

WIRRAL PLAN OVERVIEW REPORT 2016-17 QUARTER ONE

PERFORMANCE SUMMARY

PLEDGE	INDICATOR	WIRRAL PLAN START	TARGET	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
OLDER PEOPLE LIVE WELL	Healthy Life Expectancy at birth: Males	59.8 2011-13	59.8 (Annual)	60.4 Green	↑	Higher is better
	Healthy Life Expectancy at birth: Females	61.8 2011-13	61.8 (Annual)	60.9 Amber	↓	Higher is better
YOUNG PEOPLE ARE READY FOR WORK AND ADULTHOOD	Percentage of schools rated 'good' or 'outstanding' by Ofsted	84% 2014-15 Acad Year	93.4% (Annual)	85% Amber	↑	Higher is better
REDUCE CHILD AND FAMILY POVERTY	Increase the employment rate in Wirral	66.7% Mar 2014 - Mar 2015	70.0%	69.7% Green	↑	Higher is better
PEOPLE WITH DISABILITIES LIVE INDEPENDENT LIVES	Employment rate aged 16-64 - Equality Act core or Work Limiting Disabled	37.1% Mar 2014 - Mar 2015	43.6%	46.6% Green	↑	Higher is better
ZERO TOLERANCE TO DOMESTIC VIOLENCE	Number of domestic abuse Wirral MARAC cases per 10,000 adult females	54 2014-15	13	23 Blue	↑	Higher is better (policy is to increase reporting before figures reduce)
	Children and young people experience domestic abuse (Wirral MARAC cases)	1289 2014-15	381	302 Green	↓	Higher is better (policy is to increase reporting before figures reduce)
	Percentage of incidents of repeat domestic abuse (Wirral MARAC cases)	16% 2014-15	25%	30% Amber	↓	Lower is better
GREATER JOB OPPORTUNITIES IN WIRRAL	Increase the number of jobs created and safeguarded via Invest Wirral	970 2014-15	60	74 Blue	↑	Higher is better
	Increase the employment rate in Wirral	66.7% Mar 2014 - Mar 15	70.0%	69.7% Green	↑	Higher is better

PERFORMANCE SUMMARY

PLEDGE	INDICATOR	WIRRAL PLAN START	TARGET	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
VIBRANT TOURISM ECONOMY	Increase visitor numbers each year based on the 2014 baseline	7.08m (2013)	7.87m (Annual)	8.20m Green	↑	Higher is better
	Increase the value of the tourism economy by at least 5% each year	£327.85m (2013)	£372.70m (Annual)	£385.80m Green	↑	Higher is better
TRANSPORT & TECHNOLOGY INFRASTRUCTURE FIT FOR THE FUTURE	Reduce the number of people killed or seriously injured in road traffic accidents	140 2014-15	24	29 Amber	↑	Lower is better
GOOD QUALITY HOUSING THAT MEETS THE NEEDS OF RESIDENTS	Bring 1,250 empty properties back into use	New indicator	349	388 Blue	N/A	Higher is better
WIRRAL'S NEIGHBOURHOODS ARE SAFE	Reports of anti-social behaviour (ASB) to Merseyside Police	11837 2014-15	3056	2764 Blue	↑	Lower is better
	Number of crimes recorded by the Police	19061 2014-15	5238	4906 Green	↑	Lower is better
ATTRACTIVE LOCAL ENVIRONMENT FOR WIRRAL RESIDENTS	Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti	New indicator	93%	94.2% Blue	N/A	Higher is better

Key

Trend

↑ Performance Improving ↓ Performance Deteriorating ↔ Performance Sustained N/A - No comparable data available

Based on Wirral Plan start date with exception of: Number of domestic abuse Wirral MARAC cases per 10,000 adult females, Children and young people experience domestic abuse (Wirral MARAC cases), Percentage of incidents of repeat domestic abuse (Wirral MARAC cases), Increase the number of jobs created and safeguarded by Invest Wirral, People killed or seriously injured in road traffic accidents, Reports of Anti-social behaviour (ASB) to Merseyside Police, Number of crimes recorded by the police - ALL compared to same period in previous year.

Target Rating (Blue, Green, Amber, Red) based on agreed tolerance range for individual measures

Blue - Above Target Green - Within Target Amber - Below Target Red - Significantly Below Target.

PLEDGE: OLDER PEOPLE LIVE WELL

Overview from the Pledge Sponsor

One of the biggest encouragements to highlight is the enthusiasm, energy and commitment of the Ageing Well Steering Group. It is great to see so many partners determined to achieve real positive outcomes for Wirral's older residents and the steering group is working as a team to ensure that progress is being made on all areas of the action plan.

One of our main areas of focus is working to reduce 'social isolation' among older people in Wirral. Loneliness can be felt by those of all ages but as we age factors such as poor health, mobility, retirement, becoming a carer and reduced access to transport can increase the likeliness of feeling lonely and becoming more isolated. It is essential we work as one team across all sectors in Wirral to help change the lives of these people for the better and continue to identify those people who are socially isolated and make sure they get the help they need. During the next few months we will try a new approach to talk directly to older people in Wirral to make sure they are getting the right support. A 'Wirral Door Knock' event in partnership with key partners and service providers from across the sectors has been proposed and further development is underway.

We are also working hard to improve the information and advice which older people can get easy access to. We know we need to get better at signposting and promoting services to ensure that everyone over the age of 50 knows how to get the right information when they need it most.

In June Age UK Wirral launched an exciting competition; encouraging all budding artists to design a sticker which businesses in Birkenhead will be encouraged to display in their windows to show that they are age-friendly. For businesses, displaying the sticker means that they are happy to allow older people a place to rest, a glass of water and toilet facilities if needed. The deadline for entries has closed and the winning design will be chosen by Cllr Chris Jones.

Merseyside Fire & Rescue Service (MF&RS) work closely with some of Wirral's most vulnerable older people to help to prevent fires, identifying potential fire risks around the home. MF&RS have announced that all their staff will undergo dementia training by the end of July 2016. This training will deliver essential information for staff who come into contact with those with dementia and help provide sufferers with a service that fully understands how best to support them in preventing fires.

Healthy life expectancy at birth recent Wirral results show an improvement for men but a decrease for women, with figures for both sexes lower than both national and regional figures. This measure is a long term outcome measure which will require significant behavioural change from residents in order for long term improvement to be achieved. Work is underway through delivery of the Wirral Plan including the healthier lives pledge with a particular focus on alcohol and tobacco use, two key areas that have a detrimental impact on people's health.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Healthy Life Expectancy at birth: Males	59.8 2011-13	England: 63.4 (2012 - 2014) North West: 61.1 (2012 - 2014)	59.8 (Annual)	59.8	60.4 Green	↑	Higher is better
Healthy Life Expectancy at birth: Females	61.8 2011-13	England: 64.0 (2012 - 2014) North West: 61.8 (2012 - 2014)	61.8 (Annual)	61.8	60.9 Amber	↓	Higher is better

PLEDGE: CHILDREN ARE READY FOR SCHOOL

Overview from the Pledge Sponsor

In Quarter 1 steady progress has been made in delivering against the priorities and actions detailed in the strategy:

- Following a successful pilot in November 2015, a new Integrated Review for children 2 to 2½ years old commenced roll out in June 2016. This approach is designed to support a consistent and clear assessment of the child's needs early in their life, to ensure the right support can be provided where it is required.
- Following analysis by early years lead consultants, schools have been identified to receive individual advice and support to support pupil progress and attainment with an aim to close the attainment gap for disadvantaged children.
- To ensure childcare settings, child-minders and schools provide good quality provision a group has been established to identify and inform improvement planning. Initially the focus will be on those settings which are rated as 'Requires Improvement' or 'Inadequate'. The aim is to increase the availability of childcare settings that are rated good or outstanding.
- Work with Social Care and Foster Carers will continue in order to improve the take up of the 2 year old nursery education offer for children who are looked after by the local authority (CLA) to help support their development and future life chances. Good practice is being shared across the North West area on how to best improve nursery take up.
- A current review of parenting programmes provided by different agencies in Wirral will determine the approaches that are having the most benefit to parents and children, in order to improve future programmes.

Quarter 2 will build on the work carried out so far including:

- We will continue to focus on mapping duplication and gaps in practice regarding parenting programmes.
- Strengthen take up of the opportunities to review children's needs at an early stage in their lives.
- Consider the development of a tracking toolkit against the Early Years Foundation Stage (EYFS) outcomes and narrowing the gap.
- Further improve the take up of the 2 year old nursery offer for disadvantaged children with a clear focus to change the negative perception of it held by some parents and work to ensure it is viewed as valuable support for children.

PLEDGE: YOUNG PEOPLE ARE READY FOR WORK AND ADULTHOOD

Overview from the Pledge Sponsor

As a result of recent Ofsted inspections six schools have been upgraded from requires improvement to good; meaning 9 in 10 primary school pupils and 8 in 10 secondary school pupils now attend schools which Ofsted rate as either good or outstanding. Although results have improved since the start of the Wirral Plan the target set has not been achieved in quarter 1. The Wirral Plan set an aspirational target for all children to be educated in schools rated good or better by Ofsted by 2020 which despite continued focus will provide a challenge to achieve in light of Ofsted school inspection changes and higher government targets for schools to achieve.

95% of Children Looked After (CLA) attend a good or better primary school.

75% of CLA attend a good or better secondary school.

85.8% of Children Looked After have an up to date Personal Education Plan (PEP) to support young people's attainment and progress.

75% of 16-18 year care leavers are in Education, Employment or Training opportunities by March 2016.

We have also appointed 6 'Future in Minds' specialist staff who will work across the borough providing support and training for schools to identify the early signs of pupils with mental health issues. Strategies will be given to support these pupils so preventing their needs from escalating. The Young Chamber programme has been recognised nationally as an example of good practice. A programme of activity is ready to roll out to all secondary schools in September 2016.

Wirral schools are considering the Government academy agenda. The Regional Schools Commissioner (RSC) has recently met with primary headteachers to discuss the detail of proposals for schools to become academies and also Multi Academy Trusts (MAT) where a single Trust is responsible for a number of academies which can provide a local approach to becoming an academy. This has resulted in a significant number of schools registering an interest with the Department of Education to become an academy. One MAT of five primary schools has been approved by the Headteacher Board and the RSC. The three Locality Boards are well established with Headteachers on the boards working collaboratively to raise the quality of leadership and management, and teaching and learning. There have been a number of reviews of teaching and learning as well as support in schools and schools are accessing good support from 'Teaching Schools'.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Percentage of schools rated 'good' or 'outstanding' by Ofsted	84% 2014-15 Acad Year	England: 85% (Dec 2015) North West: 87% (Dec 2015)	93.4% (Annual)	84%	85% Amber	↑	Higher is better

PLEDGE: REDUCE CHILD AND FAMILY POVERTY

Overview from the Pledge Sponsor

Reducing child and family poverty is incredibly important. To make sure this Pledge is achieved, every agency involved has joined forces to work together to help families get back into employment and increase financial inclusion.

Job Centre Plus and the Council's Early Years service are now working together in a formal partnership to help parents get back into employment and access training and education opportunities. Work is also well underway to support those Wirral families who are likely to be affected by the Benefit Cap, which is likely to be 499 based on latest information from the Department for Work and Pensions (DWP).

These families are being supported in a number of ways. Partners are using case conferences to ensure that they have spoken to all of the families affected, to maximise contact with them, and avoid hardship through lack of information. Targeted employment support includes the Work on Wirral (WOW) adviser working from Magenta Living to support those who want to find some employment to take them out of the cap, as well as dedicated support to minimise hardship e.g. Discretionary Housing Payment (DHP) applications, job search advice, financial and debt advice.

Target areas have been identified for the community pilots and discussion is taking place with partner organisations to develop appropriate models of delivery in each of the areas.

In Quarter 2 work is underway to ensure we fully capture the outcomes of the support provided locally. The Steering Group are currently in the process of working with local partners to develop an appropriate information management system that will enable outcomes to be captured. This will be also be linked to the Joint Strategic Needs Assessment (JSNA) so that we are able to provide ongoing updates to the Child Poverty JSNA chapter.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Increase the employment rate in Wirral	66.7% Mar 2014 - Mar 2015	England: 73.7% (Mar 2015 - Mar 2016) North West: 71.4% (Mar 2015 - Mar 2016)	70.0%	69.70%	69.7% Green	↑	Higher is better

PLEDGE: PEOPLE WITH DISABILITIES LIVE INDEPENDENT LIVES

Overview from the Pledge Sponsor

More people with disabilities are now in employment, with Wirral now seeing a higher rate than the regional average. This is excellent news, and due in no small part to the many organisations and community groups who have helped shape and now begun to deliver the boroughs' All Age Disability Strategy.

Just in the past three months, some highlights of the work include:

- The implementation of 'Local Offer Wirral' - a resource which has been designed to help people to find information and services relating to children and young people age 0-25 who have Special Educational Needs and/or disabilities.
- Significant progress in the development of 'Live Well Wirral' a website to provide information and a range of options for care and support as well as social activities and clubs.
- Work to ensure the inclusion of employment and volunteering opportunities for people with disabilities in the specifications of key Council contracts with a view to extending this approach to other areas/partners.
- Involvement sessions were held to ensure that people with disabilities and their carers shape the commissioning of their support services.

To ensure strong oversight of delivery of the All Age Disability Strategy partners have worked together to develop the governance arrangements and set up a partnership group chaired by Wirral Mencap with a parent/carer Deputy Chair. The group are focused on ensuring shared responsibility for the named actions to ensure a robust approach to improving outcomes for people with disabilities.

In Quarter 2 work is underway to ensure progress will be made on the employment theme in the strategy working with a range of partners including Jobcentre Plus, the Department for Work and Pensions, employers and the Wirral Chamber of Commerce.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Employment rate aged 16-64 - Equality Act core or Work Limiting Disabled	37.1% Mar 2014 - Mar 2015	England: 50.7% (Mar 2015 - Mar 2016) North West: 45.3% (Mar 2015 - Mar 2016)	43.6%	44.50%	46.6% Green	↑	Higher is better

PLEDGE: ZERO TOLERANCE TO DOMESTIC VIOLENCE

Overview from the Pledge Sponsor

As the lead officer for the Pledge to create a 'Zero Tolerance To Domestic Abuse' on Wirral I am pleased to report the success of the strategy's initial priority target; to encourage reporting by victims of domestic abuse to tackle the under-reporting of these crimes and ensure the right support is provided. The proportion of reported cases per population has risen, with an increase of 20% of domestic abuse cases per 10,000 adult females for Q1 2016-17, compared to same period in the previous year (cases reported to Wirral multi-agency risk assessment conferences (MARAC)).

Though the number of children and young people experiencing domestic violence and abuse in their homes has reduced, this number is only measured for high risk cases which have themselves reduced. This is also as a consequence of an increased proportion of the victims having drug and alcohol issues, whose home lives are generally less likely to include children. The incidents of repeat domestic abuse has spiked in Q1 as four persistent repeat couples have been subject to Multi Agency Risk Assessment Conference (MARAC) discussions. The reported performance is within the SafeLives recommendation for repeat rate (28-40%).

The 'Domestic Abuse Alliance' is the coordinated collaboration across public and voluntary sector agencies together with the community at large with an aim for a greater percentage of victims seeking support, and ensuring services are better directed to where they are most needed.

High profile campaigns such as the 'be a lover not a fighter' and the 'Domestic Abuse - Let's Make a Difference' video have raised awareness, educated and informed offenders and victims. The success of these initiatives has led to an increase in the proportion of victims deemed to be low to medium risk of repeated abuse being referred to appropriate support.

Domestic abuse offender management is also a priority, including specific programmes targeted towards young offenders and prolific offenders to bring about sustainable crime reduction through behavioural change.

In the coming months:

- We will look at engaging agencies who have been successful across Merseyside working in private businesses to reduce the effects of domestic abuse on their workforce.
- We will continue to work to increase reports of domestic abuse whilst reducing the likelihood of re-victimisation by raising awareness, education and training to the community, helping to break the cycle of abuse.

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Number of domestic abuse Wirral MARAC cases per 10,000 adult females	54 2014-15	England: 33 (2015 - 2016) Similar Peer Group: 41 (2015 - 2016)	13	61	23 Blue	↑	Higher is better (policy is to increase reporting before figures reduce)
Children and young people experience domestic abuse (Wirral MARAC cases)	1289 2014-15		381	1465	302 Green	↓	Higher is better (policy is to increase reporting before figures reduce)
Percentage of incidents of repeat domestic abuse (Wirral MARAC cases)	16% 2014-15	England: 25% (2015 - 2016) Similar Peer Group: 31% (2015 - 2016)	25%	21%	30% Amber	↓	Lower is better

PLEDGE: GROWTH PLAN PLEDGES

Overview from the Pledge Sponsor

Delivery of the Growth Plan is progressing well with all planned activities on track and Quarter 1 pledge indicators and measures improving and meeting targets. Highlights for the quarter include the increase in Wirral's employment rate and the decrease in the number of people claiming out of work benefits; indicating our pledge to improve job opportunities for our residents is making progress.

During Quarter 1 good progress has been made in several areas:

- The number of jobs created and safeguarded have continued to exceed target and will support our ambition to increase the employment rate in Wirral.
- From July 2016 Wirral residents now have access to more employment opportunities through the new Wirral Ways to Work programme.
- We are continuing our work to reduce the employer skills gap in Wirral through joint Combined Authority review of post-16 skills provision with the Liverpool City Region (LCR) Devolution Deal providing the framework for this work.

- Work is ongoing to increase inward investment, including the launch of the Wirral Waters Investment Fund and the recent success of the International Festival for Business in June 2016, which will positively impact on our reporting measures later in the year.
- Wirral remains the fastest growing tourism economy in Merseyside following confirmation of our 2015 performance, the increase in visitor numbers have benefited local serviced accommodation such as B&Bs, hotels, guesthouses and inns.

For Quarter 2 partnership work is underway to develop a strategic vision for Birkenhead which will support the development of a new approach to regeneration. Progress will also continue on the development of the Wirral Tourism Strategy 2017-22. Work to extend and strengthen the current Collaboration Agreement with the Wirral Chamber of Commerce is underway to support the delivery of additional new businesses over the lifetime of the Growth Plan.

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Increase the number of jobs created and safeguarded via Invest Wirral	970 2014-15		60	1084	74 Blue	↑	Higher is better
Increase the employment rate in Wirral	66.7% Mar 2014 - Mar 15	England: 73.7% (Mar 2015 - Mar 2016) North West: 71.4% (Mar 2015 - Mar 2016)	70.0%	69.7%	69.7% Green	↑	Higher is better
Increase visitor numbers each year based on the 2014 baseline	7.08m (2013)		7.87m (Annual)	7.59m	8.20m Green	↑	Higher is better
Increase the value of the tourism economy by at least 5% each year	£327.85m (2013)		£372.70m (Annual)	£355.00m	£385.80m Green	↑	Higher is better

PLEDGE: TRANSPORT AND TECHNOLOGY FIT FOR THE FUTURE

Overview from the Pledge Sponsor

The Connecting Wirral Transport Strategy was approved by Cabinet in June 2016, and work is now underway to deliver the outcomes. Those planned actions which are underway are progressing well to their delivery timetable; one outcome indicator can be reported during this quarter.

In Quarter 1:

- The increase in road traffic accidents compared to the same period last year is being monitored and acted on by the partnership. Work with the Police to address this is progressing well; the Police are recruiting additional resources to ensure increased focus on reducing road traffic accidents.
- Continued joint working and collaborating with over 40 agencies across Wirral, as well as developing links with new agencies, in order to support job seekers to overcome transport-related barriers to employment.

For Quarter 2 work is underway which will see Wirral Council take part in the 2016 National Highways and Transport Public Satisfaction Survey, this will enable us to measure customer experience and perceptions since 2015, with resident views helping us to identify further improvements to our highways and transport systems. We will be focusing on our partnership with Merseytravel to develop our joint commitment to providing reliable and affordable public transport.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Reduce the number of people killed or seriously injured in road traffic accidents	140 2014-15	All England Mets: 108 (2012 - 2014) North West: 92 (2012 - 2014)	24	139	29 Amber	↑	Lower is better

PLEDGE: ASSETS AND BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL'S BUSINESSES

Overview from the Pledge Sponsor

The Asset Strategy highlights the importance of Wirral's public sector assets and provides the opportunity to become more commercial in our approach to generating income from our assets, to be reinvested in the borough ensuring best value for money for our residents and supporting the delivery of the Wirral Plan Pledges. It demonstrates the bold and innovative steps we need to take to deliver our vision for Wirral's assets and help "shape the place" of Wirral.

In Quarter 1 through the One Public Estate approach there has been significant networking and fact finding undertaken with partners to collect qualitative data to ensure we can maximise the potential to increase the commercial worth of assets and buildings. In this period co-location projects have been implemented with community police in Moreton and Rock Ferry libraries and DWP in West Kirby Concourse, this type of activity will be developed further in Quarter 2 and beyond.

Office rationalisation continues with premises being vacated and either alternative uses found, resulting capital receipts or demolition plans put in place e.g. Bebington Town Hall. Larger capital receipts are expected later in the year and these schemes also enable housing development to take place, linked to other pledge areas. Rigorous Asset challenges are being undertaken by the Assets and Capital Group with commercial opportunities being considered at all stages of the process. Asset Management officers are supporting the Asset and Capital Group by reviewing existing policies and processes, ensuring robust governance arrangements and procedures are in place to make informed decisions.

PLEDGE: LEISURE AND CULTURAL OPPORTUNITIES FOR ALL

Overview from the Pledge Sponsor

Good progress is being made in order to achieve the pledge and deliver leisure and cultural opportunities for all. Highlights include:

In June, the Active Wirral campaign was launched to encourage residents to get moving. The focus is on motivating people and suggesting the small and simple ways that people can make a big difference to their family's health. The month of June's focus was on cycling and in particular the benefits of 'getting back on a bike!' The campaign is backed by Tranmere Rovers and the first event 'Bike Breakfast' took place on 29th June at Prenton Park and offered people the chance to take part in organised bike rides and advice sessions with a free breakfast provided.

Footgolf has been introduced to three sites across the Wirral in order to attract a wider audience to our golf sites to bring in much needed revenue capitalising on Merseyside's 'hotbed' of football. With relatively minimal start-up and maintenance costs and easy accessibility Footgolf has already proven to be a great success already with over 6000 people playing throughout Wirral in just under four months, generating over £35k.

Love New Brighton Parade returned this year bigger than ever with this year's Astral Coast Festival taking place alongside the event. The Parade is the product of Love New Brighton and is a fantastic new partnership between New Brighton Community Centre, Brightside Young People's Project, Wallasey Youth Hub with the support of local schools, community organisations, businesses, traders, residents and local artists and also Wirral Council.

Now in its fifth year, Astral Coast is the focal point of the musical year of The Open Door Centre, taking the discussion of Depression, Anxiety and Mental Health in general outside of the medical, clinical world and into people's lives via the world of music, the arts and creativity.

The new Wirral Youth Zone, named by young people as 'The Hive' is making good progress. This is a purpose-built facility for the borough's young people aged 8-19, and up to 25 for those with disabilities. It will be located next to the fire station on Exmouth Street in the centre of Birkenhead and is expected to be completed in 2016.

Preparations are underway to create a mid-river firework display with some special added extras turning it into one of the most ambitious fireworks events in the country. It is hoped that by moving the city's event to the waterfront, it will reach a larger audience and have more of an impact on the local economy in both Wirral and Liverpool.

PLEDGE: WIRRAL RESIDENTS LIVE HEALTHIER LIVES

Overview from the Pledge Sponsor

Work is progressing across all elements of the pledge plan, key actions to note are:

Action to tackle tobacco use:

- One in five adults in Wirral continue to smoke, with higher rates in the more deprived communities meaning that they bear the majority of the harm caused. Current evidence reports that in the UK regular e-cigarette use among young people is almost exclusively confined to those young people who have already smoked with the number of young people who smoke continuing to fall.
- Following the release of Public Health England guidance 'Use of e-cigarettes in public places and workplaces' we will develop a vaping policy that will provide the key principles for an approach that maximises the potential for e-cigarettes to improve health while managing the risks in any particular setting.

Action to tackle alcohol misuse:

Reducing the Strength - this voluntary scheme working with local stores who sell alcohol continues to have high engagement with local retailers. 46 businesses have signed up to the scheme together with 20 affiliates who are compliant with reducing the strength criteria, we therefore have 66 retailers not selling super strength alcohol across the borough. Affiliates are verified long term non-venders of super strength alcohol.

Action to promote healthy eating:

- Both Wirral University Teaching Hospital NHS Trust and Clatterbridge Cancer for Oncology are working on the development of Food and Drink Plans for both patients and staff. This is a good opportunity to improve the food offer for patients, staff and visitors.
- Takeaway for a change is progressing well with good engagement with local schools and local takeaways to promote healthy eating options, in quarter one in depth work has taken place with 6 schools all in areas of high need.
- 75 businesses have signed up to the Eat Well Wirral scheme, these businesses have taken a number of steps to improve their healthy eating order e.g. using a healthier cooking oil e.g. rapeseed.

Quarter two will see further action to recruit local businesses to the reducing the strength and health eating initiatives. Work will also commence with local alcohol retailers who have asked for training to support customers who want help in changing their lifestyles particularly with regard to drinking too much.

PLEDGE: GOOD QUALITY HOUSING THAT MEETS THE NEEDS OF RESIDENTS

Overview from the Pledge Sponsor

Delivery of the Good Quality Housing that Meets the Needs of Residents pledge is progressing well with Wirral's Housing Strategy recently being signed off. Work started during 2015/16, the first year of the Wirral Plan, on the delivery of our highest priority outcome indicators, with many supporting measures and action plan activities commencing this year. Supported by partners and stakeholders we will deliver our pledge and provide improvements to living environments and the health and wellbeing of our residents and provide support to those in need of our help.

For Quarter 2 we will focus on progressing more of our action plan activities by working in partnership and by collaborating with colleagues internal and external to the Council such as the Liverpool City Region Authorities to deliver and enable access to quality, efficient and affordable housing to our residents.

During Quarter 1 good progress has been made in several areas:

- Empty homes being brought back into use have progressed rapidly during this quarter exceeding target expectations.
- A Soft Market testing Event took place with prospective partners for delivery of Extra Care provision.
- Three further funding agreements were signed for developments to commence as part of the Councils affordable homes programme.
- More than 760 home adaptations have been completed to help vulnerable people remain and live safely in their homes.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Bring 1,250 empty properties back into use	New indicator		349	N/A	388 Blue	N/A	Higher is better

PLEDGE: WIRRAL'S NEIGHBOURHOODS ARE SAFE

Overview from the Pledge Sponsor

As the sponsor for the Pledge to 'Ensure Wirral Neighbourhoods are Safe' I am delighted to report a 2% reduction in the total number of crimes and a 13% reduction in the number of incidents of anti-social behaviour reported by the Police for Q1 2016-17, compared to the same period the previous year.

The drop in anti-social behaviour is testament to the success of our strategy to further integrate crime reduction staff such as Police and Community Support Officers with the borough's Community Patrol and Anti-Social Behaviour Officers.

Working closely with the Chamber of Commerce and Constituency Managers (amongst many others) residents and the business community are involved in ensuring crime reduction resources are focussed where and with whom there is greatest need.

The media reports of increased crime centred on prejudice, (hate crime), following the EU referendum have not been evident in Wirral or elsewhere in Merseyside.

In the coming months:

- We will promote the reporting of under-reported crimes such as hate crime or domestic abuse where the victim may need specialist support before coming forward.
- We will increase the range of community organisations to support hate crime victims in reporting incidents and to reduce the risk of re-victimisation.

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Reports of anti-social behaviour (ASB) to Merseyside Police	11837 2014-15		3056	11235	2764 Blue	↑	Lower is better
Number of crimes recorded by the Police	19061 2014-15		5238	19956	4906 Green	↑	Lower is better

PLEDGE: ATTRACTIVE LOCAL ENVIRONMENT FOR WIRRAL RESIDENTS

Overview from the Pledge Sponsor

Through a partnership approach delivery is well underway and it is pleasing to note that many of the performance indicators and measures that can be reported this quarter are achieving anticipated targets and that activities underway are progressing well.

Highlights for Quarter 1:

- Our performance relating to dog fouling and littering enforcement activities has exceeded expectations, we will continue to focus on these as prime drivers to cultural changes across Wirral.
- We achieved our ambitious target for the number of prosecutions undertaken for environmental offences.

In Quarter 2 work is underway to introduce more localised supporting activities, with direct input from constituency based colleagues and Members, these will be focused on improving living environments for residents. Additional work will also be planned to support schools to recycle more which will contribute our overall recycling commitment and obligations.

INDICATOR	WIRRAL PLAN START	MOST RECENT BENCHMARK DATA	TARGET	2015-16 Q4	2016-17 Q1	TREND	DIRECTION OF IMPROVEMENT
Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti	New indicator		93%	N/A	94.2% Blue	N/A	Higher is better