

WIRRAL COUNCIL

REGENERATION & ENVIRONMENT POLICY AND PERFORMANCE COMMITTEE

3 FEBRUARY 2015

| | |
|-------------------------------|---|
| SUBJECT: | IMPACT OF THE 2013 £1M STREET CLEANSING BUDGET OPTION |
| WARD/S AFFECTED: | ALL |
| REPORT OF: | KEVIN ADDERLEY, STRATEGIC DIRECTOR REGENERATION & ENVIRONMENT |
| RESPONSIBLE PORTFOLIO HOLDER: | COUNCILLOR BERNIE MOONEY, ENVIRONMENT & SUSTAINABILITY |
| KEY DECISION? | NO |

1.0 EXECUTIVE SUMMARY

1.1 This report provides an overview of the significant changes made to Wirral Council's street cleansing programme in July 2013 in order to implement £1M revenue savings proposal. Up to date cleansing performance figures are provided as well as the current cleansing frequencies and an overview of current and planned initiatives to mitigate risks associated with operating reduced cleansing frequencies.

2.0 BACKGROUND

2.1 In July 2013, the Waste and Environmental Streetscene Services Contract was reduced by £1m pa. This saving reflected changes to the street cleansing methodologies and frequencies necessary to assist the Council to meet budgetary challenges as a result of the reduction in government grants. Biffa Waste Services agreed to the £1m reduction in contract payment in return for a number of negotiated variations (**Appendix 1** refers) and assistance with transitional costs that Wirral were legally obliged to compensate them for, such as voluntary redundancy costs and retirement strain costs. A £1m transitional fund was set aside to assist with the realisation of the saving. A breakdown of how this money has been spent is detailed in **Table 1** below.

Table 1: Transitional fund allocation

| | |
|--------------------------------------|----------------|
| 2013-14 | £ |
| Biffa Operative redundancy costs | 360,000 |
| Biffa Operative Augmentation costs | 101, 975 |
| Q2 start to £1m saving (covering Q1) | 250,000 |
| 2013-14 Total | 711,975 |
| 2014-15 | £ |
| Purchase of 2 x pavement sweepers | 134,746 |
| Purchase of litter bins | 29,198 |
| 2014-15 Total | 163,944 |
| | |
| Total Expenditure to date | 875,919 |
| Remaining fund | 124,081 |

2.2 The majority of the savings were achieved through a reduction in the frontline operatives. In total, the street cleansing service reduced its frontline service by 41 operatives, representing 39% of the workforce. Street cleansing frequencies in most areas were significantly reduced, with areas formerly enjoying a weekly cleanse being reduced to 4 weekly, and areas formerly scheduled for a monthly cleanse now only being cleansed once every 12 weeks. In order to mitigate the risk that some areas may not be able to “hold up” to statutory cleansing standards, four neighbourhood “hit teams” were created to enable additional flexibility to respond to cleansing hot spots and ensure the litter bins in each constituency area were emptied regularly between scheduled cleansing days. In addition, a gateway cleansing team was created to ensure Wirral’s key investment areas and primary routes were maintained to high standards to help attract and maintain crucial investment within the borough. **Table 2** details the resource levels before and after the new cleansing schedules were introduced. Cleansing frequencies and schedules are updated regularly. The most recent database is held by the Council’s waste contracts team and may be requested in an electronic version at any time. **Appendix A** is a signed copy of the Variation Order associated with the changes. It shows in more detail what new resources were introduced and stipulates the new cleansing frequencies for different zones within the borough.

Table 2: Resource profile pre and post implementation of budget option

| Street Cleaning resource description | Number of operatives | |
|--|----------------------|---------------------|
| | Prior implementation | Post implementation |
| Monday to Friday Resources | | |
| Mech Brush drivers | 10 | 8 |
| Hako driver | 1 | 0 |
| LGV drivers | 16 | 16 |
| 7.5 Tonne | 6 | 6 |
| Operatives | 45 | 12 |
| Permanent Presence operatives (retail areas) | 12 | 12 |
| Total Monday-Friday | 90 | 54 |
| Weekend Resources | | |
| Supervisor | 1 | 1 |
| Mechanical Sweeper Drivers | 1 | 1 |
| Power Sweep | 1 | 1 |
| 3.5 Tonne | 6 | 8 |
| Operatives | 7 | 0 |
| Total Weekend Shift | 16 | 11 |
| Total Operatives | 106 | 65 |
| % change in resources | 39% reduction | |

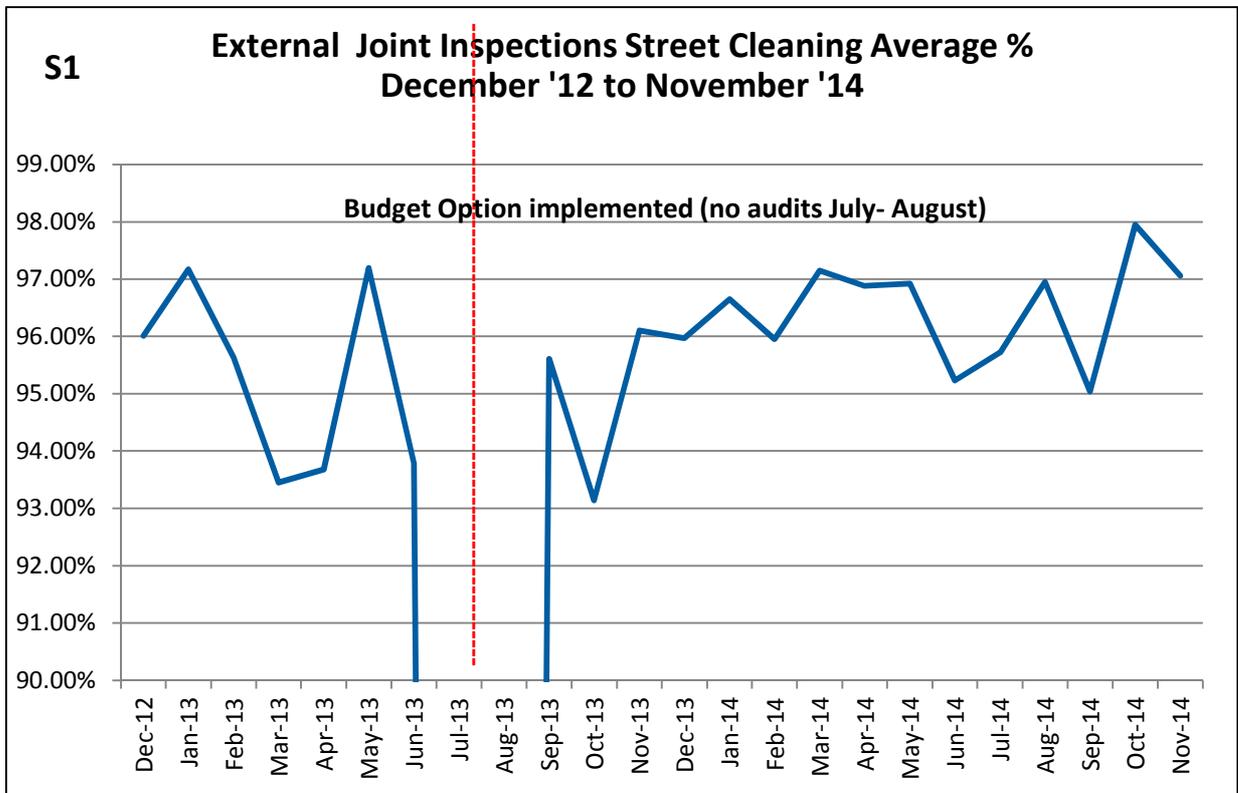
3.0 KEY ISSUES

3.1 Contractor Performance

3.1.1 Joint “day of cleanse audits”

Biffa Waste Services cleansing operations are monitored three times each week through random cleansing audits carried out jointly by Biffa and the Council’s waste contracts team. **Chart 1** details the standard of cleanse monitored both before and after the new cleansing frequencies were introduced. It is important to note that no changes to cleansing operations in primary retail areas, the promenade and New Brighton were made, with the exception of extending the hours of cleanse in the New Brighton area over the tourist season. Biffa are responsible for ensuring cleansing standards are maintained to a recognised grade (NI195 methodology grade B) during all contractual hours, irrespective of the level of resource needed.

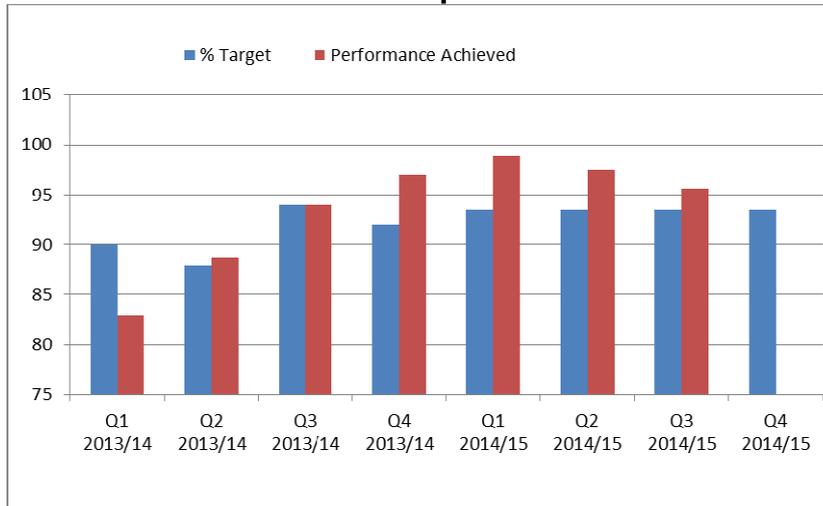
Chart 1: percentage of cleansing audits meeting an acceptable standard.



3.1.2 LEQ Indicator Audits

In April 2013 the Council introduced the Local Environmental Quality indicator for gateways and investment areas. This Corporate Indicator is monitored on a quarterly basis to ensure that the high standards of cleansing that Wirral has experienced since the outset of the contract was maintained. **Chart 2** shows the scores since introduction. In year 1, the target was 92% (of streets recording an acceptable standard of cleanse for litter and detritus). The target of 92% was missed in quarter 1 but achieved for every quarter since. Poor performance in quarter 1 was attributed to workforce unrest and reduced supervision, as plans were being put in place to prepare for the restructure of the cleansing teams and schedules that went live in July 2013. In 14/15, the indicator target was increased to 93.5% and the monitoring of graffiti was added, in addition to the LEQ elements of litter and detritus. This refreshed indicator is currently classed as “over achieving”.

Chart 2: LEQ scores since April 2013



3.1.3 Driving continuous improvements – next steps

3.1.3.1 Enhanced monitoring

As the charts show, Biffa have gradually improved cleansing standards since the introduction of the new schedules and consistently reach a minimum of a grade B. However, the contract still calls for streets to be cleansed to a grade A standard and this has always been much more difficult to achieve. Now that cleansing schedules have been reduced, cleansing to a grade A standard is much more important as it means streets will remain cleaner for longer. Ensuring detritus is completely removed will also reduce weed growth and help Wirral to keep gullies flowing. Whilst the client team are satisfied that Biffa have managed the transition extremely well, and applied new cleansing methodologies to mitigate many of the risks originally identified, there is still further scope for improvement. In recognition of this, Biffa have agreed to jointly fund a full time contract monitoring officer. Approximately 50% of their time will be spent carrying out enhanced monitoring of cleansing crews. The monitor will report on a monthly basis to the Liaison meeting with findings and recommendation. This will ensure appropriate time is allocated to each cleansing location and will greatly assist in the transition to a more responsive, constituency based cleansing plan.

Furthermore, the client team in conjunction with Biffa will seek to introduce a new scoring system for street cleansing grades. This will incentivise crews to work towards a grade A standard wherever possible, rather than settling for a grade B knowing it will pass the audit.

In order to gain a more holistic view of environmental quality along Wirral's gateways and investment areas, it will be beneficial to add in other elements of measurement, such as fly posting, and weed growth. In 2015/16 the new contract monitoring role will measure such elements to determine a baseline position should the indicator be retained from 2016/17 onwards and a decision be made to enhance it. Grounds maintenance is not carried out by Biffa but the standards and

frequencies of maintenance and weed control directly impact on Biffa's ability to cleanse effectively, and vice versa. Such detailed monitoring should facilitate closer working relationships between service areas.

It is proposed that improving the standard of cleanse on the joint audits becomes one of four main 2015/16 "work streams" to be monitored by the Partnering Board.

3.1.3.2 Benchmarking

Waste and Environmental Services have joined APSE Performance Networks to enable detailed benchmarking of standards and costs. As a member of the Performance Networks, Wirral will be able to constantly challenge itself to improve and through sharing good practice be able to ensure Biffa's cleansing operations are reviewed to fully understand the benefits of utilising emerging technology and modern working practices.

Since the cessation of the National Indicator set, many Local Authorities stopped auditing street cleansing in the same way, making it difficult to benchmark performance. However, annual statistics are still produced through Keep Britain Tidy at a national and regional level. The joint funded monitor post will resume NI195 cleansing audits from April 2015. Both borough wide and constituency area measurements will be taken and benchmarked through the APSE membership and Wirral's annual Keep Britain Tidy Membership.

3.2 Alleyway Dumping

Monitoring of the volumes of waste deposited in the borough's alleyways gave early indications that increasing the cleansing frequencies from 4 weekly to 12 weekly actually reduced the amount of waste fly tipped by around 12%. This suggested that providing a more frequent waste cleansing service can inadvertently encourage some residents to dump their rubbish, in the knowledge that it will be dealt with. However, the obstruction caused by the dumped waste and the state of decay of putrescible waste after 8 to 12 weeks led to an increase in the number of referrals to the Council. As a result, Council resolved to return to a four weekly cleanse in alleyways for a period of two years whilst it increased its enforcement and education initiatives to tackle the problem and engender sustainable good waste management practice across all terraced property owners and occupiers.

Currently £95k pa annum has been allocated to an additional cleansing crew so that the alleyways can be cleansed more often. A further £105k pa has been allocated to the Good Neighbour Campaign, to include the funding of a waste investigation unit and supporting back office resources. The funding ends in March 2016. A balanced approach of education and enforcement is providing encouraging results. At the time of writing, the Biffa Waste investigation Unit have referred 831 cases to the environmental enforcement team, resulting in 386 FPN's being issued to residents who have dumped their household waste in the alleyway, instead of using the waste collection service provided.

3.2.1 Tackling Alleyway Dumping – next steps

3.2.1.1 Waste Receptacles

The project has identified that many households do not have a green or grey wheeled bin and this is the main reason why they state they have placed waste in the alleyways. Over time, bins have been stolen, damaged and/or abandoned by residents. The Council's bin charging policy states that residents must provide a receptacle, which they can buy from the Council. All households have previously been provided with wheeled bins and it is their (or their landlord's) responsibility to ensure they present their waste as prescribed by the Council. The Waste and Environment team intend to write to all terraced households in January to offer free replacement green or grey bins. A £30K reserve has been set aside to fund the initiative. Residents benefitting from their free replacement will be expected to sign for their bins and commit to using them correctly. The offer will be time limited to 31st March and free bins will be allocated on a first come first served basis.

3.2.1.2 Penalty Charges

A high percentage of residents issued with FPN's are failing to discharge their penalty by paying the associated fine in time. This is leading to a large number of cases needing to be prepared for the Magistrates Court. Steps are being taken to manage the increase in administrative and legal resources required to take the cases to court. Many littering offenders are from deprived areas of the borough and have contacted us to state they cannot afford to pay the penalty charge. The Waste and Environmental Services Team are exploring the option of enabling offenders to opt to discharge their penalty charge through the attendance on an environmental awareness course, similar in process to the Police driver awareness courses offered to people caught speeding. There would still need to be a charge to attend the course to cover its costs, but it will be less than the actual penalty charge. It is proposed that the programme will run for an initial 12 month period and recommendations arising from its review will be brought before a future Policy and Performance Committee. Course material, research and campaign design will be the intellectual rights of Wirral Council, enabling the awareness courses to continue in future years as "self-funding". It is proposed that a proportion of the remaining transitional funds are allocated to this important and insightful project. Further details on this proposal will be put forward in February 2015 to the Environment Portfolio Cabinet Lead for consideration.

3.2.1.3 Accountability of landlords

The ability of the Council to influence the behaviour of landlords is about to be enhanced through the introduction of the landlords selective licencing scheme. Whilst this new regulatory tool is only just being introduced, Wirral waste officers will be working closely with the relevant housing officers to implement controls to ensure landlords educate their tenants about waste collection schemes and provide adequate receptacles and storage. Initially this will be in the Birkenhead area, where the licencing scheme will be first rolled out.

3.2.1.4 Low recycling rates

The proportion of recycling put out for collection in many terraced housing areas is lower than in most other parts of the borough. This often leads to excess waste being fly-tipped in the alleyways. Year two of the Good Neighbour Campaign will

focus on an enhanced awareness programme. Each household will be provided with reusable bags to help them segregate their waste within the home and additional information. The provision of such resource has proven very popular during a trial carried out in Wirral in 2011/12, with 75% of users stating that the bag made it easier for them to recycle.

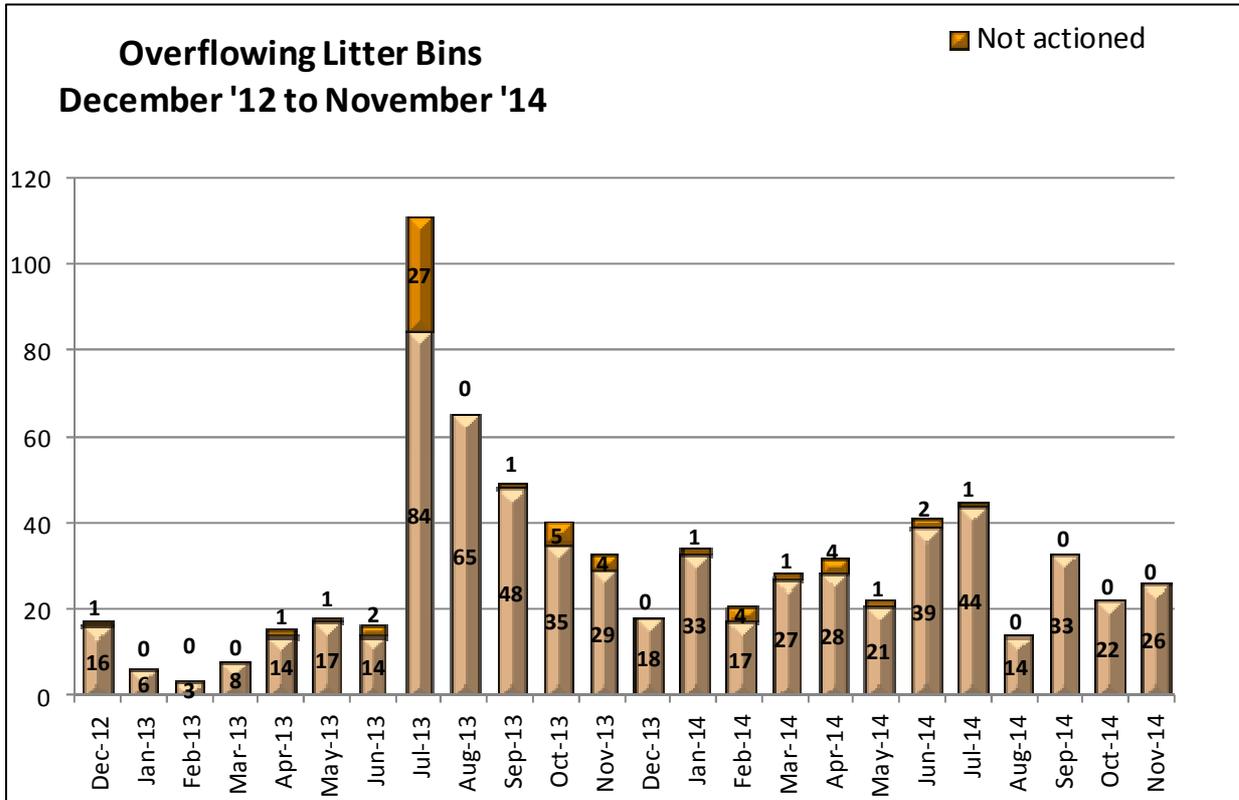
3.3 Leaf fall removal programme

The annual leaf fall programme had to be reviewed as a result of the reduction in cleansing frequencies. Biffa continue to fund the leaf fall removal programme to the same historical levels (around £35Kpa). In order to optimise the effectiveness of this resource, the Council's waste contracts team worked with Parks and Countryside Services and the MRWA to set up a satellite "tipping point" for dedicated leaf fall vehicles. Due to its success an additional tipping point was identified for 2014/15. Not only did this project ensure leaf fall was removed quickly and responsively, it has now reduced the amount of provisional budget the Council allocated to manage leaf fall risks by around £10,000. It is proposed this budget saving will be used in future years to increase the annual litter bin budget from £42,700 to £52,700, as the cost for installing litter bins has increased significantly through the new Highways contract.

3.4 Litter bin provision

When the reduced cleansing frequencies were first introduced, the reports of overflowing litterbins significantly increased. It took several months for the new neighbourhood team to understand the demands for litter bin provision in their constituency area and adapt their rounds in order service the litter bins in an optimal way. The crews worked closely with the Council to identify locations for additional or larger litterbins and an ongoing installation programme is now underway. **Chart 3** below details the historical and current reports for overflowing litter bins. It shows that the number of overflowing litter bins reported has almost reduced to original levels. In addition, every overflowing litter bin reported has been emptied within contractual timescales since August 2014.

Chart 3: Overflowing litterbin reports (CRM)



3.5 Fly tipping and rapid responses

Chart 4 details the number of CRM reports we received in 2012/13, compared to the year the budget option was introduced for fly tipping, rapid responses (dangerous fly tips and spillages) and removal of dead animals. The number of fly tips reported has reduced by 36%. This is likely to be due to the proactive removal work carried out by the neighbourhood teams, providing some evidence to support that allocating resources to a defined geographical area can manage down front of office demand for services. The number of rapid responses and dead animals reported has increased by around 30% and 21% respectively. This indicates that members of the public are more likely to report hazardous fly tips now that the regular cleansing teams are not visiting locations as often. Rapid responses reported before 2.30pm midweek are responded to by the neighbourhood teams without additional charge to the Council. Before the budget saving was agreed with Biffa, all rapid responses were chargeable. This has resulted in an approximate annual saving of £10,000 pa. This saving will be used in future years to fund “street washing” where pedestrian areas reported to us can be made safer through the removal and/or treatment of algae.

Chart 4: Comparison of CRM reports for provisional items

| | Total Reported Jul 12 - Nov 13 | Total Reported Jul 13 – Nov 14 | Total Reported % change |
|------------------------|---------------------------------------|---------------------------------------|--------------------------------|
| Fly Tip | 1355 | 862 | 36.38% decrease |
| Rapid responses | 212 | 275 | 29.71%* increase |
| Dead Animals | 335 | 406 | 21.19% increase |

3.6 Litter prevention strategy

It is widely acknowledged that for Wirral to be able to protect the £1M saving and seek further efficiencies in future, it is necessary for businesses, tourists and residents of all ages to act responsibly with their waste in order to stop waste from escaping into the environment, or worse still, be deposited irresponsibly. It is also invaluable to harness the enthusiasm and skills of so many of Wirral's communities and third sector partners by helping them to continue to take positive action to improve local environmental quality.

The "Love Wirral" campaign has gained significant momentum over the last two years with 741 followers on Facebook. Six new litter picking groups were created via the Love Wirral Facebook page, and the campaign supports them via long term loan of litter pickers. From July to September 2014, Facebook posts reached 14,660.

During Love Wirral Spring Clean-up week 2014, 26 litter picks took place. Some of the community organisers have continued throughout the year to continue to carry out litter picking activities. (Friends of Storeton Woods, Friends of Higher Bebington and Oval playing fields, Friends of Mayer Park, Leasowe Development Trust and two individuals have Love Wirral litter picking kits to carry out picks on a long term basis.)

In addition to the "Love Wirral" campaign, Wirral Council's Eco-Schools Officer has focussed on behaviour change projects to encourage litter reduction amongst our young people. Projects have centred on litter picking events, for example, 13 schools were involved in Keep Britain Tidy's (KBT) Big Tidy Up in March 2014. In each area, the litter pick was organised for a secondary school to mentor their local feeder primary schools, as this meant that a harder-to-reach age group felt responsible for their litter picking event and its outcomes. The schools discovered during these initial litter picks that the majority of litter that they found around the schools was high energy drinks cans. As a result, links have been made with the Live Well Team and

they now carry out pupil panel sessions in all schools about the health and environmental issues surrounding these drinks.

A number of the schools have continued to carry out weekly litter picks and have included the local community in their efforts. Hilbre High School even linked with a school in South Africa to carry out simultaneous beach clean ups.

A celebration event was held in July 2014, working in partnership with Living Streets and involving 300 pupils and teachers. Some of the schools involved in various projects throughout the year produced films to show their work – litter reduction, walking benefits, eco work etc. The films were shown to an audience of pupils, teachers, the Mayor and Mayoress and the Environment Portfolio Holder. Being involved in such a high profile event has a big impact on the young people and will be something that they remember in the future. In addition to the films, the schools walked along New Brighton front singing an anti-litter and playing instruments made out of reused plastic bottles and containers and then took part in a beach clean-up in the afternoon.

More recently, 15 schools took part in KBT's Diamond Jubilee Big Tidy Up campaign (more commonly known as the "Womble" campaign) in October 2014. It also enabled people to take action and reconnect with their local community as well as empowering young people to make a difference.

Other litter reduction initiatives that have emerged this year include:

- Schools working in partnership, such as the group of Leasowe schools who now do community clean ups.
- The Kingsway Academy highlighting that litter reduction was part of their community responsibility and ethos at their launch event.
- Hilbre High School, which has litter problems, now offers students passes for bi-weekly litter picks. This is a brave commitment and has quickly changed student perceptions, making litter picking a "cool" thing to do. Litter picking is no longer for punishment, but a privilege that students have to ask for and get staff to sign off on.

In 2013-14, 80 "Love Wirral" community projects were awarded a total of £36,318.18. This popular and highly successful initiative is now distributed annually through the Constituency Committees.

3.6.1 Litter Prevention – next steps

A draft strategy that seeks to reduce the amount of litter produced in the first place will be produced by February 2015, with a view to publishing the final version by 31st March 2015. This five year strategy will illustrate the need for a balanced approach of education, enforcement and stakeholder engagement and will act as the blueprint for the production of an annual Litter Reduction Programme that is developed in consultation with constituency panels, Biffa Waste management and other key stakeholders. The strategy will set aims and objectives and stipulate a number of "SMART" targets to be achieved by 2020. Each year the litter reduction programme will form part of the Waste and Environmental Services business plan, meaning it will be monitored through existing governance structures such as the Senior Leadership Team and the Policy and Performance Committee.

In 2015/16, the programme will include the launch of a 12 month pilot to increase litter patrols across the borough, to include weekends and bank holidays. Supporting this initiative will be a comprehensive campaign to encourage people to take their litter home and use litter bins responsibly.

In November 2014, Wirral launched a dog fouling campaign, targeting irresponsible dog owners that regularly allow their dogs to foul residential streets and nearby footpaths. The campaign will run for a minimum of six months when it will be fully reviewed to determine the impacts it has had. The campaign is based on the National Keep Britain Tidy Campaign trial ran in the previous year which led to a 46% reduction in the instances of dog fouling. From April 2015, a dedicated officer will manage the campaign in order to measure outputs such as dog fouling levels, public satisfaction and number of associated enforcement actions taken. If successful, this campaign is likely to be developed further in 2015-16.

The legislation used by the Council to enforce dog fouling offences has been repealed and replaced with the Anti-Social Behaviour, Crime and Policing Act 2014 . It will be necessary to designate council owned land under Public Space Protection Orders (one for each constituency) and this is subject to a stakeholder consultation process. Further information will be provided to relevant Cabinet Members in the upcoming weeks. It is recommended that a proportion of the available transitional funds are used to ensure that this process is implemented as soon as possible and the Council is able to comply with the conditions of the order with regards to erecting adequate signage. The process will enable the inclusion of other anti-social behaviours, including excluding dogs from sections of park land and beaches.

4.0 CURRENT RISK POSITION

4.1 Risks are managed through the corporate and directorate risk register. Officers continue to be satisfied that the residual risks associated with this decision are manageable and proportionate to the benefits of implementing the budget option.

5.0 CONSULTATION

5.1 No consultation has been carried out to inform this report. Members are reminded that this budget proposal formed part of the Council's "What Really Matters" public consultation process in 2012/13, where 56% of respondents supported or accepted the principal to deliver street cleansing services differently in order to become more efficient (8 November 2012 Cabinet [minute 120] refers).

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

6.1 There are no implications arising from this report.

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

7.1 There are no revenue financial implications arising from this report. Existing waste provisions will be recast by the Head of Service to ensure the most effective use of the existing revenue budget and support initiatives detailed within this report. In summary, from April 2015:

- I. A £10,000 revenue in the annual leaf fall removal programme will be moved to the litter bin budget to fund increased installation costs (section 3.3 refers);
- II. A £10,000 revenue saving in the provisional budget will be used to set up a provisional fund for street washing. This will assist the Council to remove and treat algae growth on pavements in high footfall areas reported to us as being “dangerous” for pedestrians. This often occurs on stone paving flags at heritage locations.

7.2 It is proposed that the remainder of the transitional fund (£124k) is carried forward into 2015-16 and 2016-17 to support further initiatives designed to mitigate the longer term risks associated with the £1m budget option. This includes:

- I. Supply and delivery of reusable recycling bags to terraced houses (to improve recycling levels and reduce likelihood over overspill in green bins, resulting in fly tipping littering and extra pressure on cleansing crews (£28,000)
- II. Supply of street cleansing equipment to neighbourhood teams to tackle moss on pavements (£3,000)
- III. The development of “environmental awareness workshops” for alleyway dumping (section 3.2.1.2 refers) and potentially littering offenders which aim to provide Wirral with a better understanding values and attitudes of offenders, in order to support a comprehensive and bespoke behaviour change programme to be launched in 2016/17 (£63,000)
- IV. To contribute to the costs of the transition from repealed legislation (Dog Fouling of Land Act 1996; Clean Neighbourhoods Act, 2005) to be able to continue to enforce a range of offences affecting local environmental quality under the “Anti-Social Behaviour, Crime and Policing Act 2014”. (30,000)

8.0 LEGAL IMPLICATIONS

8.1 There are no legal implications arising from this report.

9.0 EQUALITIES IMPLICATIONS

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

(a) Yes and impact review is attached –

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010-0>

9.2 The budget option has an existing published equality impact assessment (link above)

This report does not require any decision making. The existing EIA will be updated should any future initiatives proposed in this report be approved at a later date.

10.0 CARBON REDUCTION IMPLICATIONS

10.1 The Waste and Environmental Streetscene Services contract seeks to increase recycling through efficient waste collection operations.

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are no implications arising from this report. The cleansing standards in residential areas have been maintained. A concern raised by the Merseyside Fire and Rescue Services regarding an increase in the risk of fires in alleyways has been mitigated through the return of four weekly cleansing in these areas.

12.0 CONCLUSION

12.1 The £1m budget saving option was implemented in July 2013 after Council approved the option in March 2013. Despite the short lead time, the Waste and Environmental Streetscene Services Contractor worked closely with workforce unions and the Council to implement the operational changes on time, and without any significant disruption to the service. No compulsory redundancies were necessary, eliminating risks of industrial action. Risks were accurately identified from the outset and continue to be managed effectively to ensure Wirral continues to benefit from good cleansing standards. The introduction of a long term litter prevention strategy is imminent and is critical to ensuring that the burden of street cleansing costs are managed down in the long term.

13.0 RECOMMENDATIONS

13.1 Members are requested to:

- (1) Note the information provided in the report, including the recasting of the Waste Provisions budget as detailed in Section 7.1;
- (2) Endorse the inclusion of the Annual Litter Reduction programme in the Waste and Environmental Service Plan;
- (3) Endorse the proposals to use of the remaining transitional funds (£124k) to fund behaviour change initiatives over the next two years until March 2017.

14.0 REASON FOR RECOMMENDATIONS

14.1 To continue to mitigate risks associate with the budget option and support the achievement of high cleansing standards in Wirral in the face of reducing revenue budgets.

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APPENDICES

Appendix A: Variation Order associated with the Street Cleansing £1m budget option.

REFERENCE MATERIAL

SUBJECT HISTORY (last 3 years)

| Council Meeting | Date |
|------------------------|----------------------------|
| Council | 5 th March 2013 |
| Cabinet | 8 November 2012 |