

# **WIRRAL COUNCIL**

## **WALLASEY CONSTITUENCY COMMITTEE**

**26 JUNE 2014**

<b>SUBJECT:</b>	<b>MARINE POINT, NEW BRIGHTON (REQUEST FOR ALLOCATION OF PROBLEM SOLVING FUNDING)</b>
<b>WARD/S AFFECTED:</b>	<b>LEASOWE &amp; MORETON EAST; LISCARD; MORETON WEST &amp; SAUGHALL MASSIE; NEW BRIGHTON; SEACOMBE AND WALLASEY.</b>
<b>REPORT OF:</b>	<b>CONSTITUENCY MANAGER</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR GEORGE DAVIES NEIGHBOURHOODS, HOUSING &amp; ENGAGEMENT</b>
<b>KEY DECISION?</b>	<b>NO</b>

### **1.0 EXECUTIVE SUMMARY**

- 1.1 This report summarises activity led by the Constituency team to respond to issues at Marine Point, New Brighton, and the surrounding area, resulting from increased visitors and tourism. The Committee is requested to consider the allocation of Problem Solving Fund spend to help continue to address any concerns and to specifically pilot new approaches.

### **2.0 BACKGROUND**

- 2.1 Shortly after the implementation of the Neighbourhoods Programme, the Constituency team responded to issues related to cleanliness in New Brighton resulting from an increase in visitors following the successful development of Marine Point by Neptune Developments Limited. Whilst the increase in footfall is both positive and encouraging, this had seen increases in littering and has placed a strain on existing resources in their efforts to keep the area clean.
- 2.2 The Constituency team brought together a range of Council services to plan and co-ordinate activity, particularly focused on the summer period, the height of visitor activity in the area. The membership of this Problem Solving Meeting has expanded over time and now includes representatives from Council services including Waste & Recycling, Environmental Enforcement, Parks & Countryside, Wirral Community Patrol (Dog Fouling), Regeneration, Environmental Health, Anti-Social Behaviour Team, Corporate Marketing and Press & Public Relations;

Merseyside Police; Neptune Developments Limited and voluntary community group, The New Brighteners (incorporating the New Brighton Shore Volunteers).

2.3 The remit of the group has also developed over time to consider issues broader than just cleanliness that are relevant to the area, such as street trading, activities on the beaches and accessibility. The increase in footfall had also resulted in some issues with anti-social behaviour, which have and are continuing to be addressed and monitored through a multi-agency Problem Solving Group led by Wirral Anti-Social Behaviour Team. The work of the two groups is interlinked and cross co-ordinated.

2.4 In summary, the activity of the Problem Solving Meeting has included (not exclusively):

- co-ordination of cleansing schedules across the area including footways, toilets and Marine Lake and an additional rubbish removal resource on Fridays, Saturdays and Sundays between 7-9pm from 19 July - 30 August 2014 (inclusive);
- deployment of bulk bins across ten sites in New Brighton including 'The Dips', Fort Perch Rock and Marine Promenade; BBQ bins and a double bin installed to respond to increased footfall by 'The Black Pearl';
- more robust licensing conditions and enforcement to ensure that cafes with outdoor seating clean up food waste on pavements;
- installation of warning signage at Marine Lake and the boating lake (the latter in liaison with Wallasey Model Boats Society);
- co-ordinated monitoring of street trading to ensure that only those traders with permits are operating;
- inclusion of additional conditions around animal welfare, health and safety and fouling in relation to a tender to provide donkey rides on the beach over the summer period;
- increased dog fouling patrols in the area;
- information gathering and enforcement by Police Community Support & Traffic Officers, including the extension of powers to the PCSTOs to issue Fixed Penalty Notices for dog fouling (across the borough) in addition to current powers in relation to littering;
- provision of smoke butt cases to smokers ('Love Wirral' branded) by The New Brighteners. Also liaison with local restaurants and cafés without ashtrays in outdoor areas;
- support to voluntary litter picking group(s) providing separate bags and collection points for gathered litter to reduce the strain on public bins;
- influencing the planned regeneration programme for the promenade;
- planned programme of marketing and publicity activity focusing on key messages around littering, dog fouling, etc. This includes plans to carry out much of this promotional work jointly with local community groups and volunteers, emphasising the 'community working in partnership' approach. This includes the 'Love Wirral' branding of the open top free shuttle bus (key messages inside) and increased promotion of its role in reducing traffic and parking congestion;
- exploring working with volunteers to extend the opening hours of the public toilets;

- plans to approach traders to remove packaging from beach toys and other related products prior to providing to customers to reduce littering on the beach (in particular nylon netting which is hazardous to marine life).

## 2.0 PROPOSALS

- 2.1 Through the Problem Solving Meeting a number of community issues have been highlighted by The New Brighteners. The group wishes to explore piloting a number of initiatives and funding is sought through the Constituency Committee from the Problem Solving Fund to enable this.
- 2.2 These initiatives would each meet the purpose the Constituency Committee has assigned to the Problem Solving Fund, in that they are items that will provide a quick response to issues and/or allow a new approach to be tested that may ultimately improve the Constituency. Any learning from these pilot approaches would be considered, where relevant, in other areas of the Constituency and potentially the borough. Each of the initiatives, a rationale and estimates of cost are outlined below:

Initiative	Rationale	Estimated cost
Signage for bins	A number of residents are unaware that dog fouling can be disposed of in public waste bins. This is evidenced in part by the existence of 'dog fouling trees' (bags of waste hung from tree branches) and bags of fouling left adjacent to bins. Informal research by The New Brighteners supports this view. Whilst information issued through a press release will likely reach only part of the target audience, it is proposed that signage is bought to display on public waste bins highlighting the fact that dog fouling can be disposed of in these bins.	<b>£500</b>  (approximately 110 vinyl stickers)
Fixed Penalty Notice plaques	In order to raise awareness about enforcement and the Council's ongoing intent to tackle dog fouling and littering, it is proposed that a small 'plaque' is erected in a location where a Fixed Penalty Notice has been issued for dog fouling or littering. This is designed to act as a deterrent and will likely include the date and details of the offence.	<b>£300</b>  (approximately 10 lamppost mounted signs)
Bag dispensers	It is believed anecdotally that beach users are more likely to collect their rubbish if they have a bag available. The New Brighteners have also noted an inclination for a number of beach users to collect their rubbish in bags and deposit them on the beach. Whilst this is still not acceptable, bagged rubbish is considerably easier and quicker to remove	<b>£850</b>  (10 dispensers)

	from the beach than individual items of scattered rubbish. The group proposes the introduction on a pilot basis of bag dispensers attached to public bins. These will contain compostable/biodegradable bags, possibly with 'Love Wirral' branding. This will be monitored closely to ensure that this does not in itself contribute to the litter. The key message will continue to be for people to bag rubbish and take it home with them. Community groups will be engaged regarding the management of these dispensers. If this approach is successful future 'sponsorship' will be explored.	<b>£400</b>  10,000 bags (minimum order, includes printing)
Sample packs of compostable food packaging products	The New Brighteners wish to lead a project to reduce if not eliminate the use of polystyrene in New Brighton. Polystyrene is harmful to marine life and can take hundreds of years to degrade. It is also reported to have levels of toxicity when heated. A joint project is proposed between The New Brighteners and Environmental Health (as the 'broker') to approach local shops and fast food outlets seeking their support in finding more environmentally friendly alternative products for food use packaging. It is proposed that a small sample pack of compostable food products is provided to traders as an incentive to pilot with their customers. A public engagement campaign will be run alongside this initiative.	<b>£1,500</b>  (includes drink containers, food packaging and utensils and marketing materials)
Dog Free Beach	Consideration is being given to the potential designation of <u>part</u> of the beach as a dog free area over future summer months. This is not to demonise dogs or dog owners but in part to help deal with irresponsible dog ownership and provide a more comfortable space for families to enjoy. Consideration will need to be given to the timescales involved to consult upon any proposed introduction of a Dog Control Order and the forthcoming replacement of this Order within the Anti-Social Behaviour, Crime & Policing Act 2014. If designated, New Brighton would have the first 'Dog Free Beach' in Wirral.	<b>£500</b>  (Consultation and signage if agreed)

### 3.0 RELEVANT RISKS

3.1 The inability to test new ways of working and initiatives to deal with issues.

#### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 Options have been debated at the Problem Solving Meeting.

#### **5.0 CONSULTATION**

- 5.1 The group has a wide range of participants including a voluntary community group, The New Brighteners, who have provided a community perspective. The views of Wallasey Model Boats Society have also been considered. Elected members for the locality have been kept up-to-date on the work of the group and some have fed in further suggestions and views.

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

- 6.1 The voluntary, community and faith sector are integral to neighbourhood working.

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

- 7.1 This report is seeking financial support and builds upon assets within the community.

#### **8.0 LEGAL IMPLICATIONS**

- 8.1 The allocation of funding must be undertaken on a fair, open and transparent basis.

#### **9.0 EQUALITIES IMPLICATIONS**

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

Yes and impact review can be found at the link below (Progressing Neighbourhood Working).

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

#### **10.0 CARBON REDUCTION IMPLICATIONS**

- 10.1 A number of the initiatives have positive environmental impacts.

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

- 11.1 This report has broad positive community safety implications.

#### **12.0 RECOMMENDATION/S**

It is recommended that:

- 12.1 The Committee agrees Problem Solving Funding for the initiatives outlined above (£4,050).

12.2 A further report is brought back to the Committee on the work of the (Marine Point) Problem Solving Meeting and impact of the pilot initiatives outlined.

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

13.1 To provide a response to neighbourhood issues and community concerns.

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### **REFERENCE MATERIAL**

None.

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

<b>Council Meeting</b>	<b>Date</b>
Cabinet – Neighbourhood Working	24 January 2013
Council – Neighbourhood Working	11 February 2013
Cabinet – Neighbourhood Working – Proposed Operating Model	23 May 2013
Wallasey Constituency Committee	17 October 2013
Wallasey Constituency Committee	11 December 2013
Wallasey Constituency Committee	19 February 2014