirral Carbon Reduction Programme: Wirral Council Activities  
**Appendix 2** - Carbon Budget Performance to March 2012

## REFERENCE MATERIAL

Corporate Plan 2012/13

Sustainable Communities Overview & Scrutiny Committee 26<sup>th</sup> June 2012 Minute 7 - 'Reducing the Council's Carbon Footprint' Progress Report No. 5,

Cabinet 21<sup>st</sup> February Minute 324 - Carbon Budget 2012-13

Cabinet 24<sup>th</sup> January 2013 Carbon Reduction Commitment Energy Efficiency Scheme Reporting Update 2011/12

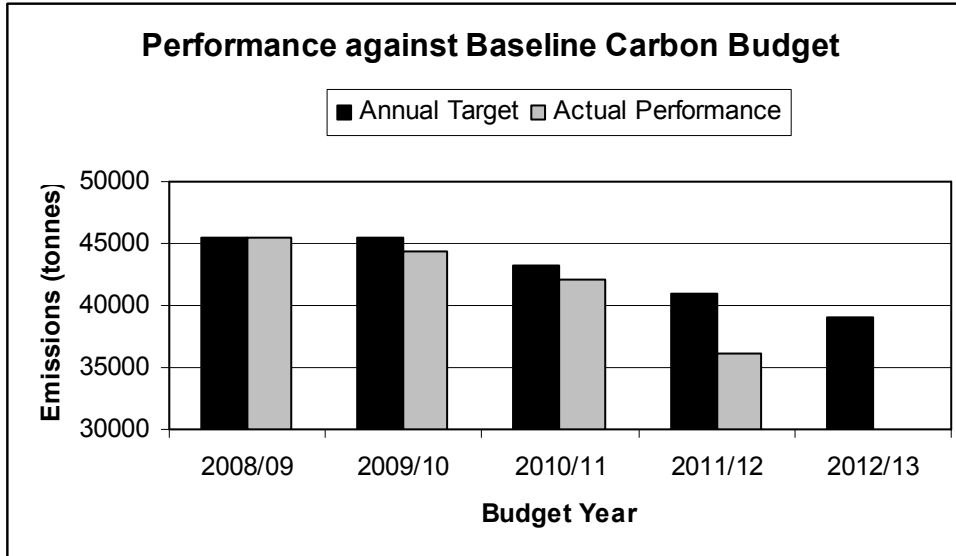
## SUBJECT HISTORY (last 3 years)

<b>Council Meeting</b>	<b>Date</b>
<b>Sustainable Communities Overview &amp; Scrutiny Committee</b>	<b>7 June 2010</b>
<b>Cabinet (Interim Carbon Budget)</b>	<b>21 February 2011</b>
<b>Cabinet (Final Carbon Budget)</b>	<b>14 April 2011</b>
<b>Sustainable Communities Overview &amp; Scrutiny Committee</b>	<b>23 November 2011</b>
<b>Cabinet (Budget Meeting)</b>	<b>21 February 2012</b>
<b>Sustainable Communities Overview &amp; Scrutiny Committee</b>	<b>26 June 2012</b>

## Appendix 1

### Carbon Budget Performance to March 2012

The graph below shows corporate emissions of carbon dioxide (CO<sub>2</sub>) against the annual 5% reduction that is required to meet the Corporate 60% CO<sub>2</sub> emissions reduction target by 2025.



The first Carbon Budget was agreed in February 2010 based on 2008/09 performance. No target was set and departmental reductions required for 2009/10 because it was impractical as departments would not have been able to take action to respond in the time available. However, actual performance was measured during 2009/10 and the reduction shown in the graph above was secured in the absence of a target having been set.

Targets were agreed and set in February 2010 for the three years 2010/11, 2011/12 and 2012/13.

To date, we have reduced emissions of CO<sub>2</sub> by 9,315 tonnes from a 2008/09 baseline of 45,481 tonnes, a reduction of 20.48%.

2011/12 performance exceeded the year's emissions target by 11.89%.

The 2011/12 reduction in emissions has been achieved by reducing the amount of energy we consume. Factors affecting the drop in energy use include:

- Continued rationalisation of the Council estate.
- Conversion of schools to Academies over which the Council has no direct control. This excludes them from the Carbon Budget process.
- Continuing energy efficiency initiatives and impact of past measures.

Reduction in energy use has resulted in the need to realign the General Fund budget for gas and electricity:

- General Fund 2012/13 budget has subsequently been reduced from £5,335,000 (February 2012) to £4,982,700. An additional reduction to £4,788,020 (draft figure) is recommended in the Utility Price Update 2012/13 Report to Cabinet on 24 January 2013.
- General Fund 2013/14 budget draft figure is recommended as £4,713,430 (details also contained in same report to Cabinet on 24 January 2013).

## Departmental Performance 2011/12

Departmental performance and targets (as required by Members) for 2012/13 are shown below.<sup>1</sup>

The table below shows the remaining reduction in tonnes of CO<sub>2</sub> that all departments still need to plan for and achieve *by the end of this year* to meet their 2012/13 target.

<b>Responsible Department</b>	<b>Departmental Target 2012/13 (tonnes CO<sub>2</sub>)</b>
<b>ADULT SOCIAL SERVICES</b>	90
<b>SCHOOLS</b>	689
<b>CYPD</b>	74
<b>CORPORATE SERVICES</b>	0
<b>LHR &amp; AM</b>	209
<b>FINANCE</b>	37
<b>TECHNICAL SERVICES</b>	1,506
<b>TOTAL</b>	2,605

<sup>1</sup>Annual targets are revised at each six monthly update when available data is reviewed to compensate for: underperformance; changes in the Council's estate and meet corporate carbon emissions reduction goals. The targets above take these updates into account.

Carbon Budget performance will be calculated for the year 1 October 2011 to 30 September 2012 once all energy supplier information is received, checked and verified. The annual Carbon Budget report will then be prepared and submitted to Budget Cabinet in February 2013.

Anticipated changes to the Council's structure will be reflected in the departmental performance figures when these are confirmed and reflected on the updated Asset List. As these changes were not in place prior to 30 September 2012 it is valid to reflect the previous structure for consistency.

Once the new Council structure has been approved, the Sustainability Unit will seek to engage with managers at the strategic level to secure progress against 2013/14 carbon targets. All information pertaining to actions and initiatives being undertaken to achieve 2012/13 targets must be submitted to the Sustainability Unit for inclusion.

N°	Activity	Planned Outcome	Owner & Partners	Detailed Action	Review	Progress	Next Steps	
EN1	<b>Carbon Footprint Performance Monitoring</b>	Improve the overall method of data collection & performance monitoring to assist in annual reporting requirements for Carbon Reduction Commitment Energy Efficiency Scheme[CRCEES] & reduce the financial cost to the Council of CO <sub>2</sub> emissions	L, H R & A M	Collect, interpret, plan, monitor & manage emissions data around energy use in buildings for the purposes of fulfilling the reporting requirements of the Carbon Reduction Commitment Energy Efficiency Scheme [CRCEES] & Greenhouse Gas Emissions [GHG's] data reporting [DECC]	May 13	Refer to sections EN2 – 10 for detailed actions; GHG's report required to be submitted annually to DECC in July & published on Council's website [link to 2012 report can be found at paragraph 2.12]	Continue to plan to improve data collection; report progress at required times; monitor performance on emissions reductions to manage and secure continuous improvement	<b>G</b>
EN2	<b>Investment Energy Efficiency Programme PHASE 1</b>	Reduce the Council's carbon emissions by 60% by 2025; Reduce energy costs across Council's Estate	L, H R & A M	Phase 1 of the IEEP comprises the Boiler Replacement Programme which will continue as & when funding is available	May 13	Potential for new biomass boiler schemes to be appraised and developed through the Renewable Heat Incentive see EN3	Plan, monitor & manage the Boiler Replacement Programme	<b>G</b>
EN3	<b>Investment Energy Efficiency Programme PHASE 2</b>	Reduce the Council's carbon emissions by 60% by 2025; reduce energy costs across Council's Estate	L, H R & A M	Phase 2 of the IEEP comprises energy efficiency schemes that are designed to assist managers, staff and members to plan, monitor and manage energy use and emissions reduction	May 13	Voltage Optimisation: Capital Investment Programme Funding secured to develop a scheme for the installation of 4 units	2 <sup>nd</sup> suitable site for VO installation TBC, contractor has a deposit for this unit; Potential to install 3 further VO units - sites currently being assessed for suitability	<b>G</b>
EN3	<b>Investment Energy Efficiency Programme PHASE 2</b>	Reduce the Council's carbon emissions by 60% by 2025; reduce energy costs across Council's Estate	L, H R & A M		May 13	Large energy emitting and energy using sites being assessed against RHI criteria	Discussions with energy companies to develop no up-front cost CHP project through Renewable Heat Initiative on options available for natural gas and biomass to generate electricity	
EN3	<b>Investment Energy Efficiency Programme</b>	Reduce the Council's carbon emissions by 60% by 2025; reduce energy costs across	L, H R & A M	Develop Carbon Management System to assist Managers, Members and Staff with delivery of Carbon Budget & Carbon		Development of an ISO 50001 accredited	Delegated report recommending the development of an	<b>G</b>

	<b>PHASE 2</b>	Council's Estate		Reduction Targets		Energy/Carbon Management system to provide the management framework for reducing energy use and the delivery of emissions reduction targets set out in the carbon budget	externally accredited ISO 50001 approved and effective from Jul 2012	
EN3				Staff & Member Energy Efficiency Awareness Raising Programme	May 13		Full programme of events & information for 2013 now being developed for staff & Members to further encourage and lead behavioural changes around energy use; Carbon Budget – further Member Training planned Jan/Feb 2013	<b>G</b>
EN4	<b>Investment Energy Efficiency Programme PHASE 3</b>	Reduce the Council's carbon emissions by 60% by 2025; Assist in the annual reporting for CRCEES	L, H R & A M; Technical Services	Automatic Meter Reading Project	May 13	Contract suspended by Expenditure Freeze pending further information	Decision from Executive Panel awaited	<b>R</b>
				Street Lighting Energy Efficiency Improvements - Install & operate the Central Management System to control suitable street lighting columns -	May 13	Roll out CMS to 900 more lights	Rollout of CMS continues - 825 units active at 1/10/2012 Completion of present Phase on target for completion end of Nov 2012	<b>G</b>
				Dimming of some streetlights for part of night	May 13	Implement dimming of suitable lights in accordance with policy	All controlled lights are being dimmed	<b>G</b>

				Replacement of old lighting equipment with more energy efficient and carbon saving applications	May 13	Seek to increase use of Solar Power as finance allows  Led streetlights being introduced	Work to install new or replacement solar-powered bollards where feasible continues	G
EN5	<b>Related Energy Projects</b>	Reduce the Council's carbon emissions by 60% by 2025; Reduce energy costs across Council's Estate	L, H R & A M	Carbon Reduction Commitment Energy Efficiency Scheme [CRCEES]  Display Energy Certificates	May 13  Annually Sep 13	2nd yr Footprint & Annual Report submitted to EA Jul 12; Internal Audit Report complete - 3* rating secured & amendments completed Progress to be reported to Cabinet 13 Dec 2012  All municipal sites requiring annual certification have now been provided with new Display Energy Certificates	Purchase of CRCEES annual allowances Oct 12; Annual statements from suppliers due November 12; Annual report to be compiled and submitted to EA through Government Gateway by end July 2013 Review site performance & provide next year's certificates; liaison with building occupants, Energy Champions & Awareness Raising Team to assist in identification of energy & waste issues	G  G
EN6	<b>Council Leak Detection Programme &amp; Water Management</b>	To secure a reduction in the incidence of water leaks and unusually high usage across	L, H R & AM; All Departments	<b>Schools Leak Detection Programme:</b> Work continues in schools [in the SLA] to: identify sites & investigate reports of	May 13	From Jan 12 actual water savings from the two initiatives	Continue to implement the 2 programmes to secure and maintain a	G



	<b>Programme</b>	the Council's estate; secure financial & water resource savings from improved supply & operation of water services, usage & utility billing information		bursts/unusually high water usage/billing; ascertain & identify potential leaks; work with UU following leak detection & identification to undertake repairs and ensure future water charges are accurate <b>Water Management Programme:</b> Work is ongoing across Council buildings and car parks to monitor and manage water usage/billing/site banding & charging errors to reduce consumption, waste and financial costs		including detection and resolution of billing errors has resulted in actual savings of over £100,000. Many more thousands of pounds have also been saved as a direct result of detecting and fixing leaks	reduction in waste water and avoided utility costs	
EN7	<b>Renewables</b>	Reduce the Council's carbon emissions by 60% by 2025; seek to achieve carbon neutrality for the borough by 2050; reduce energy costs across Council Estate	L, H R & A M; Technical Services	Photovoltaic Scheme at Cheshire Line Building	Potential to review with revised scheme in New Year		Annual Solar Panel Performance Figures: the total amount of electricity metered through the approved meter between 01/04/11 and 31/03/12 was 3,837 kWh & produced 4.6% above the 3,667 kWh estimated annual yield calculated by the installers	<b>G</b>
EN7	<b>Renewables</b>	Reduce the Council's carbon emissions by 60% by 2025; seek to achieve carbon neutrality for the borough by 2050; reduce energy costs across Council Estate	L, H R & A M	Installation of Solar Photovoltaic array - the project involves the installation of solar pv arrays on the roofs of up to 30 council-owned buildings to generate renewable energy; project is self financing due to annual savings on energy costs & from revenue generated through the FIT scheme	Jan 13	In light of the unprecedented budgetary constraints facing the Council Wirral Council a decision has been made not to proceed with the original proposal; Capital Investment Funding has been secured for a smaller solar PV scheme involving up to 10 buildings - a smaller scheme will still allow the Council to		<b>R</b>

						generate renewable energy, provide an income stream thereby reduce the amount of electricity supplied from the National Grid which will all bring future cash efficiencies to the Council		
EN8	<b>Wirral CRed Initiative</b>	Help to achieve 60% carbon reduction in the borough by 2025	L, H R & A M	Develop, promote & implement the CRed programme with our partner organisations	May 13	The 2012/13 programme delivered: 3 events; 3 unstaffed prize promotions; 1 CRed Matters e-bulletin 181 new sign ups An extra 398 carbon cutting pledges secured; 62 tonnes of notional carbon savings 166 extra 'followers' for the @credwirral twitter feed	Maintain ongoing carbon reduction promotional programme; Link development of CRed with climate change strategy consultation and emerging Green Deal promotion; Negotiate new terms with University of East Anglia (the existing 3 yr licence to use the CRed system expires in December 2012)	<b>G</b>
EN9	<b>Schools Awareness Raising Programme</b>	Raised awareness of School Energy Support Service by working with schools.	L, H R & A M	2012 schedule for schools Walkabouts/audits completed to be followed-up with report to identify and implement behavioural changes  Train caretakers to undertake energy saving practices  Establish working party with other	Jan 13	Reports being compiled  Training completed for 2012 with ongoing updates when visiting schools'  Group being	Share reports with schools; Prepare 2013 timetable for schools  Organise next training schedule for summer 2013  On going	<b>G</b>  <b>G</b>  <b>G</b>

				<p>departmental teams working in schools and outside partners</p> <p>Deliver Display Energy Certificates with flyer promoting energy services; work with schools to address issues identified in DEC and improve future energy rating</p> <p>Engage with Eco-School Councils</p> <p>Promote participation in national 'Switch Off' campaign</p>		<p>established to cover schools including NHS, Eco schools and Sustrans</p> <p>Certificates being printed</p> <p>Work with Eco-schools officer to identify schools that are completing certification</p> <p>Registered with EDF for Wirral Schools to take part</p>	<p>discussions with partners to establish terms of ref for working party</p> <p>Flyer to be designed and delivered with certificates</p> <p>Contact schools to talk to their Eco-Councils</p> <p>Contact all schools and promote event</p>	<p>G</p> <p>G</p> <p>G</p>
EN9	<b>Schools Awareness Raising Programme</b>	Enhance internet content on Council's Intranet for use by schools to promote energy awareness and services of the Sustainability Unit	L, H R & A M	Asset Management Sustainability Unit WebPages created; updated to include information relevant to schools	Jan 13	WebPages designed and populated with relevant information	Regularly seek suggestions for improvement from users to review and improve website	G
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	To secure reductions in energy consumption/costs & CO <sub>2</sub> emissions through the implementation of a programme of no-to low-cost initiatives based around staff vigil lance, good housekeeping & energy awareness	L, H R & A M	Details of the 2013/14 Awareness Raising Programme are set out below and aims to engage and inform all employees, managers, and Members of the importance of identifying ways in which to reduce energy consumption and make energy savings as an individual and collectively whilst in the workplace. A number of innovative forms of communications are designed and implemented each year to help get the				

				message across to staff that it is really important to reduce the amount of energy consumed and the amount of money spent on energy bills, carbon and operating costs. Communicating the drivers for energy saving and reductions in costs related to energy and carbon has become increasingly important since the Council adopted its Carbon Budgeting process to which all departments must contribute, against an unprecedented budgetary situation				
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	To help build the capacity and confidence of Councillors to seek and promote energy and carbon savings through sound business planning to improve service delivery, help reduce costs and increase sustainability within the Council	L, H R & A M	Through their executive, scrutiny and consultative responsibilities Councillors have a central role to play in shaping and leading Council strategies and policies for energy and carbon management and the planning and delivery of services	Jan/Feb 13	Prepared materials for presentation and discussion at Market Stall Event in Sept 12; postponed until New Year	Liaison with Central Comms to arrange further date in New Year	<b>G</b>
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	Assist staff in Council libraries, leisure and community centres to identify low and no cost energy saving measures and 'sign-post' potential sources of help, advice and support	L, H R & A M	Detailed timetable and schedule of visits to libraries and One-Stop-Shops prepared and implemented; Produce audit report in conjunction with DEC's for each building for use by managers and staff to improve energy and water use, reduce carbon emissions	Jan 13	All library visits completed; reports being prepared	Undertake and complete same for leisure and community centres	<b>G</b>
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	Develop and support a network of energy champions as a 'front line' to assist managers and staff in the promotion of energy awareness work across council buildings	L, H R & A M	58 Energy Champions now trained and assisting departments to reduce energy use and carbon emissions; further training 6/11/12	Jan 13	July saw the well publicised and supported Energy Champion of the Year Award go to a member of staff in the Finance department	Programme of training & recruitment to continue in 2013	<b>G</b>
EN10	<b>Staff &amp; Member</b>	Engage council staff with	L, H R & A M	Schools and staff participation in	Annually	Preparations	Annual events	

	<b>Awareness Raising Programme</b>	energy awareness messages through participation in campaign weeks		National campaigns for Energy Saving Week [Oct 22-26] and Switch Off Fortnight [19 Nov]	Oct/Nov13	underway to engage pupils, Members and Council staff		<b>G</b>
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	Ensure all new starters with Wirral Council are aware of the Council's commitment to save energy and cut carbon emissions and are equipped to act in support of this commitment	L, HR & AM	Induction to a new organisation provides an ideal opportunity to communicate the organisations values and commitments and empower individuals	As required	Presentations to Staff Induction meetings	Await next dates for new starter inductions	<b>G</b>
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	Ensure the aims and objectives of the energy awareness programme is appropriately reflected in the Council's Environmental Management System [ISO 14001]	L, HR & AM	Recently adopted corporate approach presents an opportunity to consider energy awareness as part of the wider aims and objectives of the EMS	May 13	Potential to develop E-Learning package to complement and support EMS	Learning materials being developed	<b>G</b>
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	Ensure the aims and objectives of the energy awareness programme is appropriately reflected in the Energy Management System delivering the Carbon Budget	L, HR & AM	A new energy management system is being developed to support the aims and objectives of the Council's Carbon Budget process which presents an opportunity to integrate the development and delivery of the activities and projects in the awareness raising programme	May 13	Initial discussion held on viability of approach for integration with ISO 5001	Further meetings to be arranged with relevant officers to discuss way forward to development of integrated approach	<b>G</b>
EN10	<b>Staff &amp; Member Awareness Raising Programme</b>	Develop in-house capacity to utilise Thermal Imaging Cameras to support energy awareness and carbon issues across Council estate	L, HR & AM	Thermal imaging can be used to help building occupants to visualise energy wastage and assist with the Council's rationalisation programme through directing maintenance to poorly performing buildings Thermal Imaging Cameras need trained users.	May 13	Training to use a Thermal Imaging Cameras is required prior to project development; First part of training course has been completed	Complete remainder of course then share intelligence with Energy Champions Nov 12	<b>G</b>
DC1	<b>Adoption of Council</b>	Design more energy &	Design Consultancy	Analyse new national planning guidance	May 13	Green Spec is used	Document review	

	<b>"Green Specification"</b>	resource efficient buildings, roads & services using materials & technologies that minimise damage to local people & the environment; to generate policies & strategies to ensure Low Carbon technologies are used within the Borough	Project Team: L,H R & A M; All Depts.; All individual Project Officers required to utilise to ensure sustainable, low energy & carbon development	and review and re-issue Green Specification document if required		in all Council building & refurbishment projects and is now even more important in helping to save resources and reduce operational costs	undertaken Oct 12 in accordance with new Planning Framework Directive: Sustainable Design and Construction, Good Practice Guidance	<b>G</b>
DC3	<b>Primary Capital Programme Pensby Primary £11M DCSF Funding</b>	To create more energy & resource efficient buildings. Has achieved BREEAM 'Very Good' as a minimum with aim for 'Excellent'; Water saving measures to reduce use Min 10% recycled content; Benchmarked lower running costs	Design Consultancy Project Team: L, H R & A M; CYPD	Passive solar design & high efficiency M&E design; High levels of insulation & thermal mass; Rainwater harvesting for WC's; High recycled content materials	May 13	On Site	Monitor environmental performance/build	<b>G</b>
DC4	<b>Refurbish Cathcart St Primary School</b>	To create more energy & resource efficient buildings.	Design Consultancy Project Team: L, H R & A M; CYPD	New extension & upgraded & insulated roof covering; double glazed windows & improvements to the heating system & ventilation; energy efficient lighting; flooring; construction of new W.C. pods; provision of improved & covered play facilities		Completed,	Monitor environmental performance	<b>G</b>
DC5	<b>Phase 1 - Overchurch Primary School demolition of old horsa huts and re-provision of kitchen in single-storey extension, dining &amp; after-school club</b>	To create more energy & resource efficient buildings. The proposed scheme will provide a new extension with re-provision of kitchen facilities with improved dining area & new before/after-school clubs	Design Consultancy Project Team: L, H R & A M; CYPD	New extension; kitchen heat exchange system to be installed to recycle heat; energy efficient & fully automatic lighting; re-roof for internal corridor with improved roof & wall insulation; 'A' rated rubber flooring & new fire alarm system	Dec 12	Ongoing Building works on site, completion anticipated December 12	Completion of works Dec12; implement environmental performance monitoring	<b>G</b>
DC6	<b>Demolition of outbuildings and new single-storey extension at Woodlands Primary School</b>	To create more energy & resource efficient buildings. The proposed scheme will see the demolition of outbuildings & provision of new single-storey extension to the existing building to increase available floorspace	Design Consultancy Project Team: L, H R & A M; CYPD	New extension; energy efficient & fully automatic lighting; improved roof & wall insulation; 'A' rated rubber flooring	Nov 12	Ongoing Building works on site; completion anticipated November 12	Completion of works Nov12; implement environmental performance monitoring	<b>G</b>
DC7	<b>Remodelling of 6<sup>th</sup> Form</b>	To create more energy &	Design Consultancy	Installation of accessible lift & W.C.;		Completed	Monitor environmental	

	<b>facilities at Pensby Girls School</b>	resource efficient buildings. The proposed scheme will integrate boys & girls 6 <sup>th</sup> Form through remodelling of facility	Project Team: L, H R & A M; CYPD	refurbishment of existing W.C. facilities; energy efficient lighting			performance	<b>G</b>
DC8	<b>Double classroom extension and demolition of mobile classrooms at St Georges Upper School</b>	To create more energy & resource efficient buildings. The proposed scheme will see the demolition of old mobile classrooms & provision of new double classroom extension	Design Consultancy Project Team: L, H R & A M; CYPD	Demolish existing mobile classrooms & provide new double extension; new W.C. facilities & accessible ramp	May 13	Tender has been issued on Matrix system to external consultants; tender assessment November; contract to be awarded December/Jan 13	Completion of works Spring 2013; implement environmental performance monitoring	<b>G</b>
DC9	<b>Re-provision of Liscard Community Hall through Community Asset Transfer [CAT] grant funding of Grosvenor Ballroom</b>	To create more energy & resource efficient buildings. The proposed scheme will see the re-provision of Liscard Hall community facilities at the Grosvenor Ballroom with day nursery & social facility	Design Consultancy Project Team: L, H R & A M; CYPD	Installation of new double-glazing; aluminium external doors; comprehensive interior refurbishment to enable better use of building; energy efficient heating	Nov 12	Building works on site; Phase 1 (new extension) complete, Phase 2 (existing building) to be completed November 12	Completion November 12; Implement environmental performance monitoring	<b>G</b>
WR1	<b>Implement an improved, Council-wide [staff and public] waste &amp; recycling system</b>	To enable the Council to increase the amount of household waste it recycles in accordance with the European Waste Framework Directive [WFD] which commits member states to contribute to achieving a 50% recycling & composting rate by 2020	Technical Services	All Council buildings now have new & improved waste recycling infrastructure in place for use by staff & public [where applicable]	May 13	An update report in response to the 'Increasing Recycling' & 'Bin Charging' motions was presented to Sustainable Communities O & S Committee on 26 Sept 2012 [Min 20 refers]. The reports detail the waste & recycling activities being undertaken by the Council for staff and the public	Link to view full report & appendices: <a href="http://democracy.wirral.gov.uk/ieListDocuments.aspx?CId=532&amp;MId=3916&amp;Ver=4">http://democracy.wirral.gov.uk/ieListDocuments.aspx?CId=532&amp;MId=3916&amp;Ver=4</a>	<b>G</b>
BM1	<b>Offer interest free loans to staff for purchase of lower cc/greener vehicles &amp; bicycles</b>	Increase number of staff using greener vehicles to travel to work	Technical Services; L, H R & A M; Finance	Promotion of scheme to all staff; approve vehicle loans	May 13	The loan scheme has been increased to a maximum of £1500 for bicycle loans to try & improve take-up	Continue to publicise the scheme; continue monitoring take-up levels	<b>G</b>
BM2	<b>Improve facilities for</b>	Increased numbers of staff	Technical Services	Motorcycle facilities installed at 4	May 13	Ground anchors	Monitor & review for	

	<b>staff to travel by motorcycle</b>	who can travel to work using PTW		locations; Building Site audits for Councils sites to be undertaken and identify needs for further ground anchors		have been purchased & installed	installation at other locations	<b>G</b>
BM3	<b>Facilities Fund of £3k available annually through bidding for improvements to buildings to encourage/assist staff to travel sustainably</b>	Increased number of staff travelling by sustainable modes	Technical Services; L, H R & A M	Facilities Fund is available for works to provide cycle parking facilities and cycle lockers at workplaces	May 13	Suitability for installation assessed through Travel Plan	Continue to make funding available to provide new & improved facilities at further council sites	<b>G</b>
BM4	<b>Attend annual Green Transport /Corporate Health Day to promote the health and financial benefits of travelling by sustainable modes</b>	Increased number of staff travelling by sustainable modes	Technical Services	Provide information to staff such as journey planners, travel and cycle training (if required) as well as promoting other incentives to aid modal shift	May 13	Corporate Health Day replaced with John Parry Memorial; Fit For Wirral events to be held in autumn	Follow-up & review events to inform feasibility for holding future events	<b>G</b>
BM5	<b>Production of promotional materials to raise the awareness of the Travel Plan</b>	Increase number of staff travelling by sustainable modes	Technical Services	Produce promotional materials containing consistent messages for staff regarding sustainable travel	May 13	'Benefits of...' guide updated regularly to ensure consistency of information	Staff Travel Plan Updated	<b>G</b>
BM6	<b>Promotion of Travel Plan to all new staff through presentation and distribution of information at regular Corporate Induction Events</b>	Increased number of staff travelling by sustainable modes	Technical Services	All new starters are provided with a Travel Plan pack promoting public transport, walking & cycling as well as incentives such as staff green vehicle loans, cycle training & personalised journey planning	May 13	Continue to contribute to all new staff	Continue to attend inductions & promote wide range of low & carbon-free travel & activities to promote & support healthy work-life balance and reduce reliance on the car as primary transport mode	<b>G</b>
BM7	<b>All new starters with the Council to be issued with a personalised journey plan for public transport prior to commencement of their employment to raise awareness of</b>	Increase number of staff travelling by sustainable modes	Technical Services; Merseytravel; L, H R & A M	HR issue details of new starters to Merseytravel who send new starter information on how to undertake the journey using public	May 13	Plans issued to all new starters	Monitor new starters to ascertain effectiveness/take-up & recognition of journey plans	<b>G</b>



	alternatives to the private car prior to their first day with the Council							
BM8	<b>Raise awareness of the existence of pool bikes and encourage staff to use them for appropriate journeys</b>	Increase number of staff using pool bikes for short inter-building visits or site visits when appropriate	Technical Services; All departments	Pool bikes available at 3 locations	May 13	Bikes now available for use	Promote through posters at Wallasey Town Hall; continue to monitor & review take-up levels	<b>G</b>
BM9	<b>Snapshot Staff Travel Survey - Annual snapshot of modal share of staff travel</b>	Obtain information on breakdown of modal share of staff travel	Technical Services	<b>Snapshot Travel survey completed Jul 12</b>	May 13	483 staff participated in the Snapshot Survey in July 2012 - 54% of which were travelling by car alone and 46% used sustainable modes of transport	Undertake further Travel Survey in Jul 13 in conjunction with Merseytravel	<b>G</b>



## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES O & S COMMITTEE

29<sup>TH</sup> JANUARY 2013

<b>SUBJECT:</b>	<b>WIRRAL CLIMATE CHANGE GROUP ANNUAL REPORT</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>ACTING DIRECTOR OF LAW, HR &amp; ASSET MANAGEMENT</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR BRIAN KENNY</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to:
- Provide an update on the work of the Wirral Climate Change Group from 2012 including progress with the creation of a replacement climate change strategy for Wirral.
  - Seek agreement that the Council make a commitment to action on climate change through the Local Government Association's 'Climate Local' initiative.
- 1.2 Wirral Council has a long held commitment to action on climate change. It supports the Wirral Climate Change Group as a partnership forum to co-ordinate action in this area. Last year the Group's planned work to develop a replacement climate change strategy was endorsed by committee (Sustainable Communities Overview and Scrutiny Committee, January 2012, minute 67). The Group has since implemented much of the planned consultation programme to support and inform the development of this strategy and a draft strategy is expected to be available by summer 2013.
- 1.3 Wirral Council's original commitment to action stems from being a signatory to the Nottingham Declaration on Climate Change. The Nottingham Declaration has now been superseded by the Local Government Association (LGA) 'Climate Local' initiative launched on June 2012. Councils are invited to reaffirm their pledge to action by signing a Climate Local Commitment. Making such a commitment is compatible with current activity and reporting arrangements.

#### 2.0 BACKGROUND AND KEY ISSUES

- 2.1 Local actions have a critical role in determining how we meet national and global emission reduction targets designed to mitigate damaging climate change. Much climate-related pollution is influenced by local decisions such as the way we heat and power buildings and travel around. Some changes in the climate are unavoidable as a result of pollution already in the atmosphere. It is

therefore important that we take appropriate and timely action to identify, mitigate and adapt to potential changes in the climate and the effects that they could have.

- 2.2 The Council made a public commitment to local action on climate change by signing the 'Nottingham Declaration on Climate Change' in 2001 (Council, 13 February 2006, Minute 91). This ultimately led to the adoption of a Wirral Council climate change strategy in 2007 (Cabinet 20 June 2007, Minute 99) and the formation of the Wirral Climate Change Group as a forum to co-ordinate action.
- 2.3 The original strategy has now run its course; the strategy's main target was met early. Work to develop a replacement strategy via the Wirral Climate Change Group was endorsed a year ago (Sustainable Communities Overview and Scrutiny Committee, January 2012, minute 67). This programme envisaged an online questionnaire and workshops to gather views on a way forward, the production of a revised framework for formal consultation and its adoption by the Council and partner organisations
- 2.4 **Wirral Climate Change Group:** The Wirral Climate Change Group had four meetings in 2012. Meetings were well attended with regular contributions and actions from partners. During the year, the group's membership was expanded to include representation from two local environmental charities: Energy Projects Plus and the Wirral Environment Network.
- 2.5 The main focus for the Wirral Climate Change Group's work during 2012 was the replacement strategy consultation programme. Two online surveys were devised and implemented. The first was run through June and August and themed around cutting climate pollution. This survey attracted 667 responses. The second survey, concerning climate adaptation, was delayed to allow for the Council's 'What Really Matters' consultation and was eventually run between October and December. This attracted 576 responses. In November, a workshop on cutting climate pollution was held attracting 44 participants from partner, voluntary, community, faith and private sector organisations. A workshop on adaption is now being planned for spring 2013 with a draft strategy anticipated by summer 2013.
- 2.6 In addition to its work to develop a replacement climate change strategy, the group received reports and presentations on:
  - The work of local charity Energy Projects Plus
  - The 'Joint Strategic Needs Assessment' (JSNA) and the health impacts of climate change
  - The implications of the new National Planning Policy Framework for climate change
  - A Liverpool City Region (LCR) bid on health and climate adaptation made to the regional CLASP fund
  - The new LCR Sustainable Energy Action Plan
  - The work of Invest Wirral in support of the green economy
  - The work of local charity the Wirral Environment Network; and
  - Wirral Council's energy awareness programme

There were also regular progress reports on the CRed Wirral community carbon reduction campaign. During 2012, the number of participants in CRed Wirral grew by 305 and the number of carbon reduction pledges by 638.

**2.7 Climate Local:** In June 2012, the LGA launched 'Climate Local' as a successor to the 'Nottingham Declaration on Climate Change'. Climate Local aims to support the work that local authorities are undertaking to reduce carbon emissions and improve resilience to a changing climate and extreme weather. Climate Local involves:

- *Making a public declaration* Council leaders or mayors are asked to sign a Climate Local Commitment (see Appendix) on behalf of their councils as a public pledge to address climate change and build on existing achievements;
- *Identifying more detailed actions* - Within six months of signing-up, councils are expected to set out their specific climate-based commitments and actions. The scheme is not prescriptive but the LGA have produced a series of topic-based guides and templates to assist if needed;
- *Sharing of learning and experiences with other councils* - It is expected that signatories to Climate Local will share practice with others via an on-line forum on the LGA Knowledge Hub; and,
- *Sharing progress* – Signatories are expected to report once a year to enable the wider community to follow progress with commitments made.

2.8 The actions required to participate in Climate Local fit well with the existing climate change work programme and monitoring arrangements. The Council is already committed to develop a replacement strategy that will help to identify future actions. The existing annual reporting process could be utilised to publicly report progress.

### **3.0 RELEVANT RISKS**

3.1 There are a number of risks associated with a failure to respond to the climate change agenda. Without an up-to-date local framework for climate change there is the danger that Wirral will be ill-prepared to manage the risks associated with likely changes in the local climate, for example, more extreme and frequent weather events that could have an adverse impact on the Borough, residents and the economy. There is also a risk that Wirral will be ill-prepared to take advantage of the anticipated economic, environmental and social opportunities associated with adaptation and the transition to a low carbon economy.

### **4.0 OTHER OPTIONS CONSIDERED**

4.1 The other option would be to do nothing and not replace the outdated climate change strategy. This would mean that Wirral would not have a robust framework in place to respond to the potential challenges and opportunities of climate change. The need for a replacement climate change strategy for Wirral has previously been acknowledged. At a time when the Council is facing unprecedented budgetary constraints, the Wirral Climate Change Group provides an important mechanism to deliver this strategy based on the sharing of expertise and resources for mutual advantage.

4.2 The creation of a Liverpool City Region (LCR) Sustainable Energy Action Plan (SEAP) has prompted some LCR local authorities to make a commitment under the EU's 'Covenant of Mayors' (CoM). The CoM only covers part of the climate change agenda – that relating to sustainable energy. It also follows a more prescriptive format than the voluntary and locally driven approach utilised in Climate Local. However, endorsement for Climate Local is compatible with the EU CoM should the Council be minded to pursue such a commitment at a later date. Discussions about how Wirral Council will work in support of the LCR SEAP are ongoing.

## **5.0 CONSULTATION**

5.1 Work to develop the replacement climate change strategy is based on a consultation programme and the active involvement of a range of public and private sector partners and organisations.

## **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

6.1 The voluntary, community and faith sectors have an important role to play in the local response to climate change. This role has been recognised with an expanded range of partner organisations represented in the Wirral Climate Change Group. The group includes representation from VCA Wirral, Faiths4Change, Energy Projects Plus and Wirral Environment Network.

## **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

7.1 There are no direct financial implications.

7.2 There are no IT implications.

7.3 There are no additional staffing implications.

7.4 There are no direct implications for the Council's assets. However, as with the initial strategy, the development and implementation of initiatives and projects concerning the efficient and effective use of energy and measures to improve the Council's adaptation response will likely have a positive benefit on the future management of the Council's assets.

## **8.0 LEGAL IMPLICATIONS**

8.1 There are no legal implications arising from this report.

## **9.0 EQUALITIES IMPLICATIONS**

9.1 Local responses to climate change may have different implications for different sectors of the community. Accordingly, an equalities impact assessment will be conducted as part of the strategy development process.

9.2 Equality Impact Assessment (EIA)

- |                                       |     |
|---------------------------------------|-----|
| (a) Is an EIA required?               | Yes |
| (b) If 'yes', has one been completed? | No  |

## **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 The Wirral Climate Change Group provides a key forum for the co-ordination of local efforts to reduce carbon emissions. Its work thus assists the Council to meet its corporate objective to reduce its carbon footprint. It also assists the promotion of carbon reduction through partner organisations and in the wider community. In a similar way, the sharing of good practice with other authorities through Climate Local is also likely to help towards carbon reduction ambitions.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 There are no direct planning or community safety implications. Planning, police and fire service are represented in the Wirral Climate Change Group.

## **12.0 RECOMMENDATIONS**

12.1 It is recommended that:

- The activity of the Wirral Climate Change Group from 2012 including progress with the programme to develop a replacement climate change strategy be noted; and
- Wirral Council participates in the LGA's 'Climate Local' initiative with the Leader of the Council asked to sign a Climate Local Commitment on behalf of the authority.

## **13.0 REASON/S FOR RECOMMENDATIONS**

13.1 The Wirral Climate Change Group is the partnership forum where action on climate change, adaptation and mitigation is developed and coordinated. In January 2012, the Sustainable Communities Overview & Scrutiny Committee endorsed the Wirral Climate Change Group's proposed work to develop a replacement strategy.

13.2. The Council is a signatory to the 'Nottingham Declaration on Climate Change'. The LGA has completed its review of the 'Nottingham Declaration' and invited councils to reaffirm their commitment by making a commitment through a new 'Climate Local' initiative.

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## **APPENDICES**

*Climate Local Commitment, LGA*

## REFERENCE MATERIAL

Nottingham Declaration on Climate Change – Appendix A to Item 3 of Environment Overview and Scrutiny Committee 12<sup>th</sup> October 2006 'Nottingham Declaration Council Motion – 'Update Report'

Wirral Climate Change Strategy and Action Plan – Appendices to Item 17 of the Cabinet Meeting of 20th June 2007 'Environment – Nottingham Declaration Update Report No.2'

## SUBJECT HISTORY (last 3 years)

<b>Council Meeting</b>	<b>Date</b>
Sustainable Communities Overview and Scrutiny Committee – Item 8, Wirral Climate Change Group Annual Report	30 <sup>th</sup> January 2012
Sustainable Communities Overview and Scrutiny Committee – Item 9, Reducing Wirral's Carbon Footprint	8 <sup>th</sup> March, 2010
Sustainable Communities Overview and Scrutiny Committee - Item 9, Carbon Reduction - Progress Update Report 2	14 <sup>th</sup> September, 2010



# Climate Local [insert council(s) name]:

## Our commitment to taking action in a changing climate

We recognise that our council has an important role to help our residents and businesses to capture the opportunities and benefits of action on climate change. These include saving money on energy bills, generating income from renewable energy, attracting new jobs and investment in 'green' industries, supporting new sources of energy, managing local flood-risk and water scarcity and protecting our natural environment.

**We will progressively address the risks and pursue the opportunities presented by a changing climate, inline with local priorities, through our role as:**

- Community leader – helping local people and businesses to be smarter about their energy use and to prepare for climate impacts;
- Service provider – delivering services that are resource efficient, less carbon intensive, resilient and that protect those who are most vulnerable to climate impacts;
- Estate manager – ensuring that our own buildings and operations are resource efficient, use clean energy, and are well prepared for the impacts of a changing climate.

In signing this commitment, **we will:**

- **Set locally-owned and determined commitments** and actions to reduce carbon emissions and to manage climate impacts. These will be specific, measurable and challenging;
- **Publish our commitments, actions and progress**, enabling local communities to hold us to account;
- **Share the learning from our experiences and achievements** with other councils; and
- **Regularly refresh our commitments and actions** to ensure they are current and continue to reflect local priorities.

[Date]

[Name of council or group of councils]

[Signature of Leader or Mayor of Council]

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## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details

**EIA lead Officer:** Bryan Lipscombe

**Email address:** bryanlipscombe@wirral.gov.uk

**Head of Section:** Ian Brand

**Chief Officer:** Surjit Tour

**Department:** Law HR and Asset Management

**Date:** 14 January 2013

### Section 2: What Council proposal is being assessed?

The development of a replacement climate change strategy for Wirral. The strategy will address both climate mitigation (reducing climate related pollution to help limit changes in the climate) and climate adaptation (adapting to changes in the climate already expected). Please note that with work currently at the pre-‘consultation draft’ stage, this EIA is a Phase 1 document.

### Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes**

**If ‘yes’ please state which meeting and what date**  
Sustainable Communities O&S, 29<sup>th</sup> January 2013

**Please add hyperlink to where your EIA is/will be published on the Council’s website (see your Departmental Equality Group Chair for appropriate hyperlink)**

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- x **Services**
- x **The workforce**
- x **Communities**
- x **Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)  
Partners in all sectors

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4:** Does the proposal have the potential to maintain or enhance the way the Council ..... (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- x Advances equality of opportunity
- x Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
Disabled/ people with existing health conditions / children/ older people/ People on low incomes/ Socially isolated	Looking ahead climate projections suggest we can expect hotter summers and milder winters; drier summers and wetter winters and an increase in the frequency and severity of extreme weather events, such as heavy rainfall, droughts and heat-waves. Whilst these changes will have impacts for everyone, the impacts are likely to be more severe for particular sections of the community. The presence of a climate change strategy to promote adaptive actions is therefore anticipated to have a positive impact for the vulnerable groups identified. Many actions to promote a reduction in emissions also have potential positive benefits. For example, more sustainable transport systems (improvements in public and non motorised transport) can improve	Develop climate change strategy	Bryan Lipscombe (through Wirral Climate Change Group)	2013	

	physical and mental health and reduce pollution; and more energy efficient buildings can help reduce fuel poverty.				

**Section 5a: Where and how will the above actions be monitored?**

This is a 'phase 1' equalities impact assessment. The strategy will be developed by the Wirral Climate Change Group with the final outcome reported to committee (along with an updated assessment). The Wirral Climate Change Group will ultimately oversee the implementation of the strategy with regular reports made to committee on its implementation.

**Section 5b: If you think there is no negative impact, what is your reasoning behind this?**

**Section 6: What research / data / information have you used in support of this process?**

Bates, G., Chadborn, N., Jones, L. and McVeigh, J. (2011) *The Impact of climate change upon health and health inequalities in the north west of England* Centre for Public Health, Liverpool John Moores University, Liverpool, UK.

Defra (2012) *UK Climate Change Risk Assessment: Government Report*, Department for Environment, Food and Rural Affairs, London, UK.

Marmot, M.G., (2010) *Fair society, healthy lives: Strategic review of health inequalities in England post-2010*. The Marmot Review, London UK.

Northwest Climate Change Partnership (2012) *A Summary of Climate Change Risks for North West England - To coincide with the publication of the UK Climate Change Risk Assessment (CCRA) 2012* The Northwest Climate Change Partnership, Warrington, UK.

UKCIP (2009) *The UK Climate Projections 2009 (UKCP09)*

Wirral Council (2010) *Local Climate Change Impact Profile Media Trawl*. Sustainability Unit, Wirral Council, Birkenhead, UK

**Section 7: Are you intending to carry out any consultation with regard to this Council proposal?**

Yes

If 'yes' please continue to section 8.

**If 'no' please state your reason(s) why:**

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

### **Section 8: How will consultation take place and by when?**

A strategy draft will be produced taking into consideration the outcome of the surveys and workshops conducted in the pre-draft stage. It is anticipated that the resultant draft strategy will be then shared via the council website for further consultation (and through the communication channels available to partners on the Wirral Climate Change Group). It is anticipated a draft strategy will be available for consultation by summer 2013.

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting its legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

### **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**



## WIRRAL COUNCIL

### SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

29<sup>TH</sup> JANUARY 2013

<b>SUBJECT:</b>	<b>DECISIONS TAKEN UNDER DELEGATED POWERS</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>INTERIM DIRECTOR OF TECHNICAL SERVICES</b>
<b>KEY DECISION?</b>	<b>NO</b>

#### 1.0 EXECUTIVE SUMMARY

1.1 The purpose of this report is to inform the Committee, in accordance with the Approved Scheme of Delegation, of any instances where delegated authority has been used by the Interim Director of Technical Services with respect to the appointment of contractors. In this case, the tender procurement process for the Inspection, reporting and design of improvement works to Wirral's Aids to Navigation.

#### 2.0 BACKGROUND AND KEY ISSUES

2.1 Under the Approved Scheme of Delegation, the Deputy Director of Technical Services has used delegated authority to approve the appointment of the contractor as follows:

2.2 Contract Title: Aids to Navigation Inspection & Reporting

Contractor: Martin Wright Associates.

Contract Term 14 weeks

Contract Sum £17,703.35

2.3 The successful tenderer was appointed after a competitive tendering, and subsequent evaluation, process that was undertaken in accordance with the Council's Contract Procurement Rules.

#### 3.0 RELEVANT RISKS

3.1 The tender process included a financial check on the consultant prior to appointment to provide assurance that the appointed consultant is financially secure.

#### 4.0 OTHER OPTIONS CONSIDERED

4.1 None.

#### 5.0 CONSULTATION

5.1 There are no specific consultation implications arising from this report.

**6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

6.1 There are no specific implications arising directly from this report.

**7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

7.1 The works are split funded from the Coast Protection Capital Block and from Coast Protection Revenue. Approval was received on 11<sup>th</sup> October 2012 to proceed with the project.

**8.0 LEGAL IMPLICATIONS**

8.1 There are no specific implications arising from this report.

**9.0 EQUALITIES IMPLICATIONS**

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(b) No, because there is no relevance to equality.

**10.0 CARBON REDUCTION IMPLICATIONS**

10.1 There are no specific carbon reduction implications arising from this report.

**11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 There are no specific implications arising from this report.

**12.0 RECOMMENDATION/S**

12.1 That the report be noted.

**13.0 REASON/S FOR RECOMMENDATION/S**

13.1 To advise Committee in accordance with the Approved Scheme of Delegation.

**REPORT AUTHOR:** Neil Thomas  
Principal Assistant Engineer  
0151 606 2333  
email: [neilthomas@wirral.gov.uk](mailto:neilthomas@wirral.gov.uk)

**APPENDICES**

None

**REFERENCE MATERIAL**

None.

**SUBJECT HISTORY (last 3 years)**

Council Meeting	Date

## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details

**EIA lead Officer:** Rob Clifford

**Email address:** robertclifford@wirral.gov.uk

**Head of Section:** Mark Smith

**Chief Officer:** Interim Director of Technical Services

**Department:** Technical Services

**Date:** 7<sup>th</sup> January 2013

### Section 2: What Council proposal is being assessed?

Use of delegated authority to accept a tender for inspection, reporting and design works to Wirral's Aids to Navigation.

### Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

**Yes / No** If 'yes' please state which meeting and what date

Sustainable Communities Overview & Scrutiny Committee 29<sup>th</sup> January 2013

Please add hyperlink to where your EIA is/will be published on the Council's website (see your Departmental Equality Group Chair for appropriate hyperlink)

...<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>.....

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)  
Private Sector – commercial and non-commercial users of Wirral’s waterspace.

If you have ticked one or more of above, please go to section 4.

**None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4:** Does the proposal have the potential to maintain or enhance the way the Council ..... (please tick relevant boxes)

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- Advances equality of opportunity
- Fosters good relations between groups of people

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- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

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Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications

**Section 5a:** Where and how will the above actions be monitored?

**Section 5b:** If you think there is no negative impact, what is your reasoning behind this?

**Section 6:** What research / data / information have you used in support of this process?

**Section 7:** Are you intending to carry out any consultation with regard to this Council proposal?

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 8:** How will consultation take place and by when?

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

**SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE – WORK PROGRAMME 2012/13**

Title:	Department:	Comments/Justification:
<p><b>26 June 2012:</b></p> <p>Highway &amp; Engineering Services Contract – 3<sup>rd</sup> Annual Review</p> <p>“Reducing the Council’s Carbon Footprint” Progress Update</p>	<p>Technical Services</p> <p>Law, HR &amp; Asset Management</p>	<p>Progress report and formal presentation – items requested by Cabinet and O&amp;S</p> <p>Corporate ‘goal’ annual progress report</p>
<p><b>26 September 2012:</b></p> <p>Notice of Motion “Increase Recycling” Response (including Levy Review progress update)</p> <p>Library Strategy</p> <p>Empowerment Partnership</p>	<p>Technical Services</p> <p>Finance</p> <p>Law, HR &amp; Asset Management</p>	<p>Progress report</p> <p>Review of Library Strategy including evening opening hours</p> <p>New approach to link Trading Standards with communities</p>
<p><b>21 November 2012:</b></p> <p>“Have a safe and well-maintained highway network for all users” – Progress Update</p> <p>Highway Maintenance Processes/ Treatments and National Pothole Review</p> <p>Street Lighting Connections – Progress Update</p>	<p>Technical Services</p> <p>Technical Services</p> <p>Technical Services</p>	<p>Corporate ‘goal’ annual progress report</p> <p>Requested by Committee Members</p> <p>Progress Update</p>

Pavement and Verge Parking Review	Technical Services	Requested by O&S Committee
SLA with UU re manholes - Update	Technical Services	Requested by O&S
Wirral University Teaching Hospitals (WUTH) NHS Foundation Trust – Travel Plan Review 2012	Technical Services	Progress report
Parks Modernisation Programme	Technical Services	Progress report
Domestic Homicide	Law, HR & Asset Management	Report provided as part of the Committee's scrutiny function for the Community Safety Partnership
<b>29 January 2013:</b>		
Streetscene Environment Services Contract – Sixth Annual Review	Technical Services	Progress report & presentation on the strategic contract with Biffa
'Minimise waste by encouraging waste reduction and recycling' – Progress Update	Technical Services	Corporate 'goal' annual progress report
'Have high standards of environmental quality across Wirral' – Progress Update	Technical Services	Corporate 'goal' annual progress report
Bridges Management	Technical Services	Raising awareness of the condition of the stock and progress in maintaining
Streetscene Enforcement Campaigns	Technical Services	Progress on Campaigns and successes/ lessons learned
Wirral Flood & Water Management Partnership – Progress Update	Technical Services	Progress report as requested by O&S Committee & to comply with legislation
Heritage Strategy – Progress Update	Technical Services	Progress Report



National Food Hygiene Rating Scheme	Law, HR & Asset Management	Progress report after the introduction of the new scheme
Tackling Dog Fouling	Law, HR & Asset Management	Progress report on topic raised as an issue by 8 of 11 Area Forums
Doorstep Crime	Law, HR & Asset Management	Progress report
Reducing the Council's Carbon Footprint - Progress Report N° 6	Law, HR & Asset Management	Corporate Goal Progress Report
Wirral Climate Change Group Annual Report	Law, HR & Asset Management	Annual Report
<b>12 March 2013:</b>		
'Provide high quality, value for money leisure and cultural facilities for Wirral residents' – Progress Update	Technical Services	Corporate 'goal' annual progress report covering Sport & Recreation, Museums & Heritage and Floral Pavilion
'Provide and maintain high quality parks and opens spaces in partnership with local communities' – Progress Update	Technical Services	Corporate 'goal' annual progress report
Review of Golf Service	Technical Services	Review of service including control of income
Coastal Management Issues	Technical Services	Report to include Beach Management & control of grasses
Shellfish Farming – Progress Update	Law, HR & Asset Management	Progress report on shellfish farming
Wirral Approved Trader Scheme	Law, HR & Asset Management	Progress report on the development of the scheme

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