

CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Bernadette Mooney
CABINET PORTFOLIO FOR	Environmental Protection
CO-ORDINATING CHIEF OFFICER	David Armstrong, Assistant Chief Executive

EXECUTIVE SUMMARY

This report is an update from the Cabinet Portfolio Holder to Members of the Council on matters relevant to her portfolio.

1. ATTRACTIVE LOCAL ENVIRONMENT

Ensuring an attractive local environment for local people is a key Pledge in our 2020 Plan. In a focussed effort to reduce litter, the Council's Litter Enforcement Contract commenced on 1st July 2015 and in just over 4 months of operation have issued nearly 5000 fixed penalty notices (FPNs) for littering offences across the Borough.

The Council's litter enforcement contractor deploys their uniformed officers across a programme of locations 7 days a week with a minimum of 4 enforcement officers being deployed on shift at any one time. Prior to the commencement of enforcement operations the Council ran a high profile anti-littering campaign warning that such activity will not be tolerated with appropriate action taken. This campaign was followed up by further promotion updating on action taken since commencement of operations and to inform that income generated through enforcement action has been reinvested in facilities such as additional cigarette litter bins.

The payment rate from the FPNs issued so far is 60% with an extended payment period provided to those who request it. The Council brought its first 30 litter prosecutions before the courts on 4 November 2015 with a further 500 cases due to be listed throughout the remainder of November and December. Early indications from recent environmental monitoring are that litter enforcement is having a positive effect on environmental conditions through reduced littering.

Baseline recording of recycling performance and participation has now been completed. A Borough-wide recycling campaign was launched in November, to introduce our residents to Wirral's 2020 pledge to create an attractive local environment for Wirral residents; and to remind them of the wide range of items from around the house that they can recycle in their grey bin. Every domestic property in

Wirral will receive a pack through the door; with a handy leaflet detailing items that can be collected for recycling and a new information sticker for their grey bin.

In addition to this, the campaign will feature posters and adverts in local magazines, newspapers, shopping areas, bus backs, bin wagons, public buildings and on social media. This intensive campaign will be followed up in the New Year with targeted door knocking and roadshows in areas with lower performance and a reusable bag for residents to use to store their recycling in their house. Recycling performance will be monitored on a monthly basis, to measure the ongoing impact of the campaign.

Wirral's Garden Waste Club is now half way through its third year, attracting over 39,200 annual subscribers following a successful promotion campaign and renewal reminders over the summer period. The offer of free brown bins for a limited period has proven to be popular with subscribers and has resulted in the number of additional bins residents subscribe for reaching 1,837. Overall there are now over 41,000 bins being collected through the service.

2. ENVIRONMENTAL HEALTH & TRADING STANDARDS

The Mayor of Wirral held a Presentation Evening on Monday 26 October 2015 at Wallasey Town Hall to express thanks to a group of public spirited teenagers who had given up their time to help maintain legal trading practices in Wirral. Twelve volunteers were presented with a Certificate from The Mayor in recognition of the work they had carried out with Trading Standards. The Volunteers have enabled Trading Standards to test what steps traders take to prevent under age sales. The evidence provided by these youngsters enables action to be taken against those irresponsible businesses who offend.

As part of Wirral Council's commitment to reducing health inequalities through encouraging healthy lifestyles, the Award-winning Project "Takeaway for a Change is being rolled out to more schools across the borough.

As part of the roll out of this project, five further schools have now signed up to take part in the scheme. These schools were selected based on National Child Measurement data which highlighted areas of higher than national average levels of childhood obesity (reception and year 6). Officers are delivering the scheme to the schools between now and March during which time the children and families will benefit from hands on workshops and information to help make sustainable life style choices. The businesses located around these schools are also being visited to maximise the sustainable impact of the Takeaway for a Change scheme. These businesses will be actively encouraged to be part of the healthy menu award scheme 'Eat Well Wirral' to enable them to accept the vouchers given to the families who will be participating in Takeaway for a Change project. The scheme has been well

received by businesses with ten already receiving the bronze and silver award and one business achieving the gold standard. We are currently processing a further ten applications for businesses located near the five selected schools.