



Constituency Committee - Wallasey

Date:	Thursday, 6 July 2017
Time:	6.00 pm
Venue:	Committee Room 1 - Wallasey Town Hall

Contact Officer: Andrew Mossop
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AGENDA

1. APPOINTMENT OF CHAIR AND VICE-CHAIR

The Committee will be invited to appoint a Chair and Vice-Chair for the municipal year 2017/18.

2. MEMBER'S CODE OF CONDUCT - DECLARATIONS OF INTEREST

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

3. APOLOGIES FOR ABSENCE

4. MINUTES (Pages 1 - 6)

To approve the accuracy of the minutes of the meeting of the Constituency Committee meeting held on 6 April, 2017.

5. PUBLIC QUESTION TIME

6. COMMUNITY REPRESENTATIVES' UPDATE

7. 2017 'GROTSPOTS' CAMPAIGN

A presentation will be provided by Mike Cockburn, Lead Commissioner – Environment.

8. **WALLASEY CONSTITUENCY COMMITTEE BUDGET AND SPEND
(Pages 7 - 30)**
9. **ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR**

CONSTITUENCY COMMITTEE - WALLASEY

Thursday, 6 April 2017

<u>Present:</u>	Councillor	B Mooney (Chair)	
	Councillors	RL Abbey B Berry C Blakeley P Hayes AER Jones C Jones	T Jones A Leech I Lewis P Stuart T Usher
<u>Apologies</u>	Councillors	P Hackett T Johnson L Rennie	C Spriggs J Williamson S Williams
	Community Representative	S Spoor	

27 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

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

No such declarations were made.

28 APOLOGIES FOR ABSENCE

Apologies had been received from Councillors Pat Hackett, Treena Johnson, Lesley Rennie, Chris Spriggs, Steve Williams, Janette Williamson and Community Representative, Sarah Spoor.

29 MINUTES

Resolved – That the minutes of the Wallasey Constituency Committee held on 26 January, 2017, be approved.

30 PUBLIC QUESTION TIME

The Chair informed the meeting that no relevant questions had been received in advance of the meeting.

The Chair then invited questions from the audience but no questions were posed.

31 **ANY OTHER URGENT BUSINESS - COMMUNITY CONNECTORS**

The Chair agreed to this item as urgent business in view of the presence of two Community Connectors.

Shelly Daverin, Lead Connector and Phil Currall, Community Connector gave a short talk to the Committee about the work of Involve Northwest and Community Connectors. They were involved in tackling social isolation, inspiring belief and positive change, building new friendships between people and thus improving health and wellbeing. They worked with a wide range of partner organisations including, the Department for Work and Pensions, local councillors, Wirral Ways to Recovery, local churches and Community Spirit. Leaflets were distributed to a lot of community venues including GP surgeries, cafes and churches and a lot of their time was spent door knocking. They were looking for peer mentors and new volunteers and details were given of their telephone number and website and email address. Their base was in Rock Ferry and currently they had 15 connectors.

Responding to comments from Members both Shelly and Phil stated that they would be trialling different methods of contacting people as well as using the method of mass door knocking which they had just undertaken in the Rock Ferry area in partnership with Age UK. They were not offering a quick fix but rather very small steps along the way to help people.

During the course of discussion of this item, the Chair declared a personal interest as an employee of Age UK.

The Chair then wished the Community Connectors well in their work and thanked them for their attendance.

32 **COMMUNITY REPRESENTATIVES' UPDATE**

The Chair invited Jenni Jones to give an update on behalf of the Community Representatives.

Jenni Jones commented that they were wanting to get more people involved in the Constituency Committee and were doing this through door knocking and through social media. They would also work as close as they could with Involve Northwest.

33 **PRESENTATION: WIRRAL ASSET STRATEGY**

The Committee received a presentation from Jeannette Royle, Senior Manager, Asset Management on the Asset Strategy.

The Strategy's vision was, 'to create an efficient, fit for purpose and sustainable estate to deliver better integrated public services across Wirral

and the wider city region, to support businesses and to use our assets as an enabler for economic growth and income generation.’

The five priorities in the Asset Strategy were:

1. One Public Estate
2. Place Shaping
3. Policy and Strategy
4. Financial Efficiency
5. Managing the Corporate Portfolio

The ‘One Public Estate’ priority was a national initiative aimed at making best use of assets across the Public Sector by rationalising poor quality and costly buildings; bringing services together for the benefit of residents. This in turn could release assets and land for other uses. There were already excellent examples of co-location with the Police, Health, Children’s Services, Citizens Advice, Libraries, Leisure, One stop shops, Community Centres, Adult Learning etc.

The ‘Place Shaping’ priority involved working with partners which spanned the public, private, voluntary sectors and neighbourhood groups and would enable the Council to shape the Borough into a place where people wanted to live, work and do business. The activities in Asset Management were increasingly linked to Regeneration, Growth projects and commercial opportunities. These were co-ordinated through established “Asset Boards” to ensure the best outcome for residents, businesses, visitors and the wider community.

Jeannette Royle also gave details of the other three priorities and then in response to comments from Members both Jeannette and David Armstrong, Assistant Chief Executive, made the following comments:

- Clauses were now being put into land sales so that land was developed in a certain period of time although this could be more problematic for the sale of individual buildings.
- Sites were now being cleared before being sold on, so that buildings would not be left empty in a dangerous condition.
- Capital receipts from the sale of Council assets were put into the Capital programme to fund a range of projects, such as work improving leisure centres, local parks and other community assets. She acknowledged that there was perhaps a need to communicate these links in a better way.
- Regional benchmarking and best practice was used in respect of lease renewals although some banks and building societies would not lend unless there was a lease of at least 25 years in place.
- The Council did own and manage a number of small industrial estates and the question was posed as to whether the Council was the best organisation to be managing these estates.

With regard to developments on Council land which had been sold off, Councillor Anita Leech informed the meeting that each application was taken on its own merits with the decision based on the evidence which came before the Planning Committee.

The Chair thanked Jeannette Royle for her informative presentation.

34 DEVOLVED BUDGET: COMMUNITY CLEAN UPS

Further to minute 25 (26/1/17) the Constituency Manager introduced a report which gave details of a further elected member proposal for spend from the devolved community clean ups budget. There was currently an unallocated sum of £4,247.53 within this fund.

A Member queried whether contact could be made with Keep Britain Tidy to ascertain any priorities they might suggest for the spend and the Constituency Manager agreed to pursue this.

Members raised the issue of referrals from the Street Scene department when they were unable to fund new or replacement street litter bins and the need for some process to be in place to refer these requests to Constituency Committees.

Resolved –

- (1) That the proposal for the installation of a new litter bin in Victoria Road, New Brighton, at a cost of £316.70, be approved.**
- (2) Further proposals for spend from the remaining balance are submitted to the Constituency Manager for costing and collated for consideration at a future meeting/s of Wallasey Constituency Committee.**

35 DEVOLVED BUDGET: TRANSPORT PLAN FOR GROWTH

Further to minute 24 (26/1/17) the Constituency Manager introduced a report which gave details of a further elected member proposal for spend associated with the devolved Transport Plan for Growth fund. There was currently an unallocated sum of £8,310.93 which had been set aside from the Committee's core budget to support schemes funded through both the Transport Plan for Growth Fund and Integrated Transport Block Capital Fund Programme.

A Member referred to a longstanding problem with a footpath in his ward and stated that he wasn't aware the money in this budget could be used for this purpose, although he was in favour of this proposal. Another Member expressed reservations over using half of the remaining funding for this

proposal. The Chair, referring to the minutes of the previous meeting in January, stated that previous schemes approved from this budget roughly averaged about £4,000 and this proposal was in line with earlier funded schemes. Another Member commented that it was a small sum to pay for the safety of children.

Resolved – That the proposal to repair footways around the children’s play area in Linear Park, Moreton West and Saughall Massie ward, at a cost of £4,714, be approved.

36 **PROBLEM SOLVING FUND: UPDATE ON SPEND**

The Constituency Manager introduced a report which provided an update on Problem Solving Fund spend. In accordance with the Committee handbook she reported that since the last meeting the following spend had been agreed:

- Cleaning of directional signs in Wallasey obscured by algae and the cleaning of high level interior windows in Wallasey Village Library (whilst seeking its redecoration through reparation activity) - £140.

Resolved – That the report be noted.

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Constituency Committee - Wallasey Thursday, 6 July 2017

REPORT TITLE:	WALLASEY CONSTITUENCY COMMITTEE BUDGET AND SPEND
REPORT OF:	Director for Health & Wellbeing

REPORT SUMMARY

This report provides an update on the Constituency Committee's available spend and outlines the Committee's budget for 2017/18, seeking decisions around how that budget is allocated.

The work of Wallasey Constituency Committee contributes to a range of Wirral Plan 2020 pledges and neighbourhood working is key to delivery of the Plan.

This report affects all Wards within the Wallasey Constituency (Leasowe & Moreton East, Moreton West & Saughall Massie, Liscard, New Brighton, Seacombe and Wallasey).

This is not a key decision.

RECOMMENDATIONS

RECOMMENDATION 1: The Committee decides how to allocate its underspends of £8,691.

RECOMMENDATION 2: The Committee notes the balance on its Problem Solving Fund of £13,340.

RECOMMENDATION 3: The Committee gives consideration to the recommendations for spend from Keep Britain Tidy and decides whether to allocate its remaining funding of £3,930.83 to one or more of the proposals outlined.

RECOMMENDATION 4: The Committee reviews the proposals made and decides which to fund from the balance of the Transport Plan for Growth Fund (£3,596.93).

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATIONS

- 1.1 To enable the work of Wallasey Constituency Committee to be focused upon the needs of the local area and spend to be distributed accordingly.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 Learning has been taken from this Committee's spend throughout its operation.

3.0 UPDATE ON CURRENT POSITION

3.1 2014/15 Underspends

3.1.1 LGBT Youth Provision and Navajo Merseyside LGBT Charter Mark Status (£2,005)

- 3.1.2 Funding was allocated to this project by Wallasey Constituency Committee (23 October 2014, minute 20 refers) to assist Wirral Council's Wallasey Youth Hub (Wirral Youth Support Service) develop its provision for LGBT (lesbian, gay, bisexual and transgender) young people. This included increased marketing, facilitating greater access to the service through the provision of free travel 'saveaway' tickets and work towards Navajo Charter Mark Status.

- 3.1.3 In May 2015 Wallasey Youth Hub was awarded Navajo Charter Mark Status, which is a signifier of good practice, commitment and knowledge of the specific needs, issues and barriers facing LGBT people in Merseyside. There was a set criterion to be met in order to achieve the status. £505 was spent subsidising the cost of travel 'saveaways', which were subsequently distributed at no cost to young people that identified as LGBT who were struggling to access the provision and £40.25 spent on Brook Wirral leaflets.

- 3.1.4 The service is now heavily promoted through word-of-mouth. No further funding is required to support this work.

- 3.1.5 The remaining funding allocated to this project (**£1,460**) is an underspend and is therefore available for the Committee's reallocation.

3.1.6 Inspirational Community Volunteer Intergenerational Project (£5,000)

- 3.1.7 Funding was allocated to this project by Wallasey Constituency Committee (23 October 2014, minute 20 refers) to recruit local community volunteers with passion and expertise to deliver sessions in Wirral Council's Wallasey Youth Hub. This programme of activity was to be managed by the Council's Youth Support Service. A marketing campaign was launched (imagery attached in Appendix 1) with £274 spent on printing posters. There was initial interest in the project and the Youth

Support Service ran an introductory induction event. Unfortunately however due to increasing demands and a move towards greater targeted activity, the Youth Support Service was unable to commit the resources to deliver this project in the longer term.

3.1.8 The remaining funding allocated to this project (**£4,726**) is an underspend and is therefore available for the Committee's reallocation.

3.1.9 Facilitating the provision of diversionary activities for young people (£2,505)

3.1.10 Funding was allocated to this project by Wallasey Constituency Committee (23 October 2014, minute 20 refers) to enable three youth workers from Wirral Council's Youth Support Service to undertake external training to qualify them to drive a minibus, helping to facilitate diversionary activities for young people.

3.1.11 Due to changes in personnel it was not possible to train the individuals originally identified. Efforts were made to seek alternative staff members over a period of time. Following this the role of the service became more targeted and it has been recently concluded that this training is therefore no longer required.

3.1.12 The funding allocated to this project (**£2,505**) is an underspend and is therefore available for the Committee's reallocation.

3.2 **2017/2018**

3.2.1 The Council's budget for 2017-18 (6 March 2017, minute 125 refers) included a one year pause in spending on Constituency Committees (i.e. a pause in respect of £50,000 core budget for each the four Committees), with an expectation that any underspends in Constituency Committee budgets would be used in this financial year. The uncommitted spend available, as outlined in 3.1.5, 3.1.8 and 3.1.12 above is **£8,691**.

3.2.2 **RECOMMENDATION 1: The Committee decides how to allocate its underspends of £8,691.**

3.2.3 The Council's budget also included an amount of £50,000 for allocation through the Constituency Committees to further support community clean ups and related activities (6 March 2017, minute 125 refers). The details of this allocation have yet to be determined.

3.3 Problem Solving Fund

3.3.1 The Problem Solving Fund is set aside for low spend items that will provide a quick response to issues and/or allow a new approach to be tested that may ultimately lead to improvements within the Constituency. The Committee Handbook states that the Chair of Wallasey Constituency Committee is authorised by the Committee to spend from the Problem

Solving Fund in individual amounts of £500 or less (28 September 2016, minute 14 refers); reportable to the next Constituency Committee.

3.3.2 Since the last meeting the following spend has been agreed:

Item	Amount
Installation of safety railings outside the Heart of Egremont, Guildford Street, Egremont, to prevent children exiting the facility directly onto the road. The Heart of Egremont will make an additional £150 contribution towards the cost of this (total cost £650).	£500

3.3.3 **£13,340** remains in the Problem Solving Fund.

3.3.4 **RECOMMENDATION 2: The Committee notes the balance on its Problem Solving Fund of £13,340.**

3.4 Community Clean Ups

3.4.1 Wallasey Constituency Committee was allocated £10,000 for activity that encourages waste prevention, increases recycling and/or encourages behaviour change (Budget Council, 24 February 2015, minute 112 refers).

3.4.2 Further to the meeting of Wallasey Constituency Committee on 6 April 2017 (minute 34 refers) **£3,930.83** remains within this budget.

3.4.3 At the meeting of Wallasey Constituency Committee on 6 April 2017 (minute 34 refers) it was agreed that enquiries would be made by the Constituency Manager with Keep Britain Tidy as to any recommendations they may have around this spend. Appendix 2 sets out a proposal from Keep Britain Tidy for the Committee's consideration. It should be noted that the Wirral Smokefree Strategy (Wirral Residents Live Healthier Lives Pledge, Wirral Plan 2020) seeks to encourage behaviour change towards people quitting smoking and reduce where possible the visibility of smoking, rather than creating designated smoking zones.

3.4.4 **RECOMMENDATION 3: The Committee gives consideration to the recommendations for spend from Keep Britain Tidy and decides whether to allocate its remaining funding of £3,930.83 to one or more of the proposals outlined.**

3.5 Transport Plan for Growth

3.5.1 Cabinet on 18 July 2016 (minute 24 refers) agreed that each Constituency Committee would be allocated £32,500 from the Transport Plan for Growth for local schemes to address the outcome priorities set out in the Plan.

3.5.2 Further to the meeting of Wallasey Constituency Committee on 6 April 2017 (minute 35 refers) **£3,596.93** remains within this Fund.

3.5.3 Appendix 3 sets out proposals for spend which have been identified by elected members and costed. Additional costed proposals are also anticipated to be made during the agenda item by elected members.

3.5.4 **RECOMMENDATION 4: The Committee reviews the proposals made and decides which to fund from the balance of the Transport Plan for Growth Fund (£3,596.93).**

3.6 Christmas Lighting

3.6.1 Wallasey Constituency Committee (28 September 2016, minute 14 refers) allocated £20,000 as a contribution to support festive lighting locally. This was in addition to a remaining balance from 2015/16 (£3,214.35) which had been committed to installing additional electrical sockets on Marine Promenade, New Brighton, and an additional electrical socket in Wallasey Village. The Constituency Manager worked alongside elected members and local groups to facilitate the installation of Christmas lighting and this was fully spent. A key focus with this spend was on extending the infrastructure, namely increasing the number of electrical sockets on lamp columns and increasing the stock of lights, to reduce the financial burden on local groups in future years in terms of fundraising requirements. Appendix 4 sets out the funding spent.

3.6.2 In order to facilitate the provision of rope lighting around lamp columns and fairy lights on trees as in December 2016, the Committee would require circa £12,000-£13,000; this amount would include a small contribution to Moreton Community Lights Association.

4.0 **FINANCIAL IMPLICATIONS**

4.1 A summary of the funding available is outlined below.

Budget to be allocated	
15-16 underspends	£8,691
Community Clean Ups	£3,930.83
Transport Plan for Growth	£3,596.93
Amount available	£16,218.76

Budget committed	
Problem Solving Fund	£13,340

4.2 Regular budget monitoring with the finance department takes place to ensure that the expenditure incurred is accurate and complies with what has been agreed by the Committee.

5.0 LEGAL IMPLICATIONS

5.1 The arrangements help the Council to deliver on the Localism Act 2011 and Public Services (Social Value) Act 2012.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

6.1 Funding available may assist in greater use of and/or access to community assets.

7.0 RELEVANT RISKS

7.1 Failure to agree the distribution of funding limits the Committee's ability to effectively tackle its priorities and may result in a loss of funding allocation.

8.0 ENGAGEMENT/CONSULTATION

8.1 Elected members and community representatives have the opportunity to participate in all Constituency Committees and Working Group meetings dealing with budget and spend.

8.2 The neighbourhood working model strengthens the Council's relationship with the voluntary, community and faith sector.

9.0 EQUALITY IMPLICATIONS

An impact review relating to neighbourhood working can be found at the link below:

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2010-14/chief>

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APPENDICES

Appendix 1 – Marketing - Inspirational Community Volunteer Intergenerational Project

Appendix 2 – Keep Britain Tidy Recommendations

Appendix 3 – Proposals – Transport Plan for Growth

Appendix 4 – Breakdown of Spend on Christmas Lighting

REFERENCE MATERIAL

None.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Wallasey Constituency Committee – Constituency Priorities and Spend	26 June 2014
Wallasey Constituency Committee Working Group – Integrated Transport Block Capital Programme Funding (2014/15)	6 August 2014
Wallasey Constituency Committee Working Group – Integrated Transport Block Capital Programme Funding (2014/15)	26 August 2014
Wallasey Constituency Committee Working Group – Integrated Transport Block Capital Programme Fund	1 October 2014
Budget Council	24 February 2015
Wallasey Constituency Committee – Constituency Budget and Spend	25 June 2015
Wallasey Constituency Committee – Community Clean Ups	25 June 2015
Wallasey Constituency Committee – Constituency Budget and Spend	22 October 2015
Wallasey Constituency Committee – Integrated Transport Block Capital Programme Fund (2015/16)	28 January 2016
Wallasey Constituency Committee – Problem Solving Fund	28 January 2016
Cabinet	18 July 2016
Wallasey Constituency Committee – Constituency Budget and Spend	28 September 2016
Wallasey Constituency Committee – Community Clean Ups Devolved Budget	26 January 2017
Wallasey Constituency Committee – Devolved Budget: Transport Plan for Growth	26 January 2017
Wallasey Constituency Committee – Problem Solving Fund: Update on Spend	26 January 2017
Budget Council	6 March 2017
Wallasey Constituency Committee – Devolved Budget: Community Clean Ups	6 April 2017
Wallasey Constituency Committee – Devolved Budget: Transport Plan for Growth	6 April 2017
Wallasey Constituency Committee – Problem Solving Fund: Update on Spend	6 April 2017

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MARKETING – INSPIRATIONAL COMMUNITY VOLUNTEER INTERGENERATIONAL PROJECT

CAN YOU INSPIRE ME?

Have a hobby or job using technical skills?
Join us as a volunteer delivering inspiring workshops to aspiring young people within Wallasey Constituency.

WIRRAL.GOV.UK/INSPIRE



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PROPOSAL

Wirral Council

June 2017

Page 17



Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government - local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will all benefit.

How can we expect people to understand and care about global environmental issues if they don't understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years. We want to share that experience and expertise with others, supporting businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.

ABOUT KEEP BRITAIN TIDY.

Printed on 100% recycled material.

This document was first published in 2017 by Keep Britain Tidy

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Keep Britain Tidy is a registered charity. No. 1071737.

CONTENTS.



01	ABOUT KEEP BRITAIN TIDY
04	WELCOME
05	OUR PROPOSAL
08	COSTINGS
09	APPENDIX

WELCOME

Firstly, thank you for considering Keep Britain Tidy as your partner of choice, Keep Britain Tidy have been involved in the improvement of local environmental quality for over 60 years.

Keep Britain Tidy have worked with Wirral Council over a number of years.

Wirral Council have been involved with a variety of successful campaigns such as trailing 'We're Watching You' dog fouling campaign in 2014, the overall campaign saw reductions of over 46% in dog fouling across the partners and 95% in some areas.

Wirral Council supported Bin it For Good in 2015 at Central Park, Arrowe Park and Plymyard pitches. Wirral Council are members of the Keep Britain Tidy Network and has been nominated for various Network awards and shortlisted.

Wirral Council have commissioned survey training for Biffa employees so they fully understand the importance of monitoring and raising the standards of local environmental quality.

Wirral Council hold 22 Green Flag award parks and 55 Green Flag award schools and a total of 135 schools are currently registered with the programme all managed by Keep Britain Tidy.

Finally Keep Britain Tidy attends the Attractive Local Environment Steering Group meetings held quarterly at Wirral Council.

Wirral Council approached Keep Britain Tidy with a request for ideas to support Wallasey Constituency community fund of £ 3,930.

We are very pleased to be given the opportunity to provide this proposal for you and if you require any further information please do not hesitate to contact Rachel Scarisbrick, Litter and Place Services Manager on 01942 612 665 or 07487 235 545 or e-mail rachel.scarisbrick@keepbritaintidy.org

DELIVERING SOLUTIONS

This proposal has been developed to deliver on the ground solutions to some of the litter issues highlighted in discussions with Wirral Council.

Tackling smoking related litter

Keep Britain Tidy’s ‘smoking zone’ intervention reduces cigarette littering behaviour by 89%, and is a suitable intervention around transport hubs, or particular problem areas such as visitor attractions and shopping centres.

We propose to identify two sites in Wirral to install smoking zones. The sites would be agreed by Wirral Council and based on areas of need. Each site identified will be visited by a Keep Britain Tidy expert to assess appropriate placement and to carry out an initial behavioural observation.

Keep Britain Tidy will then provide four yellow Ashguard bins per site; these have been produced and supplied exclusively to Keep Britain Tidy. You will receive floor signage stickers to nudge smokers and a full guidance pack on installation and monitoring.

Keep Britain Tidy will carry out pre and post monitoring to enable Wirral Council to measure the success of the smoking zones.



Encouraging use of bins

Green footprints are a simple and cost-effective way of encouraging bin use. They are ideal for use in an area such as Liscard town centre or New Brighton due to their success in areas of high footfall.

Green footprints use behavioural insights to nudge pedestrians into doing the right thing. Litter bins are made more prominent by placing a set of bright green footprints in front of them.

You will receive three stickers for each bin, full guidance on installation, template communications and press release and full monitoring guidance to measure the impact.



Tidyman on Tour



The iconic Tidyman is now available to keep. Tidyman is:

- Approx 1500mm high x pro – artwork size x 200mm depth
- Base plates 600 x 600 x 15mm mild steel
- Body work 2mm thick mild steel
- Circa 140kg
- All steel work to be primed, undercoat, top coat combicolour x 2

If you want to make an impact when promoting environmental issues to businesses/residents/schools, etc? Then why not have your very own replica of Tidyman for all your events.



Vehicle Related Litter Solution

Roadside litter is often expensive and dangerous to clear, and is a difficult behaviour to catch ‘in the act’. This can create a feeling of anonymity for drivers disposing of litter incorrectly. As Keep Britain Tidy’s research has suggested that people are more likely to litter if they feel no one is around to see it, or if they feel they will not get caught, this feeling of anonymity further contributes to the issue.

Previous research has suggested that fast-food and confectionery litter items thrown from vehicles present a significant problem in many areas of the country. Often this type of litter is seen as dirty or smelly, meaning drivers want to be rid of these items as soon as possible.

Keep Britain Tidy used this insight in developing the ‘It’s no secret’ poster campaign, aimed at reducing litter from vehicles. This campaign consists of two poster designs which highlight the negative public perceptions of vehicle litterers, stating “It’s no secret what people think of you. Bin your rubbish or drive it home”.

The campaign was installed at 12 vehicle litter hotspots across England. The trial found the number of bags of litter to decrease at half of the vehicle litter hotspots. On average, these areas recorded a 30% decrease in bags of litter. Individual instances of littering were also recorded, and these also decreased at 50% of test sites. The only recommendation for the signage was to make it reflective in certain hotspots such as lay bys used in the evenings.

See appendix for full artwork

Bin It For Good

Bin it for Good encourages cleaner streets by offering local community benefits. Litter bins are transformed into charity collection tins, whereby putting litter in the bins raises money for local charities and causes.

The project has been trialled and tested with over 12 partners from 2014 and has reduced littering by as much as 42%. Keep Britain Tidy's evaluations of these trials has found that the initiative is highly successful in encouraging people to put their litter in a bin in most land use areas including city centre, market town centre and parks.

Since 2014 Bin it for Good has prevented approximately 34,000 items of litter from being dropped on the ground and has raised more than £10,800 for charity.

To be part of Bin it for Good all Wirral Council will need to do is:

- Select an appropriate Bin it for Good site- this includes identifying the number and size of stickers needed based on the number of bins at the site.
- **The standard package will include up to a maximum of forty stickers, covering 10 bins x 4 sides, there will be an option to purchase more stickers if needed.**

- Select three charities that Wirral Council would like to donate to
- Donate between £900-£1500 in total to 3 charities e.g £300-£500 each charity
- Sign up to deliver the programme and commit to monitoring and collecting the litter data
- Complete a formal application form with full agreement to the terms and conditions of the project.

Once Wirral Council have signed up to Bin it for Good they will receive a bespoke package for use including the Bin it for Good Toolkit.

Keep Britain Tidy will be able to support Wirral Council through every step of the process and be on hand to offer advice or guidance to deliver the project successfully. Wirral Council will submit their litter data on a monthly basis and Keep Britain Tidy will independently check and verify the data in order to calculate the level of donations you would need to make to the local charity.

What you get:

- Bespoke stickers and marketing materials
- Bin it for Good Toolkit
- Support from Keep Britain Tidy throughout the programme
- Support with processing data and calculating donations
- Communications and PR support

COSTINGS



SOLUTION	
ONE SMOKING ZONE - WILL INCLUDE ADDITIONAL 4 BINS SO TOTAL 8 BINS.	£ 3,495
GREEN FOOTPRINTS COVERAGE BINS FROM 20 BINS TO 160 BINS	£ 755 - £3,600
BIN IT FOR GOOD EXCLUDING £ 1500 DONATION FOR 3 CHARITIES	£ 1,500
TIDY MAN INCLUDING DELIVERY	£ 2,250
VEHICLE RELATED LITTER CAMPAIGN FOR 50 CORREX OR DI-BOND REFLECTIVE SIGNS EXCLUDING FIXTURES	£ 1,250 TO £2,275

THE ABOVE COSTS ARE EXCLUDING VAT

APPENDIX

MOCK UP OF VEHICLE RELATED LITTER SIGNS





LEASOWE & MORETON EAST				
Location	Description	Summary	Estimated Cost	Officer Comments
Kellet Road & Boyd Road	Reconstruct the existing footpath.	Longstanding deterioration of the footpath has resulted in holes and flooding.	£3,927	None.
Yew Tree Centre, Moreton	Dropped crossing.	Dropped crossing required to facilitate access by a new group which is attended predominately by people with disabilities.	£224.15	None.
WALLASEY				
Location	Description	Summary	Estimated Cost	Officer Comments
Broadway Avenue & Belvidere Road	Reconstruct the existing footpath.	Parking at the junction of Broadway Avenue and Belvidere Road is causing visibility problems and obstructions to other road users.	£1,900	This is the average cost for a 'Standard Junction Protection' Traffic Regulation Order.

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BREAKDOWN OF SPEND ON CHRISTMAS LIGHTING 2016/17 Appendix 4

Ward	Summary	Location	Amount
<p>Liscard</p> 	<p>Installation, removal and storage of rope lights and tree lights.</p>	<p>Lamp columns on Wallasey Road, Liscard Crescent and Mill Lane. Tree lights on Liscard Way.</p>	<p>£4,249</p>
<p>New Brighton</p> 	<p>Installation, removal and storage of rope lights and tree lights.</p>	<p>Lamp columns on Seabank Road, Victoria Road and Marine Promenade. Tree lights on Victoria Parade.</p>	<p>£2,501</p>
<p>Wallasey</p> 	<p>Installation, removal and storage of rope lights and tree lights.</p>	<p>Lamp columns on Leasowe Road and Wallasey Village. Tree lights on Wallasey Village and Bayswater Road.</p>	<p>£3,520</p>
<p>Moreton</p> 	<p>Contribution to Moreton Community Lights Association.</p>	<p>In and around Moreton Cross.</p>	<p>£3,500</p>

Various	New rope and fairy lights, installation of new electrical sockets on lamp columns and contingencies (electrical repairs).	Various.	£9,444.35
Total			£23,214.35