

	Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target R-A-G
OP1	Re-design operational cleansing approach (main contract)	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets through closer supervision of crews, efficient working and crew "ownership" of set areas.	Biffa Technical Services NMP Together	<ul style="list-style-type: none"> Implement new street cleansing schedules to include greater supervision Measure impact of new cleansing schedules Meeting with Together to plan integration additional cleansing resources in pathfinder area. Tweaking of schedules to take account of additional resources available via Warden Hit Teams in SOA areas on order to reflect local need. (Focus area Tranmere) 	Aug 08 Sept 08 Sept-Nov 08 Dec 08	Completed	Plan set of surveys to measure impact.	G
OP2	Review of cleansing equipment and techniques in order to tackle smoking related litter	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing presence of small accumulations of smoking related litter	Biffa Technical Services	<ul style="list-style-type: none"> Carry our visits to other districts and trade shows to identify suitable cleansing equipment and best practice Trial of alternative equipment in most effected areas Review of trials and consideration of mainstreaming / identifying capital budget requirements through partnering board. 	April 08-Dec 08 Dec 08-March 09 March 09	Visited LCC and CWIM conference. RWM conference booked to be attended by Biffa and TS.		A
OP3	Enhanced cleansing of land in indeterminate ownership or private land with absent landlords	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing litter and litter traps on non-contracted land.	NMP Together Technical Services Green Apprentices	<ul style="list-style-type: none"> Secure funding to maintain additional hit team in SOA area until March 09 Produce grot spot database in SOA areas Programme grot spot cleansing for Hit Team 	April-June 08 April 08 June-July 08	Completed Completed Initial visits completed – on going re-visits	Warden Service review and possible identification of funding post March 09 to maintain additional cleansing resources Expand grot spot database to rest of borough.	G
OP4	Set up new and enhanced graffiti removal service	Improve NI195 scores by reducing levels of graffiti within the borough through programmed removal of offensive and non-offensive graffiti.	Technical Services WBC WMBC ASB Team NMP Together Green Apprentices Probation Service Youth Offending Service	<ul style="list-style-type: none"> Secure additional budget for initial set up of new service Set up graffiti Steering Group Agree contractor pilot and fees Establish information flow for graffiti removal requests, and data capture Produce graffiti removal policy and graffiti Strategy 	March-April 08 April 08 April 08 June 08 July 08	Completed Completed – meet every 6-8 weeks Completed 70% completed Completed	System in place. More automated system to be implemented by Dec 08 subject to Wits implementing changes to CRM. Been to O and S,	G

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				<ul style="list-style-type: none"> Secure co-operation from partners to gather intelligence re graffiti occurrences Measure Impact of graffiti removal service Promotion of new service / policy to public 	<p>April-Dec 08</p> <p>July 08 onwards</p> <p>Autumn 08</p>	<p>Warden Service producing audits in SOA areas.</p> <p>First of 3 NI 195 surveys revealed a 4% score which has exceeded target</p> <p>Initial promotion in Council Tax leaflet April 08. Comms plan to be developed once cabinet have approved the strategy and policy.</p>	<p>Awaiting cabinet approval</p> <p>Awaiting audits from Parks (REGEN). Awaiting info from Utility Companies</p>	
OP5	Improve partnership working with other statutory land owners with regards to environmental quality issues, specifically in SOA areas.	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing litter and fly tipping on land adjoining adopted highway.	<p>Technical Services WBC</p> <p>Other Merseyside Districts via Merseyside Cleaner Greener Safer Network</p> <p>Encams (Formerly Tidy Britain Group)</p>	<ul style="list-style-type: none"> Carry out a baseline LEQ survey in SOA areas in order to highlight and quantify environmental issues, as well as identifying types of land where problems occur. Develop a regional network of partners to include RSL's and Statutory Undertakers such as Mersey Travel and Utility Companies Identify opportunities for partnership working in 08/09 	<p>March-April08</p> <p>April 08</p> <p>April-June 08</p>	<p>Completed</p> <p>Completed</p> <p>30% completed</p>	<p>Results have been used to inform the action plan</p> <p>Programme of Action Learning Sets and meetings underway.</p> <p>Graffiti Removal: Set up regional agreements with utility companies for graffiti removal on their property</p> <p>Consider joint NI195 surveying between districts.</p> <p>Consider joint funded awareness campaign for Merseyside.</p>	A
OP6	CRM Springboard Integration with Biffa	To improve customer satisfaction and the efficiency of monitoring the Biffa Waste Contract by ensuring the call centre have up to date information from the contractor regarding public/councillor requests for services.	<p>Biffa Waste Services</p> <p>WMBC WITS</p> <p>Technical Services</p>	<ul style="list-style-type: none"> Ensure all service areas on CRM Set up reports to measure KPIs / defaults Test/ prove Missed bin CRM/Springboard integration <p>Apply test to other service areas</p> <p>Ensure PDA use rolled out to street cleansing workforce, starting with entry cleansing crews.</p>	<p>Spring 08</p> <p>Spring 08</p> <p>Summer 08</p> <p>by March 09</p> <p>Entry Cleansing bu March 09</p>	<p>Completed behind schedule</p> <p>In progress but behind schedule</p> <p>Not yet started – awaiting springboard integration</p>	<p>ITS had planned this work for 07/08 but Biffa did fulfil resource requirements therefore programme slippage to 08/09 but ITS did not include this work originally in 08/09 programme. Awaiting confirmation from ITS of revised programme.</p>	A
				<ul style="list-style-type: none"> 				G

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OP7	Review use of HMRI Wardens to enhance partnership working between key council departments (Technical Services / Regenerations) and RSL's	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing occurrence of litter (long term strategy)	Regeneration WMBC Technical Services WMBC Together / HMRI Wardens	<ul style="list-style-type: none"> Review of existing warden service and future needs of Wirral Council Secure mainstream funding / income to bridge gap as HMRI funds decrease. Develop a suite of warden service priorities, linked to improving environmental quality. 	September 08	Review underway	Awaiting findings of review to be discussed at next Liveability Steering Group Meeting planned for 1 st October	A
OP8	To work in partnership with statutory undertakers in order to monitor the cleanliness of Wirral's key transportation routes (gateways)	Improvement to LEQSE scores (Local Environmental Quality Survey of England). Improvements to NI195 scores, particularly on "main road" category. Enhance likelihood of investment from outside businesses and tourist industry.	Technical Services, WMBC Highways Agency Mersey Tunnel Merseytravel Network Rail Port Authorities Biffa Waste Services	<ul style="list-style-type: none"> Biffa to introduce dedicated Gateway Cleansing Crews Set up Gateway Improvement Group with all relevant Statutory Undertakers and determine Terms of Ref for group / workplan. 	August 08 November 08	Completed 0% completed	Monitor effectiveness / tweak schedules if necessary	A
ED1	Develop and implement citizen charters in 3 pathfinder areas.	Enhance community engagement with local environmental quality issues in order to reduce environmental crime and increase cleansing standards in 3 targeted areas.	Liveability Steering Group incl... Beechwood and Ballantyne Housing / WPH and Riverside Housing	<p>Identify charter pilot areas and secure partners for delivery Research best practice on use of charters and develop model Design and develop local charter with community focus</p> <p>Organise and deliver community day roadshows</p> <p>Deliver charter to community Evaluate charters</p>	completed completed by Dec 08 By October 2008 By March 09 Post March 09.	Decision to focus on Beechwood and Ballantyne as first charter to be developed due to existing progress made to link to tenancy agreements. Events planned on Woodchurch and Beechwood for September 08.		A
ED2	Deliver the national "The Big Tidy Up Campaign" to Wirral residents	Enhance community engagement with local environmental quality issues in order to reduce the amount and occurrence of littering.	BEANBAG Technical Services EnCams	<p>Secure main delivery partner for the campaign.</p> <p>Register with Encams and receive litter picking kits / free advertising Order additional equipment Ensure all risk assessments and litter pick guidance in place as part of kits Wirral provide. Review the campaign and consider continuing the campaign year round.</p>	completed by 31 st Aug Completed By 12 th Aug By 22 th Aug October 08	Beanbag secured	Beanbag to encourage community participation across district. Target to organise a minimum of 20 litter picks Aug/Sept)	

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ED3	Launch a smoking litter awareness campaign, targeting public houses, shops, offices and eateries.	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing presence of small accumulations of smoking related litter	Technical Services NMP Together Wardens (tbc)	<ul style="list-style-type: none"> Prepare artwork for posters and leaflets using the EnCams smoking related campaign material. Identify campaign areas Collect baseline data on levels of smoking related litter Carry out campaign, to include giving out portable ashtrays and issuing FPN's for littering and Street Litter Control notices to premises who fail to deter customers from littering. Measure impact of campaign 	Campaign to be carried Jan-March 09, in response to July survey data showing cigarette litter to be an escalating problem.			R
ED4	Develop Key Stage 2 education pack tackling the issue of litter	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing the number of recurring enviro-crime offences	Technical Services Liverpool CC	<ul style="list-style-type: none"> Develop education support pack to accompany existing DVD Re-produce pack and circulate to all schools. Develop web based activities Evaluate use of pack 	Sept 08 Jan 09 March-April 09			
ED5	Launch and promote the Tidy Business Campaign within the SOA area.	Improve cleanliness standards in secondary retail areas, in order to meet BV199 stretch target and future LAA NI 195 targets.	Technical Services	<ul style="list-style-type: none"> Employ ft officer to deliver tidy business standards Sign up to and receive training for EnCams Tidy Business Scheme Develop business plan Secure sign up from small and medium businesses, to include some national chains. 	completed completed completed on-going	in post June 08	launch of	G
ED6	Dog Fouling initiatives	Reduce the occurrence of dog fouling across the borough in order to improve cleanliness standards and public satisfaction.	Regeneration Wirral Partnership Homes	<ul style="list-style-type: none"> Additional £40,000 capital funding allocation 08/09 secured Consultation with members over development of smaller initiatives Partnership with Wirral Partnership Homes on joint initiatives/campaigns targeting fouling in WPH estates. Director of Regen given delegated powers to authorise other agents and partners inc Police PCSO's Introduction of a reward card scheme in partnership with WPH (will now be extended to rest of Borough.) 	completed on-going completed on-going	WPH neighborhood Wardens authorised to issue FP's	Partnership initiatives also being preliminarily progressed with Tranmere Neighborhood Wardens who are now looking to follow WPH example (but also working with Tranmere PCSO's)	A

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			Technical Services	<ul style="list-style-type: none"> Media and tourism proceeding on design & purchase of Tri Fold Signs for targeted areas FIDO cleaning/enforcement Quad bike ordered with Option to purchase second FIDO (for Hoylake, West Kirby area) Dog fouling enforcement signs and stickers to be designed and distributed through Streetscene Dog fouling awareness stickers to go on all litter bins 	by Dec 08 By August 08 By Dec 08			
ENF 1	To develop robust policies around enforcement in order to tackle environmental crime.	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing the number of recurring enviro-crime offences	Technical Services Enforcement Team	<ul style="list-style-type: none"> Cabinet endorsement for enforcement policy for dealing with enviro-crime Priorities for enforcement to be determined accounting for resources availability 	September 08 Oct-Dec 08	Report in draft	Determine best way forward / resources for the issuing of FPNs for littering.	A
ENF 2	Empty Property Strategy	Increase the amount of empty properties brought back into use and to maintain empty properties to higher standards, in order to reduce the negative impact on environment quality at street and neighbourhood level.	Regeneration Planning / Planning Enforcement Building control Fire Brigade (Arson Reduction) Housing strategy Council tax Cosmopolitan Housing Association	<ul style="list-style-type: none"> Secured HMRI funding til March 2011 for continuation of pilot Continue Enforced sales pilot “House” Scheme – use of grant funding to refurbish long term vacant properties in sustainable streets and sell on open market with a 10% discount Pilot to lease privately owned empty properties via housing association. 	Completed on-going on-going April 09	Review in April 09 4 properties currently for sale – about to go out to tender for a further 6 properties.		A