

CABINET

Monday, 21 March 2016

<u>Present:</u>	Councillor	P Davies (Chair)	Leader of the Council
	Councillors	AR McLachlan G Davies AER Jones C Jones C Meaden P Hackett T Smith B Mooney S Whittingham	Transformation and Improvement Housing and Communities Resources (Finance, Assets and Technology) Adult Care and Public Health Leisure and Culture Business and Tourism Children and Families Environmental Protection Transport, Technology and Infrastructure

In Attendance: Councillor M McLaughlin

115 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members of the Cabinet were asked to consider whether they had any disclosable pecuniary and/or any other relevant interest, in connection with any item(s) on the agenda and, if so, to declare them and the nature of the interest.

Councillor Chris Meaden declared a personal, non-pecuniary interest in Item No. 9 on the Agenda – Children, Young People and Families Strategy (Minute No. 124 refers) by virtue of her daughter's employment within the CYPD.

The Leader informed the Cabinet that he would take the Report Item - Safeguarding Children Scrutiny Review as the first item of business in view of the presence of Policy and Performance Committee Chair Councillor Moira McLaughlin specifically for this item.

116 MINUTES

Decision:

That the Minutes of the last meeting, held on 7 March 2016, be confirmed as a true record.



“Making sure our children and young people are safe is perhaps our most enduring and important duty. It is a key pledge within our Wirral Plan and an area of our business which is always right at the top of our agenda.

“This Scrutiny Review is extremely helpful in highlighting where we should focus our attention to strengthen our processes and put the systems in place to identify, as early as possible, where a child is at risk of harm.”

Councillor Tony Smith

Reason for Decision:

The Safeguarding Children in Wirral Scrutiny Review provided an in depth look at safeguarding in Wirral through elected member discussions with a range of different family members and professionals, and consideration of the effective implementation of policies and procedures to satisfy themselves, as far as reasonably possible that vulnerable children and young people in Wirral are safe. The recommendations within the report were borne out of this evidence, and were intended to improve the safety of children and young people.

Decision:

That

- (1) the contents and recommendations of the Scrutiny Report, “Safeguarding Children in Wirral” be accepted; and**
- (2) an update report regarding the impact of the recommendations be presented to the Families and Wellbeing Policy and Performance Committee, and subsequently Cabinet at its July 2016 meeting.**

Purpose:

Councillor M McLaughlin informed Cabinet that members of the Families & Wellbeing Policy and Performance Committee had undertaken an in-depth review of safeguarding procedures for children in Wirral, over the course of two years from January 2014.

Councillor M McLaughlin further informed that the review had been reported to Families and Wellbeing Policy and Performance Committee on 19 January 2016, and that many of the recommendations emanating from the review had already been actioned and used to improve procedures and practice.

Cabinet noted that the scrutiny review had given members the opportunity to assure themselves that the Council and partners have adequate safeguarding mechanisms in place and that those processes work in practice. Scrutiny would also help the partnership to understand the experiences of families and what may need to change to improve outcomes in safeguarding.

The Members of the Scrutiny Panel had met with a range of witnesses throughout the course of the review, including Council officers, representatives of partner organisations as well as a small number of families who had experience of the social care system.

118 EXECUTIVE KEY DECISIONS TAKEN UNDER DELEGATED POWERS

The Cabinet's attention was drawn to the Key Decisions made under delegated authority since the last Cabinet agenda as follows:

Leader of the Council – Strategic and Policy Oversight
Request for Financial Assistance – Business Growth Grant Funding
Date of decision: 23/02/2016
Effective from: 02/03/2016

Cabinet Member – Transformation and Improvement (and Deputy Leader of the Council)
Business Growth Grant Funding
Date of decision: 01/03/2016
Effective from: 08/03/2016

Cabinet Member – Adult Care and Public Health
Community Based Support/Support at Home
Date of decision: 02/03/2016
Effective from: 10/03/2016.

Resolved:

That the Key Decisions listed above be noted.

119 EUROPEAN ISSUES



“We are determined to do all we can to put our residents into the best possible position to find good jobs. Our vision for Wirral is based on a strong local economy and this report presents an excellent opportunity for the Council to work with colleagues throughout the City Region to support residents to improve their employability skills and opportunities to find work.”

Councillor Phil Davies

Reason for Decision:

Despite success in reducing worklessness, Wirral has persistent levels that far exceed regional and national averages. The Ways to Work programme provides services to support adults and young people into employment and as such supports a number of pledges within the Wirral Plan.

Decision:**That**

- (1) Cabinet welcomes the Letter of Intent from DWP notifying the Liverpool City Region Combined Authority of a successful application to the 2014 to 2020 European Social Fund programme (subject to funding agreement) and agrees the approach as set out in the report as noted;**
- (2) on receipt of a funding agreement from Merseytravel, as accountable body for the Combined Authority bid, the Assistant Chief Executive in consultation with the Head of Legal and Member Services be authorised to finalise negotiation and accept the funds on behalf of the Council;**
- (3) the Assistant Chief Executive and Strategic Director, Families and Wellbeing be authorised to commence procurement and activity and select a supplier(s) to deliver the commissioned services as outlined in Appendix 1 of the report;**
- (4) the Strategic Director, Families and Wellbeing be authorised to commence delivery of the Intermediate Labour Market programme as outlined in paragraphs 3.9 and 3.11 of the report;**
- (5) the Assistant Chief Executive be authorised to respond to changes to financial allocations across the Wirral and Liverpool City Region Combined Authority Ways to Work programme as outlined in Table 4 of the report; and**
- (6) the call-in period for the recommendations in the report be waived, owing to the time critical nature of the procurement/delivery as outlined in the report.**

Purpose:

The report, informed members of the successful outcome (subject to funding agreement) of the Liverpool City Region (LCR) Combined Authority application to the European Social Fund (ESF) programme to support adults and young people into employment. The report set out the implications for Wirral and the local delivery model which included a combination of in-house delivery and commissioned activity.

The programme, to be known as the Ways to Work programme, supported the aspirations of the Wirral Plan and specifically the following pledges:

- PLEDGE 3: YOUNG PEOPLE ARE READY FOR WORK AND ADULTHOOD

Reducing the number of young people classified as NEET (Not in Employment, Education or Training).

- PLEDGE 4: VULNERABLE CHILDREN REACH THEIR FULL POTENTIAL

A commitment to ensure that every child who leaves care has the opportunity to start work, further their education or enrol on an apprenticeship;

- PLEDGE 8: GREATER JOB OPPORTUNITIES IN WIRRAL

Growth Plan – ‘Wirral will be a place where employers want to invest, business thrives and high quality jobs are provided and where all our residents are able to contribute to and benefit from sustained prosperity and a good quality of life’, and

- PLEDGE 16: WIRRAL RESIDENTS LIVE HEALTHIER LIVES

Draft Healthier Lives Plan – ‘The Department of Health estimated that health services, although important to our health and wellbeing, only contribute about 20% of our health status. The other 80% is determined by access to employment and education opportunities, income, good housing, education, transport links and supportive social networks’.

120 OUTLINE TRANSFORMATION APPROACH



“Ongoing austerity policies from national Government are changing the nature of public services. Huge funding reductions combined with changing and increased needs from residents are combining to demand fundamental change in how public services are designed and provided.

“If we are to meet our 20 Pledges to Wirral residents then we have a duty to put this Council in the best possible position to adapt, be flexible and ensure the biggest impact on residents’ lives from diminishing public resources. The Wirral Plan sets out our vision for this borough, our developing transformation programme sets out the blueprint we will follow to deliver on our 20 Pledges.”

Councillor Ann McLachlan

Reason for Decision:

The Council must review its current operating model to ensure that the organisation was effectively organised to support the achievement of the Wirral Plan. Working with partners, the Council was required to have the appropriate skills, resources and commercial awareness to support delivery of the Wirral Plan.

Decision:

That

- (1) the principles of the new operating model and the next steps required to make progress towards implementation set out in section 3 of the report be agreed;**
- (2) a report detailing a revised management and organisational structure to support the new operating model to be presented to the Employment and Appointments Committee as soon as practicably possible; and**
- (3) the operating principles attached at appendix 1 of the report that will inform the future design of new models of service delivery be agreed.**

Purpose:

The report set out the principles of a new approach to transformation and a new operating model for the Council; to ensure the organisation was best equipped to achieve the Pledges as committed to in the Wirral Plan.

121 WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: ALL AGE DISABILITY STRATEGY



“Our ambition is to empower and enable our residents so that they can live healthy, independent lives in strong and vibrant communities where they feel safe and are safe. We want this for all of our disabled residents regardless of where they live in Wirral, and we want to recognise the contribution that they make to our local communities.”

In the Wirral Plan we set out the following pledge: It is our aim to support more people with disabilities to increase their independence and access to work, education and volunteering”

Councillor Chris Jones

Reason for Decision:

The All Age Disability Strategy had been developed to deliver the Wirral Plan pledge for 'People with disabilities live independently'.

The Strategy had been developed with people with disabilities and their Carers, partners and stakeholders to ensure that there had been extensive engagement in the development of the Strategy and its priority areas.

The Strategy had also been shared with the All Age Disability Partnership Board - responsible for monitoring the implementation of the Strategy.

Decision:

That the All Age Disability Strategy be approved.

Purpose:

Councillor Chris Jones introduced a report which provided Cabinet with the All Age Disability Strategy; a key strategic document which described ambitions related to the Wirral Plan People Priority:

"Wirral is a place where the vulnerable are safe and protected, every child gets a good start in life and older residents are respected and valued".

The Wirral Plan: A 2020 Vision sets out a shared vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan were underpinned through the development and implementation of a set of key strategies.

122 **WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: HEALTHIER LIVES**



"We want our residents to have a long and healthy life. We know some of our communities face many challenge and this strategy aims to develop a new approach to support and enable people to live healthier lives in Wirral by building an environment in which healthy choices are the easy choices and where we can make a real impact in reducing health inequalities across the borough.

In the Wirral Plan we set out the following pledge: We remain committed to addressing health inequalities in Wirral through encouraging residents to lead healthier lifestyles and promoting physical activity and healthy eating. We will also continue to reduce the prevalence of smoking amongst our residents and the levels of alcohol related ill-health and anti-social behaviour thorough restricting

availability of “super strength” alcohol. We want to see 30% of Wirral’s off-license retailers sign up to the Council-supported “reduce the strength” campaign.”

Councillor Chris Jones

Reason for Decision:

The Healthy Lives Strategy had been developed to deliver the Wirral Plan pledge to create an environment in which our residents are encouraged and supported to live a healthy life.

The strategy had been developed with residents, partners and stakeholders to ensure that there had been extensive engagement in its development and identification of priority areas for action.

Decision:

That the Healthy Lives Strategy be approved.

Purpose:

Councillor Chris Jones introduced a report that provided Cabinet with the Healthy Lives Strategy; a key strategic document that articulated ambitions related to the Wirral Plan Healthy Lives priority:

“We want all of our residents to have a good quality of life and live healthy lifestyles in clean and safe environments”.

The Wirral Plan: A 2020 Vision sets out a shared vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan were underpinned through the development and implementation of a set of key strategies.

123 **WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: IMPROVING LIFE CHANCES**



“Raising aspirations for our children and families in the borough and reducing the impact of poverty is critical to ensuring that we can harness the skills and resources of our communities, and ensure that they are equally able to take the opportunities that ensure a positive life experience. We know that at the moment we have much to do, and that this has long been a difficult challenge to meet. However we are determined to bring together the skills and resources available to us to build on our learning and to target our efforts to support those who are most affected.”

In the Wirral Plan we set out the following pledge: We will continue to work with partners to look at opportunities to tackle child and family poverty in Wirral communities. Sadly, 22.4% of children in Wirral currently live in low income households. Our long term ambition is to ensure no child in Wirral lives in poverty and we will work with our partners to reduce this level over the five years of this plan.”

Councillor Tony Smith

Reason for Decision:

The Improving Life Chances strategy had been developed to deliver the Wirral Plan pledge to tackle child poverty.

The strategy had been developed with local stakeholders, and partners to ensure effective engagement in its delivery.

Decision:

That the Improving Life Chances Strategy be approved.

Purpose:

Councillor Tony Smith introduced a report which provided Cabinet with the Improving Life Chances Strategy; a key strategic document which articulated ambitions related to the Wirral Plan priority.

The Wirral Plan: A 2020 Vision sets out a shared vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan were underpinned through the development and implementation of a set of key strategies.

124 **WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: CHILDREN, YOUNG PEOPLE AND FAMILIES**



“Making sure all of our children and young people are able to set high goals for themselves – and achieve them – is probably the most important responsibility of any Council. This strategy is designed to make sure that we do just that, working with all of our partners to use our resources, expertise and experience to improve the lives and achievements of every child, young person and family in Wirral.

In the Wirral Plan we set out the following pledges:

Children are ready for school:

We must make sure that every child is equipped with the emotional, social and developmental skills to be ready to start school and to learn. We will achieve this through a range of early interventions, engagement and support for families within our communities.

Young people are ready for work and adulthood:

Our children deserve to be educated in 'good and outstanding' schools. We want to see continued improvements in literacy and numeracy skills with more of our pupils achieving 5 good GCSEs including English and Maths, closing the gap between the highest and lowest achievement across our schools.

Vulnerable children reach their full potential:

We want to see Wirral's children thrive and be safe in their own families and communities. Today, around 675 young people are living in care in Wirral. This is significantly higher than local authorities with similar needs and context to Wirral. We aim to reduce that number by 100 to bring Wirral in line with similar areas".

Councillor Tony Smith

Reason for Decision:

The Children, Young People and Families strategy had been developed to deliver the Wirral Plan pledge for children and young people to lead good and fulfilling lives, where children have the opportunity to reach their full potential.

The strategy had been developed with children and young people themselves, along with parents, partners and stakeholders to ensure that there had been extensive engagement in the development of the strategy and its priority areas.

Decision:

That the Children, Young People and Families Strategy be approved.

Purpose:

Councillor Tony Smith introduced a report which provided Cabinet which articulated ambitions related to the Wirral Plan People Priority.

The Wirral Plan: A 2020 Vision sets out a shared vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan were underpinned through the development and implementation of a set of key strategies.

Note: Councillor Chris Meaden having previously declared a personal, non-pecuniary interest by virtue of her daughter's employment within the CYPD remained in the room whilst the matter was discussed and voted upon.

WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: COMMUNITY SAFETY



“Wirral residents have told us that being safe, and feeling safe, is the most important factor contributing to their quality of life. We have listened, and in response have developed this new strategy to make our communities even safer. We will do this through a new approach to tackle anti-social behaviour, focussing our resources where they will have the most impact and working in an even closer, more integrated way with partners such as Merseyside Police.

In the Wirral Plan we set out the following pledge: Unfortunately, the actions of a small minority can have a negative impact on the majority of residents. We are increasing our efforts to quickly and effectively deal with anti-social behaviour, including street drinking and neighbourhood noise issues.”

Councillor George Davies

Reason for Decision:

The Ensuring Wirral’s Neighbourhoods are Safe strategy has been developed to deliver the Wirral Plan pledge for Wirral to be a safe place to live, visit and work.

The strategy has been developed with residents, partners and stakeholders to ensure that there has been extensive engagement in its development and its priority areas.

Decision:

That the Ensuring Wirral’s Neighbourhoods are Safe Strategy be approved.

Purpose:

Councillor George Davies introduced a report, providing Cabinet with the Ensuring Wirral’s Neighbourhoods are Safe strategy; a key strategic document which articulated ambitions related to the Wirral Plan Environment Priority:

“Wirral has an attractive and sustainable environment, where good health and an excellent quality of life is enjoyed by everyone who lives here”.

The Wirral Plan: A 2020 Vision sets out a shared vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the

Plan were underpinned through the development and implementation of a set of key strategies.

126 **WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: DOMESTIC ABUSE**



“Wirral’s repeat rate of high risk domestic abuse is well below the national average, and fortunately, people are also now more likely to report abuse, which indicates increased confidence in services. However, Merseyside Police deal with around 97 reported domestic abuse incidents every day so there is still much work to be done. We know it remains a largely hidden problem and that domestic abuse has a lasting effect on families and particularly on children into later life, which is why working towards zero tolerance is so important and why having a long-term strategy in place to eradicate domestic abuse in Wirral is so vital.”

In the Wirral Plan we set out the following pledge: Our focus will remain on prevention and early intervention and we will continue to facilitate an integrated response and effective court system to deal with cases quickly and effectively.”

Councillor George Davies

Reason for Decision:

The Zero Tolerance to Domestic Abuse strategy had been developed to deliver the Wirral Plan pledge to protect the vulnerable.

The strategy had been developed with residents, partners and stakeholders to ensure that there has been extensive engagement in its development and its priority areas.

Decision:

That the Zero Tolerance to Domestic Abuse Strategy be approved.

Purpose:

Councillor George Davies introduced a report which set out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan were underpinned through the development and implementation of a set of key strategies.

The report provided Cabinet with the Zero Tolerance to Domestic Abuse strategy; a key strategic document which articulated ambitions related to the Wirral Plan People Priority:

“Wirral is a place where the vulnerable are safe and protected, every child gets a good started in life and older residents are respected and valued”.

127 **WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: LEISURE**



“Wirral is a fantastic place for people to live, work and enjoy their leisure time. I am extremely proud of the diverse opportunities available in our borough and I am delighted to introduce this five-year leisure strategy developed in collaboration with a range of partner organisations.

This leisure strategy is designed to help us deliver our ambition to secure a range of quality and diverse leisure activities for our residents and visitors to enjoy for many years to come.

In the Wirral Plan we set out the following pledge: We will encourage more people to enjoy the wide range of leisure, culture and sporting opportunities on offer across Wirral. We will listen to residents’ ideas and requests, and by 2020, will have increased access to events and activities to all our residents, regardless of age or income.”

Councillor Chris Meaden

Reason for Decision:

The Leisure Strategy had been developed to deliver the Wirral Plan pledge to encourage more residents and visitors to enjoy leisure and culture opportunities on offer across the borough.

The strategy had been developed with residents, partners and stakeholders to ensure that there had been extensive engagement in the development of the strategy and its priority areas.

Decision:

That the Leisure Strategy be approved.

Purpose:

Councillor Chris Meaden introduced a report which provided Cabinet with the Leisure Strategy: a key strategic document that articulated ambitions related to the Wirral Plan Environment Priority:

“Wirral has an attractive and sustainable environment, where good health and an excellent quality of life is enjoyed by everyone who lives here”.

The Wirral Plan: A 2020 Vision sets out a shared vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan were underpinned through the development and implementation of a set of key strategies.

128 **WIRRAL PLAN: A 2020 VISION - UNDERPINNING STRATEGIES: CULTURE**



“Events, arts, culture and heritage are intrinsic parts of what makes Wirral such a fantastic place to live and visit. World-famous museums and galleries, thriving arts festivals and theatres, and energetic and creative residents combine to form a borough with an incredible heritage and a bright future.

I am proud to present Wirral’s Culture Strategy which is the overarching vision for how everyone in this borough can work together to build on the cultural assets we have and allow every resident to enjoy them.”

In the Wirral plan we set out the following pledge: We will encourage more people to enjoy the wide range of leisure, culture and sporting opportunities on offer across Wirral. We will listen to residents’ ideas and requests, and by 2020, will have increased access to events and activities to all our residents, regardless of age or income.”

Councillor Chris Meaden

Reason for Decision:

The Culture Strategy has been developed to deliver the Wirral Plan pledge to encourage more residents and visitors to enjoy leisure and culture opportunities on offer across the borough.

The strategy has been developed with residents, partners and stakeholders to ensure that there has been extensive engagement in the development of the strategy and its priority areas.

Decision:

That the Culture Strategy be approved.

Purpose:

Councillor Chris Meaden introduced a report providing Cabinet with the Culture Strategy; a key strategic document which articulated ambitions related to the Wirral Plan Environment Priority:

“Wirral has an attractive and sustainable environment, where good health and an excellent quality of life is enjoyed by everyone who lives here”

The Wirral Plan: A 2020 Vision sets out a shared vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan were underpinned through the development and implementation of a set of key strategies.

129 **HEALTH RELATED WORKLESSNESS**



“A thriving economy brings huge benefits for the entire borough. People in work tend to have better health, better housing and a better quality of life. We are determined to do all we can to be innovative and imaginative, providing new solutions to help those residents furthest away from work, including those with health conditions, access the right support on their journey back into the employment market as we work towards achieving our 20 Pledges”.

Councillor Pat Hackett

Reason for Decision:

Despite some success in reducing health related worklessness, Wirral has persistent levels that far exceed regional and national averages. The guiding principles of the Wirral Plan: A 2020 Vision are embedded in the delivery model and the activities proposed meet a number of aspirations of the Wirral Plan, specifically Pledge 8: Greater Job Opportunities and Pledge 16: Wirral residents live healthier lives.

Decision:

That

- (1) the findings of the research phase of the Health Related Worklessness Programme be noted, and the approach for progressing to implementation phase be approved;**
- (2) the use of the £1m Transformation Challenge Award to support the workstream activities identified in the report be authorised; and**
- (3) the Assistant Chief Executive be authorised to finalise details of the commissioning process and selection of suppliers in consultation with the Strategic Director Families and Wellbeing regarding the use of Public Health Grant.**

Purpose:

Councillor Pat Hackett introduced a report updating Members on the progress and findings of Phase One of the Wirral Health Related Worklessness Programme and sought authority to commission activity to progress Phase Two: Implementation.

The Health Related Worklessness Programme had been developed using the guiding principles of the Wirral Plan and supported the aspirations of improving the health and wellbeing of residents and their active engagement in the labour market, specifically:

- **PLEDGE 8: GREATER JOB OPPORTUNITIES IN WIRRAL**
Growth Plan – ‘Wirral will be a place where employers want to invest, business thrives and high quality jobs are provided and where all our residents are able to contribute to and benefit from sustained prosperity and a good quality of life’.
- **PLEDGE 16: WIRRAL RESIDENTS LIVE HEALTHIER LIVES**
Draft Healthier Lives Plan – ‘The Department of Health estimates that health services, although important to our health and wellbeing, only contribute about 20% of our health status. The other 80% is determined by access to employment and education opportunities, our income, good housing, education, transport links and supportive social networks’.

This matter affected all Wards within the Borough, with a specific focus on the Parliamentary Constituency of Birkenhead.

This was a key decision requesting member approval for use of Council resources which exceed £500,000.

130 **TACKLING ALLEYWAY DUMPING - FUNDING OF ADDITIONAL
CLEANSING RESOURCES**



Councillor Bernie Mooney

Reason for Decision:

Additional cleansing resources will be required to support sustained and increased enforcement activity. In addition, the Council is to embark on a series of ambitious changes to waste management services during the period 2016 – 2018. Resources will be required to support such changes.

Future enforcement action will engender the required behavioural change to further reduce alleyway dumping and other forms of environmental crime, leading to improved environmental quality and less demand on cleansing resources.

Decision:

That

- (1) the allocation of £242,000 from the Waste Development Fund (WDF) for a further 2 years (2016/17 and 2017/18) from 1st April 2016, to sustain an enhanced passageway cleansing service to effect behaviour change and reduce alleyway dumping as outlined in the report be approved; and**
- (2) the call-in period for the decision be waived to enable service delivery to continue in a seamless manner.**

Purpose:

Councillor Bernie Mooney introduced a report, reviewing the funding of additional cleaning resources supporting the “Tackling Alleyway Dumping” campaign introduced in April 2014. The initial agreed budget was £400,000 for 2 years comprising 2 separately funded elements.

a) A Cleansing Team to increase the frequency of passageway cleansing in affected wards. (All wards are affected with the exception of Clatterbridge, Eastham, Heswall, Leasowe and Moreton East.)

b) A Waste Investigation Team to investigate incidents of dumped waste and undertake investigations to assist the Council in pursuing legal action against offenders.

c) A Business Support Officer employed on a temporary basis to coordinate referrals for enforcement action and subsequent prosecution.

This report examined the Cleansing Team element only. The Waste Investigation Team was the subject of a separate report to the Cabinet.

The Cabinet was informed that the campaign had been established to tackle the amount of waste dumped in alleyways in terraced housing areas and to promote compliance amongst Wirral residents to help meet targets set for waste reduction and recycling. It was widely recognised that improving local environmental quality would have a positive impact on people's health and wellbeing aligning to the Wirral Plan. The findings of the 2015 Insight survey also highlighted improved local environmental quality as a key priority for residents.

131 ALLEYWAY DUMPING ENFORCEMENT



Councillor Bernie Mooney

Reasons for Decision:

To promote wider compliance with the Council's waste and recycling collection service and reduce negative environmental impacts such as alleyway dumping, windblown litter and antisocial behaviour.

Future enforcement action will engender the required behavioural change to further reduce alleyway dumping and other forms of environmental crime, leading to improved environmental quality and less demand on cleansing resources.

Decision:

That

- (1) Approves the allocation of £124,800 from the Waste Development Fund (WDF) for a further 2 years (2016/17 & 2017/18) from 1 April 2016, to sustain an enhanced enforcement approach for effecting behavioural change and reducing alleyway dumping as set out in Option 3 of the report be approved; and**
- (2) the call-in period for the decision be waived to enable service delivery to continue in a seamless manner.**

Purpose:

Wirral Council has a statutory duty to arrange for the collection of household waste within its boundary.

Councillor Bernie Mooney introduced a report, stating that Wirral Council had a statutory duty to arrange for the collection of household waste within its boundary.

The report reviewed the current Tackling Alleyway Dumping campaign introduced in April 2014. The campaign was established to tackle the amount of waste dumped in alleyways in terraced housing areas and to promote compliance amongst Wirral residents to help meet targets set for waste reduction and recycling.

It was widely recognised that improving local environmental quality would have a positive impact on people's health and wellbeing aligning to the Wirral Plan.

All wards are affected with the exception of Clatterbridge, Eastham, Heswall, Leasowe and Moreton East.

132 **EXEMPT INFORMATION - EXCLUSION OF THE PRESS AND PUBLIC**

Resolved:

That, under section 100 (A) (4) of the Local Government Act 1972, the public be excluded from the meeting during consideration of the following items of business on the grounds that they involve the likely disclosure of exempt information as defined by paragraph 3 of Part I of Schedule 12A (as amended) to that Act (information relating to the financial or business affairs of any particular person (including the authority holding the information))

The Public Interest test had been applied and favoured exclusion.

133 EUROPEAN ISSUES (EXEMPT APPENDIX)

Decision:

That the content of the exempt appendices (reference report Agenda Item No. 4 – European Issues - Minute No. 118) be noted.