

Appendix 2 Priority Area: Improving the Environment

Objective: To increase the signage in Birkenhead to act as a deterrent for environmental crime and increase awareness of enforcement proceedings.

Background Information:

One of the aims of Birkenhead Constituency Committee is to increase the awareness of enforcement processes the Council and partners have power to carry out related to environmental crime e.g. dropping waste, cigarette butts, fly tipping, parking illegally. This is to inform people of the processes to encourage a change in behaviour and more respect for the area, also to educate people and then if people continue to commit the crimes appropriate enforcement action can be followed.

At a meeting of the Licensing Health and Safety and General Purposes Committee on 18 June 2014 Members resolved 'That a Designated Public Places Order be put in place in respect of the Parliamentary Constituency area of Birkenhead'.

Section 12 of the Criminal Justice and Police Act 2001 provides the police with powers to deal with anti-social drinking in areas that have been designated for this purpose. The police have the power to require a person in a Designated Public Places Order (DPPO) area not to drink alcohol in that area where an Officer reasonably believes that the person has, or intends to do so. In addition an officer has the power to ask that person to surrender the alcohol and any opened or sealed containers in their possession. It is essential to have signage to inform people of these enforcements in place.

Project Description:

1. Purchase signs to actively promote Birkenhead being an Alcohol Free Zone
2. Purchase signs that will inform residents of environmental crime and the enforcements that will be actioned if they commit that crime e.g. Do not drop cigarette butts, the fine for this is £75.

Outcomes to be achieved:

- Improved appearance of Birkenhead
- Improved knowledge of environmental crime and enforcements
- Increased sense of respect for Birkenhead
- Increase number of prosecutions

Provider: Wirral Council will source and fit the signs based on guidance, specific requirements and value for money.

Project Costs

Purchase of 150 DPPO area signs and fittings - 5293.24

Purchase of other relevant signs- £2200 (allowing 110 signs @ £20 for purchase and fitting)

Total =
£7493.24

Partner Contributions:

Contribution from Public Health £1,000

Contribution from Community Safety £3,500

Contribution from Birkenhead Constituency Committee: £2993.24