

Appendix 1

Wirral Plan Environment Theme 2016-17 Quarter 2 Pledge Reports

Leisure and cultural opportunities for all

Overview from the Pledge Sponsor

Wirral Council and partners have continued to meet and work together with passion and energy over the last three months to achieve our pledge of leisure and cultural opportunities for all in Wirral.

It's been a fantastic few months with plenty going on for everyone across Wirral. September saw various events such as the Festival of Transport in Birkenhead Park and the Wirral Golf Classic held in Hoylake. For those of us who enjoy art and creativity, the Wirral Arts Festival took place during the first two weeks of October and for wildlife enthusiasts, the Wirral Wader Festival took place at the start of the month.

We also have some exciting events coming up in November. The International Guitar Festival of Great Britain (formerly the Wirral International Guitar Festival) returns to the stages of the Floral Pavilion for three weeks of musical entertainment. This year, we are also trying something new for Bonfire night in partnership with Liverpool City Council, sharing a cross-river firework display which will bring hundreds of residents from Merseyside to the banks of the River Mersey.

In October, Wirral Council launched a new publication 'Wirral View' which will be delivered to every home and business in Wirral with the aim of keeping residents informed about Council and partner services as well as what's happening across Wirral. A new website has been launched in conjunction with the publication where you will be able to see events and local news stories. I hope that you will enjoy this new publication and use it to explore the leisure and cultural opportunities that our borough has to offer.

This month Cabinet will consider proposals around a Hoylake Golf Resort which promises to be an iconic international project bringing new jobs, prosperity and tourists to Wirral, boosting our economy and visitor numbers. Tourism is an important part of our growth plan and supports our pledges around a vibrant economy and jobs and it has also has key links to the Wirral Plan pledges including Leisure and Culture.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Increase the number of people who regularly use the boroughs parks and open spaces	Annual	67% 2015-16	67%					Higher is better	
Adult (14+) Participation in sport (at least once per week)	Annual	38.2% 2014-15	39.5%					Higher is better	

Supporting Measure	Type of Indicator	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Increase the number of national quality awards for Wirral's parks, coastal sites and open spaces: Green Flags	Annual	22 2015-16	23		24 Blue		↑	Higher is better	4 new parks have been awarded Green Flag status for the first time (Dawstone Park, Harrison Park, Hamilton Square and Frankby Cemetery). Meols park Green Flag was not renewed. This data was updated on the 15th November 2016 as an error was spotted where a Green Heritage Site Award was not included in the total.
Utilisation of outdoor space for exercise / health reasons	Annual	20.7% 2013-14	21.5%		26.5% Blue		↑	Higher is better	
Increased the volume percentage of people cycling	Annual	0% (index for 2013/14)	8%			19% Blue	↑	Higher is better	This figure represents an increased performance between 2014/15 and 2015/16 of 14% which has exceeded expectations and has exceeded the cumulative target set for 2018/19. Health and financial benefits will have been experienced by those cycling within and through Wirral. Fine weather together with actively promoting the benefits of cycling has contributed to the success of 2015/16. A review of annual targets will be undertaken as part of the next business planning exercise to ensure our challenging ambitions continue.
Increase visitor numbers each year based on the 2014 baseline (m)	Annual	7.08 2013	7.87		8.20 Green		↑	Higher is better	
Increase value of tourism economy by at least 5% each year (£m).	Annual	£327.85 2013	£372.75		£385.80 Green		↑	Higher is better	

Wirral residents live healthier lives

Overview from the Pledge Sponsor

Work is progressing across all elements of the pledge plan:

Action to tackle tobacco use

- The new provider of Stop Smoking Services in Wirral ' - ABL Wirral' - began operating in April with a launch event held in October 2016. Between April and June ABL Wirral supported 440 to set a quit date, 224 of which were still not smoking at 4 weeks.
- The service works with pregnant women to help them stop smoking, between April and June, 42 pregnant women set a quit date with the service, 30% of whom reported successfully quitting.
- Data released in quarter 2 shows an increase in the adult smoking rate to 18.9% against a target of 16.5% and a previous rate of 17.2%. There are concerns around how comparable this data is with previous years due to a change in the survey used to collect this data and the overall sample size.

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 30 affiliates who are compliant with reducing the strength criteria, we therefore have 76 retailers not selling super strength alcohol across the borough. Affiliates are verified long term non vendors of super strength alcohol
- The public health team are analysing hospital admission data to inform the development of local action to address alcohol misuse e.g. development of cumulative impact policies, development of a health objective for the licensing process

Action to promote healthy eating

- Takeaway for a change is progressing well with good engagement with local schools and local takeaways to promote healthy eating options. Five schools are now signed up to the initiative
- 89 businesses have signed up to the Eat Well Wirral scheme so far this year, these businesses have taken a number of steps to improve their healthy eating offer e.g. using a healthier cooking oil e.g. rapeseed

Quarter three will see further action to understand the smoking prevalence data which was released in quarter 2. Work will also take place to review the overall Healthier Lives Pledge to ensure that this wide ranging pledge is making appropriate links across the wider Wirral Plan and that we are addressing the issues that are important for local people to help them to stay healthy for as long as possible.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Admission episodes for alcohol related conditions	Annual	853.0 2013-14	606.0					Lower is better	
Smoking Prevalence in Adults (age 18 and over) in Wirral	Annual	17.2%	16.5%			18.9% Red	↓	Lower is better	<p>When analysing this performance it is important to note:</p> <ul style="list-style-type: none"> The number of people surveyed in 2015 was smaller than in the previous years. A smaller sample size can mean that results are less reliable as the people chosen to complete the survey are less likely to be representative of the population as a whole e.g. the increase in the rate of smoking from 2014 to 2015 is approximately a difference of 10 people The survey used to gather the data has changed which does not allow for a direct comparison The 2015 Wirral rate is not significantly different to the North West figure Wirral's carbon monoxide validation rate for 2015 is better than both England and the North West. This is a more reliable measure of whether a person has quit smoking as this measures levels of carbon monoxide in the persons breath, which indicates whether or not they have smoked recently. Reducing smoking rates in Wirral requires action by all partners. A Smokefree Strategy is being developed as part of the Healthier Lives pledge work plan. A workshop is planned for 23rd November 2016 for Wirral partners to debate the delivery plan, agree actions and timelines. The local provider of stop smoking services, ABL Wirral are developing referral pathways across the health and social care system and increasing the visibility of their service within local communities e.g. they are meeting with GPs on 17th Nov 2016 and Practice Nurses in December 2016 to promote the service.
Excess Weight in Adults	Annual	66.2% 2012-14	n/a					Lower is better	

Supporting Measure	Type of Indicator	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Smoking status at time of delivery	Annual	10.5% 2014-15	10.0%			7.7% Blue	↑	Lower is better	There has been a reduction in the rate of mothers smoking at the time of their baby's delivery from 10.5% to 7.7%. It is important to note that the method of calculating this data has changed when compared to previous years and that there are still concerns regarding data collection methods. If this were calculated using the previous method 8.6% would be the value for comparison. This is still a significant improvement and would still be reporting as blue (better than target) .
Smoking prevalence at the age of 15 - current smokers	Annual	7.4% 2014-15	7.4%					Lower is better	
Prevalence of Healthy Weight in Adults in Wirral	Annual	32.9% 2012-14	32.9%					Lower is better	

Good quality housing that meets the needs of residents

Overview from the Pledge Sponsor

Significant progress has been made to the key priorities enabling the provision of good quality housing during Quarter 2 2016/17 and the detailed actions which support them.

Highlights for Quarter 2 include:

- The survey to 'identify barriers preventing long term empty properties being brought back into use and what incentives would encourage owners of empty properties to bring them back into use' has been completed. The survey has produced a good response rate from landlords, with the results being used to inform service improvements.
- A further 35 new affordable homes have already been delivered during the first two quarters of 2016/17.
- The number of empty homes being bought back into use continues to progress well with the Q2 target being exceeded.
- Work is progressing well with Local Partnerships to finalise 'Wirral's Housing Ask' requirements for Government.
- Work is progressing at both Liverpool City Region (LCR) and local level with Local Partnerships to deliver an LCR Housing Strategy.
- We have been working with a variety of partners such as Energy Projects Plus to develop targeted campaigns to address poor quality housing and fuel poverty.

During Quarter 3 the welfare reform working group will continue to meet regularly, bringing together key partners to co-ordinate a strategic response to welfare reform. The Strategic review of sheltered housing services for older people will continue through the analysis of data which will help inform the future programme of extra care and reconfiguration where appropriate of existing schemes into enhanced sheltered housing services. We will work with the newly appointed Liverpool City Region Co-ordinator to respond to and progress the feasibility of a programed intake in relation to the Liverpool City region Syrian Resettlement Programme.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
3,500 new homes will be built by 2020	Annual	n/a	1,342					Higher is better	
Improve 2,250 private sector properties	Annual	n/a	840					Higher is better	
Bring 1,250 empty properties back into use	Quarterly	n/a	529	409	388 Blue	446 Green	n/a	Higher is better	A further 58 new empty properties have been brought back into use during Quarter 2 which has enabled us to again exceed expectations.

Supporting Measure	Type of Indicator	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
1,200 homes requiring mandatory or additional licenses will be inspected by 2020	Annual	n/a	210					Higher is better	
An increase in the percentage of people over 50 living in appropriate housing, that meets their needs	Annual	52.3 2015-16	53.0					Higher is better	
2,000 home adaptations to be delivered each year	Quarterly	699 Q1 15- 16	2,000	1,000	762 Blue	1,529 Blue	↑	Higher is better	We have seen an increase in referrals linked to a drive from Health & Social Care to prevent hospital admission/readmission & to aid hospital discharge; however we are unsure if this will be sustained. An increase of 11% has been achieved compared to the same period last year.
Reduce homelessness through prevention	Quarterly	316 Q1 15- 16	1,250	624	387 Blue	759 Blue	↑	Higher is better	The Quarter 2 target for preventions has been surpassed and is an increase of 27% on the comparable period for last year. Various reasons have resulted in improved partnership working between the Housing Options Team and other relevant local agencies during 2016/17. This has led to the early identification of households and individuals who are likely to be vulnerable to homelessness, providing sufficient time to arrange appropriate interventions and support mechanisms. It is envisaged that the division will continue to perform well against this indicator, although it is not clear at this stage whether it will achieve the same level of preventions next quarter.

Wirral's neighbourhoods are safe

Overview from the Pledge Sponsor

There has been continued progress in quarter 2 with evidence of a continued reduction in crime and anti-social behaviour which demonstrates the positive impact that partnership initiatives are having.

Compared to last year there have been reductions across virtually all crime categories and anti-social behaviour reported to the Police. The increase in reports in relation to violence-related crime are considered to be a positive trend, as this is as a result of initiatives being delivered to increase the reporting of domestic abuse.

Whilst crime has reduced across Wirral, the greatest reductions have been in the crime 'hotspots'. In central Birkenhead a complex mix of 'crime generators' such as the shopping centre, the night time economy and levels of deprivation coincide to create a number of challenging crime and disorder issues. The success of coordinating partner interventions to target areas of greatest need has been demonstrated by further reducing the proportion of Wirral's crimes that occur in central Birkenhead, Wirral's main crime 'hotspot'.

In the coming months initiatives will target the usual increase in traditional crimes as a consequence of the Festive Season such as burglary, theft from cars, alcohol related violence and domestic violence. However, there will also be an emphasis on raising awareness to prevent a range of cyber-crimes as children and family members are introduced to new technology.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Reports of anti-social behaviour (ASB) to Merseyside Police	Quarterly	11,837 2014-15	10,749	6,199	2,764 Blue	5,777 Blue	↑	Lower is better	
Proportion of residents who state they feel safe when outside in their local area (daytime)	Annual	88% Nov 2015	89%					Higher is better	
Proportion of residents who state they feel safe when outside in their local area (After Dark)	Annual	55% Nov 2015	56%					Higher is better	
Number of crimes recorded by the police	Quarterly	19,061 2014-15	20,954	10,477	4,906 Green	9,841 Green	↑	Lower is better	
Percentage of repeat incidents of hate crime	Quarterly			0%					

Supporting Measure	Type of Indicator	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Number of FPN's issued for environmental offences (Littering)	Quarterly	n/a	10,000	5,050	2,631 Green	5,742 Blue	n/a	Higher is better	The number of FPN's issued so far during 2016/17 have continued to exceed expectations however the rate of success may slow down as we enter into the autumn and winter months.
Number of FPN's issued for environmental offences (dog fouling)	Quarterly	n/a	200	70	24 Blue	39 Red	n/a	Higher is better	Although the cumulative number of FPNs falls short of the Q2 target, enforcement officers regularly report that a very high percentage of dog walkers are witnessed removing fouling and this accounts for the shortfall in Q2 figures. Resources will be targeted to hotspot locations determined by resident demand, this is already having a positive affect.

Attractive local environment for Wirral residents

Overview from the Pledge Sponsor

The Attractive Local Environment steering group has continued to work together to progress the key themes and actions of the pledge delivery plan. This quarter the steering group has focused on arrangements to work with Wirral's future generations to establish their role as environmental champions. This work involves engaging the Borough's schools on various initiatives including Eco School and Green Flag status.

The steering group also received an overview of the work being undertaken to complete the Full Business Case exercise to identify recommendations for the Council's future domestic refuse collection arrangements. Transforming the Council's recycling performance to achieve 50% recycling by 2020 is one of the key objectives of the Wirral Plan and the preferred option to be recommended is projected to achieve this.

During Quarter 2 local environmental quality standards have continued to exceed the set target of 93% (acceptable at time of inspection). Other highlights for quarter 2 include the following:

- Fixed penalty notices issued for dog fouling offences have resulted in the successful prosecutions of the first four cases referred to court due to non-payment, the Council have named and shamed the people concerned to signify how serious we take these offences.
- Over 5,700 fixed penalty notices have been issued for littering offences with over 1,900 prosecutions being referred to the courts, out of these 1,398 were successful in bringing about a conviction.

During Quarter 3 we will continue our enforcement activities and start the improvement work on the identified grot spot locations across the borough having previously attempted to engage with landowners. We are determined to clean these locations up and keep on top of them to ensure they no longer create a blight on the local environment.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti.	Quarterly	n/a	93.0%	93.0%	94.2% Blue	97.3% Blue	n/a	Higher is better	Street cleansing audit scores remain consistently high and within target. Officers are undertaking numerous analysis exercises and service re-prioritisation to improve standards within areas. This work will take effect in February 2017
Achieve 50% kerbside recycling of domestic waste by 2020.	Quarterly	36.30% 2014- 15	50.00%	39.80%	35.70% Red		↓	Higher is better	Performance for Q1 2016-17 has been lower than for Quarter 1 last year (the same quarter achieved 39.05%). This is partly due to approx. 700 tonnes of recycling stockpiled and not processed within this quarter (we would expect the tonnage of recycling to even out over the year), but also due to an increase of 1.4% of residual waste collected. This is a similar trend to neighbouring authorities - who have seen higher increases in residual waste collected than Wirral (between 1.7% and 11% increase). The collected tonnages of dry recycling and garden waste have also increased, but not by as much as the residual waste.

Supporting Measure	Type of Indicator	Wirral Plan Start	End of Year Target	Q2 Target	2016-17 Q1	2016-17 Q2	Trend	Direction of Improvement	Comment
Number of FPN's issued for environmental offences (Littering)	Quarterly	n/a	10,000	5,050	2,631 Green	5,742 Blue	n/a	Higher is better	The number of FPN's issued so far during 2016/17 have continued to exceed expectations however the rate of success may slow down as we enter into the autumn and winter months.
Number of FPN's issued for environmental offences (dog fouling)	Quarterly	n/a	200	70	24 Blue	39 Red	n/a	Higher is better	Although the cumulative number of FPNs falls short of the Q2 target, enforcement officers regularly report that a very high percentage of dog walkers are witnessed removing fouling and this accounts for the shortfall in Q2 figures. Resources will be targeted to hotspot locations determined by resident demand, this is already having a positive affect.
Number of prosecutions executed for environmental offences (Litter and dog Fouling)	Quarterly	n/a	3,840	1,920	960 Green	1,920 Green	n/a	Higher is better	Levels of prosecutions for littering are in line to exceed the levels delivered in 2015/16. Dog fouling cases are starting to come through following the establishment of the service in May 2016.
People who think litter is a problem in their local area.	Annual	45.0% 2015-16	44.0%					Lower is better	
People who think dog fouling is a problem in their local area.	Annual	56.0% 2015-16	55.0%					Lower is better	
Reduce the total amount of waste produced by each household.	Quarterly	502.15 2014-15	502.15	258.00	138.35 Green		↔	Lower is better	This Quarter 1 2016-17 performance is an increase compared with Quarter 1 last year (which saw 130.2kh/hh collected). This is a similar trend to neighbouring authorities in Merseyside and Cheshire.
Maximise landfill diversion/recovery of residual waste	Annual	63.70% 2014-15	50.00%					Higher is better	
Increase the % of waste collected for composting/AD	Quarterly	10.75% 2014-15	15.00%	14.00%	13.58% Amber		↔	Higher is better	As at the equivalent reporting period last year (Quarter 1) the composting rate was 13.56%, so there has been a very slight increase in percentage of Wirral's waste composted. The quantity of garden waste collected actually increased by 1.5% compared to last year, but this increase was not as much as the increase in residual waste collected, so the overall increase in recycling rate was negligible.
Increase level of school recycling	Annual	35.00% 2014-15	50.00%					Higher is better	

Key

Trend

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

Based on Wirral Plan start date with the exception of: 2,000 home adaptations to be delivered each year and Reduce homelessness through prevention, Reports of Anti-social behaviour (ASB) to Merseyside Police, Number of crimes recorded by the police, Achieve 50% kerbside recycling of domestic waste by 2020, Reduce the total amount of waste produced by each household and Increase the % of waste collected for composting/AD - 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.