



**CABINET MEMBER-
ENVIRONMENTAL
PROTECTION**

**COUNCILLOR BERNIE
MOONEY**

CABINET

Monday, 7 March 2016

**WIRRAL PLAN: A 2020 VISION -
UNDERPINNING STRATEGIES:
LOVING OUR ENVIRONMENT**

Councillor Bernie Mooney, Cabinet Member - Environmental Protection, said:

“Wirral residents are – rightly – fiercely proud of their local environment. Residents enjoy our coastline, countryside and perfect blend of the urban and rural.

One of our key 2020 pledges is to encourage residents to take pride in their local community and increase personal responsibility, to keep Wirral ‘clean and green’. As part of the Wirral Plan, our ambition is to work with residents to help them ensure an attractive local environment for them and for their children.”

REPORT SUMMARY

The Wirral Plan: A2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan are underpinned through the development and implementation of a set of key strategies and a Delivery Plan.

This report provides Cabinet with the Loving Our Environment strategy; a key strategic document which articulates ambitions related to the Wirral Plan Environment Priority:

“Wirral has an attractive and sustainable environment, where good health and quality of life is enjoyed by everyone who lives here.”

This matter affects all wards within the Borough and is therefore a key decision.

RECOMMENDATION

Cabinet is recommended to approve the Loving Our Environment Strategy which is appended to this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION

1.1 The Loving Our Environment Strategy has been developed to deliver the Wirral Plan pledge to 'create an attractive local environment for Wirral residents.'

2.0 OTHER OPTIONS CONSIDERED

2.1 No other options have been considered.

3.0 BACKGROUND INFORMATION

3.1 A five year Wirral Plan received unanimous approval at the meeting of full Council on 13th July 2015 and has been adopted by all strategic partners from the public, private and third sectors.

The plan contains twenty pledges to be achieved by 2020; and one of the pledges under the Environment theme sets out to create a local environment that is upheld as outstanding with local people and businesses involved in the management of their location.

The Strategy will deliver this through the following:

- Creating great neighbourhoods where people love to live.
- Fully understanding what matters to people about where they live.
- Empowering residents to take on more responsibility in their neighbourhood.
- Encouraging positive behaviour and providing a clear deterrent against environmental crime.
- Delivering local priorities and addressing the issues that affect resident's quality of life.

The Loving Our Environment Strategy is the first of its kind for Wirral and its purpose is to transform the relationship the Council has with residents, getting them involved locally with aspects of environmental management and encouraging people to take more responsibility for their actions particularly relating to environmental protection.

The delivery of the Loving Our Environment Strategy will be overseen by a steering group who will have clear linkage to the Constituency Committees and voluntary groups to ensure locally identified priorities are addressed. The Strategy will be reviewed on an annual basis with regular performance reporting taking place through appropriate governance arrangements.

4.0 FINANCIAL IMPLICATIONS

4.1 The key themes of the Loving Our Environment Strategy will be delivered through a range of initiatives and schemes; these will be funded through existing resources and generated income.

The Council spends over £3.6M per year on street cleansing and removing fly tipping. Through the Loving Our Environment strategy the deployment of such resources will be prioritised against need. The strategy also sets out a long term approach to effecting behaviour change amongst residents through ongoing support and

enforcement action against environmental crime. It is anticipated that over time the level of street cleansing resource required will reduce as a result of such action and cultural change across Wirral.

5.0 LEGAL IMPLICATIONS

- 5.1 There are no legal implications arising directly from this report. As the strategy's key themes are developed the legal implications will be identified as part of the project plan.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 The Loving Our Environment Strategy will be coordinated by existing staff resource, mainly from the Waste & Environment Team, but also the Constituency's Team and other staff from across the Council. Every effort will be made to seek partner resource to support the delivery of the project plan.

7.0 RELEVANT RISKS

- 7.1 The Corporate Risk Register will be refreshed in line with the new Wirral Plan developments to ensure that any risks to delivery are understood and mitigating actions are put in place as appropriate.

8.0 ENGAGEMENT / CONSULTATION

- 8.1 This report is consistent with the principles of the Wirral Plan: A 2020 Vision which was developed following full consultation with partner organisations and residents. The Loving Our Environment Strategy has also been informed by the results of the Wirral Residents' Survey of 2015 and through consultation with a number of partners and agencies.

9.0 EQUALITY IMPLICATIONS

- 9.1 The potential impact has been reviewed with regard to equality and the impact review can be found at:

<http://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2014-0#wgSM-0>

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APPENDICES

Appendix 1 – Loving Our Environment Strategy

REFERENCE MATERIAL

All reference material contained within the strategy appended to this report.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Not applicable	