

**COUNCIL**  
**11 JULY 2016**

<b>REPORT OF</b>	<b>Councillor Bernadette Mooney</b>
<b>CABINET PORTFOLIO FOR</b>	<b>Environment</b>
<b>CO-ORDINATING CHIEF OFFICER</b>	<b>David Armstrong</b> <b>Assistant Chief Executive</b>

**EXECUTIVE SUMMARY**

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

**1. ATTRACTIVE LOCAL ENVIRONMENT FOR WIRRAL RESIDENTS**

**Loving our Environment Strategy**

This year has seen a fundamental change to the way the Council enforces against environmental crime. The establishment of the Litter Enforcement contract with Kingdom last July has seen considerable action being taken against the perpetrators of street litter. Such action along with a successful awareness campaign has significantly raised the profile of the littering issue and the detrimental effect it has on Wirral's neighbourhoods and locations for commerce. Since commencing enforcement operations in July, Kingdom have issued over 8000 fixed penalty notices (FPNs) to people they have observed littering.

The payment rate from the FPNs issued during the year has been 65%; however the Council has brought approximately 1,400 litter prosecutions before the courts by the end of March 2016. The courts have been very supportive of the Council's campaign and have been awarding fines in the region of £120 with an award of costs to the Council (totalling approximately £136,000 for 2015/16).

Environmental monitoring since the start of the contract last summer highlights that litter enforcement is having a positive effect on environmental conditions through reduced littering and raised awareness.

The 'Tackling Alleyway Dumping' campaign which was launched in April 2014 has resulted in a total of 1859 referrals for alleyway dumping from the waste investigation crew of which 778 litter fixed penalty notices have been issued to date, 86 of which have been paid and 64 people being prosecuted through the courts.

The Alleyway Dumping Campaign was evaluated following 2 years of operation and the conclusions have been positive. A comparison of the net weight of alleyway dumping tonnage collected between April to June 2014 and April to June 2015 has demonstrated a significant reduction in tonnage collected over these periods of around 124 tonnes.

During the past year we have carried out six covert surveillance operations in fly tipping 'hot spot' locations, this has resulted in 15 fly tip incidents being caught on CCTV. A fly tipping incident, caught on CCTV in 2014, was prosecuted in August 2015 and the defendant was found guilty and sentenced to 4 weeks imprisonment for the offence. Two fly tipping incidents were caught on CCTV in April 2015 for which a defendant pleaded guilty and received three months custody suspended for 12 months, a 12 month Community Order and 15 days rehabilitation activity requirement. Full costs of £1,200 were awarded. Four further case files have been passed to legal service for prosecution and three cautions issued in relation to fly tipping caught on covert CCTV.

### **Managing our Waste Strategy**

We launched a Borough-wide 'Good to Know' recycling campaign in November 2015 to promote Wirral's 2020 pledge to create an 'attractive local environment for Wirral residents' and to remind residents of what can be recycled.

The campaign has featured an information pack delivered to every Wirral household, adverts in local magazines and newspapers as well posters in shopping areas, public transport, bin wagons, public buildings and on social media. A targeted door-knocking campaign was also delivered in March to focus in areas of low participation and low recycling.

The Wirral's garden waste collection service attracted over 39,000 subscribers this year, generating an income over £1.2m.