

# Appendix 1

## Wirral Plan Environment Theme 2016-17 Quarter 4 Pledge Reports

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Wirral Plan 2020



## Leisure and cultural opportunities for all

### Overview from the Pledge Sponsor

Significant work has been continuing during Quarter 4. In March we launched the 'Wirral Creatives Survey' to reach out to those involved in culture and creativity in Wirral. To date, we have had over 100 responses. This is helping to develop a picture of this sector and its needs at a local level to inform how the Wirral Cultural Partnership can better support these people and businesses to thrive.

At the end of quarter 4, the new Hive opened in Birkenhead and within 3 and a half weeks had generated over 3,000 members, exceeding the first year membership target. This new facility for young people offers up to 20 activities per night and includes a 4G football pitch, four court sports hall, iconic climbing wall, fully fitted gym, skate park, music room, media room, arts and crafts areas, dance studio and even a boxing gym and recording studio. The Hive will deliver lots of positive outcomes for young people as a place to develop their sporting and artistic talents for the future.

There have been a lot of successes during 2016/17 taking forward the work towards this Wirral Plan Pledge. Separate strategies for Leisure and Culture have been developed with their own partnership delivery groups set up to drive forward the work. We continue to develop our parks and open spaces and have exceeded our target for quality awards in 2016/17 with Wirral now having more green flag awards for its parks than any other local authority in the North West. We have also seen an increase in the number of events happening in Wirral's parks, beaches and open spaces.

The Council continues to deliver a vibrant sports development programme with initiatives to encourage the young people's participation and we are continually exploring new ways to improve our leisure offer. Work will continue in the coming with health partners to develop a health and care referral pathway into our leisure services offer. Data for the number of visitors to Wirral and the value of tourism economy continue to improve year on year. A new Wirral Visitor Economy Strategy will be launched in Spring 2017 which will set out our plan for continuing this growth and success.

A scrutiny review into how we can better support our creative sector has recently commenced. This will involve some of our Elected Members visiting other areas which have established creative zones and clusters to enable their creative industries to flourish. Any approaches that could be adopted locally will be explored and this will be supported in 2017/18 by the Culture Partnership leading a series of networking events for the creative sector.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
Increase the number of people who regularly use the boroughs parks and open spaces	Annual	67% 2015-16	67%						n/a	Higher is better	This data comes from the Wirral Residents' Survey which will be delivered again in 2017-18.
Adult (14+) Participation in sport (at least once per week)	Annual	38.2% 2014-15	39.5%					35.8% Amber	↓	Higher is better	This indicator is derived from the Sport England Active People Survey. The figure is based on a sample of 500 people and therefore indicative. There is a time lag on the release of this data. The value reported relates to financial year 2015-16.

Supporting Measure	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	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). The number of quality awards for Wirral's parks and open spaces is higher than the baseline (Wirral Plan Start) and has exceeded the target for the year. Wirral now has more green flag awards for its parks than any other local authority area in the North West.
Utilisation of outdoor space for exercise / health reasons	Annual	20.7% 2013-14	21.5%					26.5% Blue	↑	Higher is better	There is a time lag for this data which comes from the Public Health Outcomes Framework. The data released in quarter 1 was for 2014/15. Whilst the increase of 6% shows very positive progress, the data comes from a relatively small sample size (less than 100) which may not give an accurate representation of overall activity in Wirral. This measure should therefore be viewed alongside other data for an overall picture of progress.
Increase the number of residents who say they regularly volunteer / support community groups in Wirral	Annual	26% 2015-16	26%						n/a	Higher is better	This data comes from the Wirral Residents' Survey which will be delivered again in 2017-18.
Increase visitor numbers each year based on the 2014 baseline (m)	Annual	7.59 2014	7.87					8.20 Green	↑	Higher is better	This data comes from Global Tourism Solutions via the Local Enterprise Partnership. It is based on the STEAM model which quantifies the local economic impact of tourism, from both staying and day visitors using a range of visitor economy measures. Data is released in September for the previous calendar year. The number of visitors to Wirral during 2015 increased by 8.2% on those that visited in 2014.
Increase value of tourism economy by at least 5% each year (£m).	Annual	£355.00 2014	£372.75					£385.80 Green	↑	Higher is better	This data comes from Global Tourism Solutions via the Local Enterprise Partnership. It is based on the STEAM model which quantifies the local economic impact of tourism, from both staying and day visitors using a range of visitor economy measures. Data is released in September for the previous calendar year. Wirral's visitor economy has increased by over 43% since 2010 and added £117.5 million to the local economy.
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.

## Wirral residents live healthier lives

### Overview from the Pledge Sponsor

#### Action to tackle tobacco use

By the end of March 2017, the local stop smoking service has supported 2,206 people to set a quit date, 1,134 clients were still smoke free at 4 weeks (a quit rate success of 52.7%). The final figures for the number of people who have quit smoking during 2016-17 will not be available until September 2017. The new Wirral Tobacco Control Strategy – Making Smoking History for Wirral Children will be presented to the May Cabinet meeting for approval and sets out the actions that will be taken by partners to reduce the impact of smoking on the health and wellbeing of local people. The 0-19 Healthy Child Programme has linked with the local stop smoking service to develop a smoking cessation offer for young people. Frontline staff have received training on 'advice on quitting' appropriate to age and updates on stop smoking medicines. Clear referral pathways have been developed between Response and the Health Services in School programme to ensure that young people receive the most appropriate service to meet their need.

#### Action to tackle alcohol misuse

Reduce the Strength - this voluntary scheme working with local stores who sell alcohol continues to have high engagement with local retailers. 104 businesses are now signed up to the scheme, the majority of these businesses are situated in our most challenged parts of the borough. Running in parallel with reducing the strength, our Custodians Scheme has now trained up to 28 off licence workers across 19 businesses to identify problematic drinking, safely broach the issue with customers where appropriate and signpost them to Wirral Ways to Recovery. This has resulted in several individuals voluntarily seeking out support and help for their drinking problems. The new Wirral Alcohol Strategy will be presented to the May Cabinet meeting for approval and sets out the actions that will be taken by partners to reduce the impact of alcohol misuse on the health and wellbeing of local people. The Licensing Committee at its meeting on 15 March 2017 agreed to amend the Council's Statement of Licensing Policy to include a special Cumulative impact Policy for an area of Birkenhead and referred the matter to full council for consideration.

#### Action to promote healthy eating

The Council's commissioned weight management on referral service has proved both popular and successful with over 1,000 service users accessing weight loss services provided by Slimming World and Weight Watchers. Data so far indicates good levels of weight loss along with high levels of user satisfaction. To date, three quarters of participants have lost weight following completion of the 12 week programme, with just under half (44%) achieving a 5% loss in body weight (this exceeds the NICE recommendation that 30% of participants should achieve 5% weight loss). Less than a quarter have dropped out of the programme which demonstrates very good levels of participation (NICE recommends completion rate of 60%).

In 2016-17, over 90 Wirral fast food take-aways were awarded at least a bronze level 'Eatwell Wirral' award meaning they have made a series of healthy improvements to their overall offer e.g. using a different cooking oil and directly promoting healthier options. Five targeted schools have now completed their Takeaway For a Change intervention resulting in healthy eating workshops being delivered to over 1500 children and their families. In 2016-17 we launched a "Better Food Wirral" social media campaign which has raised the profile of this initiative. The scheme has also awarded £1,000 each to 6 local organisations for various projects to promote a healthier local food culture e.g. the Family Trust's development of a healthy eating resource for carers of people with mental health problems.

#### Supporting people to take more control of their health and wellbeing

We have commissioned and implemented a Community Connectors programme across targeted areas of Wirral to help connect people with their communities to improve health and well-being. The network of 13 Community Connectors started work on 1st February 2017 and is led by Involve North West. The aim of this service is to engage people who are socially isolated to engage with community activity to improve their wellbeing and readiness for work. This commission is based on local insight work and driven by the high rates of health related worklessness and social isolation in the East of the Borough. By January 2019, 1015 people aged over 18 and who are workless as a result of their health will be supported to be work ready. 75% of the cohort will be residents of Birkenhead.

The new "Move on Up" service started on the 1st February 2017 to increase the availability of non-medical recovery services for low level mental health conditions. The service will enhance existing service provision and support for participants who are workless as a result of mental health. This will improve their readiness for employment and move them towards more mainstream services specifically employment support programmes. The commission is based on local insight work and driven by the high rates of health related worklessness in the Borough. By January 2019, 150 people aged over 18 and who are workless as a result of their health will be supported to be work ready. 75% of the cohort will be residents of Birkenhead.

The Council has also Commissioned a new information and advice service 'Ask us Wirral' to provide a single, seamless comprehensive information and advice offer to local people. There is one phone number, improved digital access and delivery across a network of locations across the borough. 32,000 people will be supported in its first year of operation.

In 2017/18, we will continue to build on the work we have delivered over the last year. The partnership has also identified some new areas to focus on in the coming year including: 'making every contact count' training for frontline staff; development and delivery of a programme of marketing activity to raise awareness of the 5 ways of well-being and work with local employers to support their staff to be healthy and well.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
Admission episodes for alcohol related conditions	Annual	853.0 2013-14	810.0					819.0 Amber	↑	Lower is better	There is a 12 month time lag on validated data being released. This data relates to 2014-15. Whilst it is below the target set, it is an improved level of performance on the previous reporting period (2013-14).
Smoking prevalence in adults (age 18 and over) in Wirral	Annual	17.2% 2014	16.5%					18.9% Red	↓	Lower is better	The Smoke Free Wirral Strategy sets out an action plan for the borough to tackle smoking prevalence. The local provider for stop smoking services, ABL Wirral has been working with GPs and practice nurses to improve referral pathways for their services. This data comes from the Public Health Outcomes Framework Annual Population Survey. There is a time lag and the latest data available is for 2015.
Excess weight in adults	Annual	66.2% 2012-14	66.2%					66.7% Green	↓	Lower is better	New figures have been released on the Public Health Outcome Framework for 2013-15 pooled 3 years. This shows a worsening trend from the baseline. Both the North West (66.6) and England (64.8) figures have also increased (worsened) since this data was last reported.

Supporting Measure	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
Percentage of children aged 4-5 classified as overweight or obese	Annual	22.40% 2014-15	23.08%					22.90% Green	↓	Lower is better	This figure represents the latest annual data for 2015-16 that was released in December 2016.
Smoking status at time of delivery	Annual	10.5% 2014-15	10.0%					10.4% Green	↔	Lower is better	There is a time lag on the release of annual data. The figure of 10.4% is the latest available annual data and relates to 2015/16. Whilst this shows a reduction in the rate of mothers smoking at the time of their baby's delivery from 10.5% in 2014/15, it falls slightly short of the target of 10.0%.
Smoking prevalence at the age of 15 - current smokers	Annual	7.4% 2014-15	7.4%						n/a	Lower is better	This data comes from the Public Health Outcomes Framework. There has been no further data release against this measure. The previous survey to collect this data has been discontinued and we are awaiting confirmation on the new approach with this measure.
Prevalence of healthy weight in adults in Wirral	Annual	32.9% 2012-14	32.9%					32.4% Green	↓	Higher is better	New figures have been released by Public Health England for 2013-15 pooled 3 years. This shows a worsening trend from the baseline. Both the North West (32.3) and England (34.0) figures have also decreased (worsened) since last reported.

## Good quality housing that meets the needs of residents

### Overview from the Pledge Sponsor

Considerable progress has been made during 2016-17 to deliver our pledge to provide a good quality housing offer to our residents while supporting those who find themselves homeless and those who want to keep their independence at home. Partnership working with internal and Liverpool City Region colleagues as well as with external agencies has been strengthened throughout the year and will continue to be built on during 2017-18 as will our engagement with private landlords to ensure high standards of rental properties are available to our residents.

Specific achievements during 2016-17 include,

- More than £7 Million in funding was secured by to build 280 new affordable homes in the borough. 144 new affordable homes have already been delivered during the past year to support the offer of housing available in Wirral.
- We successfully secured Housing Zone status and the Council was successful in both its Liverpool City Region Starter Homes bid, and Housing Zones Status bid enabling a Capacity Fund to help deliver its housing growth aspiration.
- 4 schemes have been completed providing 41 units with a further 7 schemes secured which will deliver a further 70 units during 2017/18.
- In-depth energy efficiency support has been delivered to 37 homes, eight talks on energy efficiency have been delivered to community groups, eight half-day training sessions have been carried-out to front-line organisations and 112 visits have been made to people in their homes to support improvements to energy efficiency.
- The Council with Energy Projects Plus undertook targeted mailing to promote the "Warm Home Discount" to 760 private households living in the Selective Licensing areas. 142 households responded, resulting in 107 applications for the Warm Home Discount helping to alleviate fuel poverty.
- Between 1st January 2016 and 31st December 2016 (latest information), 2,740 energy efficiency measures and heating improvements were installed across 1,770 Wirral households, funded by the Energy Company Obligation. 1,787 of these installations were within homes on welfare benefits that indicate a higher prevalence to fuel poverty.
- Following intervention, 755 hazards have been removed from private sector homes to ensure that residents can live safely in their homes.
- We removed blight by bringing back 597 empty properties into use during 2016-17 making neighbourhoods more desirable places to live in, more progress is planned throughout the life of the 2020 Wirral Plan.
- A bid for £2.66 million funding for our Extra Care scheme for 86 units has been secured through the Homes and Communities Agency; this will help us to support some of our most vulnerable residents.
- 2 new services have been commissioned offering 34 places in extra care for people with learning disabilities at Pensby Road and Balls Road.
- We now have five purpose-built extra care schemes funded by the Council to provide 193 general units and 10 specialist dementia related units of accommodation, all 203 are occupied.
- We continue to link and align our expectations with increased demands from Health and Social Care; our Disabled Adaptations Service has exceeded its annual target of delivering adaptations into residents' homes; 3,000 home adaptations have been delivered during 2016-17 to disabled children and adults to help them to live independently at home.
- Our Homelessness and Housing Options Team has intervened to prevent 1,291 households from becoming homeless during 2016-17 by working with other relevant local agencies, leading to the early identification of households and individuals who are likely to be vulnerable to homelessness.

During 2017-18 our priorities will include,

- Delivering Wirral's 2016-2021 Shared Ownership and Affordable Housing Homes Programme which will deliver 283 new affordable homes
- Continuing to bring more empty properties back into use to remove blight in some areas and hopefully this will support the reduction of anti-social behaviour which is associated with longer term empty properties.
- Continuing to reduce the number of homes with serious hazards to provide warmer, safer homes for their residents.
- Exploring the feasibility of introducing Selective Licensing to other areas by completing a 2 yr Review of the existing scheme and commissioning new research to inform a business case with the objective of ensuring private landlords comply with high standards of environments for their tenants
- Our intention to reduce fuel poverty and increase disposable income for vulnerable households through targeted energy programmes
- Commissioning new services for homelessness and socially excluded groups in line with Commissioning Plan
- Continuing to support residents who need care by working with a private developer to deliver 45 Extra Care units across 2 schemes.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
3,500 new homes will be built by 2020	Annual	n/a	1,342						n/a	Higher is better	The total number of homes built will not be known until visual inspections of developments are completed along with Building Control notifications, which is in progress and will be reported retrospectively in Q1 2017-18 however there have been 144 new affordable homes built during 2016-17.
Improve 2,250 private sector properties	Annual	n/a	840					928 Blue	n/a	Higher is better	The target for improving private sector homes has been exceeded in all the areas that contribute towards this target including enforcement and informal action to improve the private rented sector, cosy homes heating, empty property grants, renovation loans, home repairs assistance and adaptations.
Bring 1,250 empty properties back into use	Quarterly	n/a	529	388 Blue	446 Green	524 Blue	597 Blue	597 Blue	n/a	Higher is better	Bringing 597 empty homes back into use since the start of the Wirral 2020 Plan has exceeded our expectations and means we have been able to start to remove blight in some areas and hopefully this will support the reduction of anti-social behaviour associated with longer term empty properties. We are aiming to remain on track to deliver our commitment to bringing empty properties back into use over the life of the Plan to continue to improve both the local housing offer and assist in making neighbourhoods desirable places to live.

Supporting Measure	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
1,200 homes requiring mandatory or additional licenses will be inspected by 2020	Annual	n/a	210					304 Blue	n/a	Higher is better	This target has been exceeded due to a higher number of complaints and referrals than anticipated however the teams have worked hard to complete these visits whilst preparing cases for prosecution for non-compliance with the licensing conditions. Initial inspections have focused on higher risk properties where compliance levels have been less than 1 in 3 properties visited.
An increase in the percentage of people over 50 living in appropriate housing, that meets their needs	Annual	52.3 2015-16	53.0						n/a	Higher is better	Progress will be reported once the results of the 2017 Residents Survey are known.
2,000 home adaptations to be delivered each year	Quarterly	2,257 2014-15	2,000	762 Blue	1,529 Blue	2,290 Blue	3,047 Blue	3,047 Blue	↑	Higher is better	At year-end we have exceeded target and surpassed our 2015-16 performance of 2700. We will continue to link and align our expectations for 2017-18 with increased demands from Health and Social Care. During Quarter 4 there has been a higher proportion of minor adaptations completed due to an increased focus on hospital discharge, readmissions and delayed transfer of care. We will continue to support vulnerable people to maintain their independence and remain in their own homes through adaptations wherever possible.
Reduce homelessness through prevention	Quarterly	707 2014-15	1,250	387 Blue	759 Blue	1,025 Green	1,291 Green	1,291 Green	↑	Higher is better	At Quarter 4 the output for preventions has continued to surpass expectations and has exceeded our year-end target however this was slightly less than the 1338 we achieved during 2015-16; this year's accomplishment has in the main been achieved through the successful partnership working between the Housing Options Team and other relevant local agencies, leading to the early identification of households and individuals who are likely to be vulnerable to homelessness.

## Wirral's neighbourhoods are safe

### Overview from the Pledge Sponsor

Wirral has the lowest crime rate per population in Merseyside and is the 3rd lowest within its Home Office defined 'family' of 15 demographically similar areas. Incidents of anti-social behaviour being reported to the Police have fallen by 16% compared to 2014/15. These achievements are a testament to taking the lead across the City Region on the successful implementation of Phase 1 of the 'Safer Wirral Hub', an operating model integrating community safety related services and agencies into a single resource, to tackle crime and anti-social behaviour and reduce statutory front line services demands. Wirral has turned a corner in effectively reducing crime to support the most vulnerable victims and reduce repeat victimisation. This has been achieved by working in partnership, applying interventions, targeting victims, locations and offenders; supporting the prevention and deterrence of repeat offending and repeat victimisation; and concentrating on restorative justice practices.

We have targeted cyber crime, using a social media campaign, as part of the global 'Safer Internet Day' held on 7th Feb 2017 and consulted on a Cumulative Impact Policy for Central Birkenhead, which has the potential to control alcohol licensing, reduce alcohol fuelled crime and disorder, and workloads for crime prevention agencies in a crime hotspot.

The Wirral Youth Zone 'The Hive' opened in April 2017, and has a range of high tech, high profile facilities to ensure its popularity, including a skate park, climbing wall, gym equipment, boxing ring, sofas, pool tables, desktop and computers. The Hive Youth Zone's Young People's Development Group has been working with 'OnSide Youth Zone's' Senior Development Surveyors and professional designers to ensure the venue is visually attractive and inspiring for Wirral's young people. To ensure its success, the Hive is recruiting 100 community volunteers, to help deliver the best service and involve the local community.

Youth Outreach teams targeted areas of need and delivered 11,646 brief interventions (April 2016– March 2017) with young people; raising awareness around drugs and alcohol, personal safety, anti social behaviour, sexual health, personal safety and child sexual exploitation.

During 2016/17 39% of victims referred to the Hate Crime MARAC (Multi Agency Risk Assessment Conference) were referred more than once. A measure "Percentage of repeat referrals of hate crime (Wirral Hate Crime MARAC cases) will be introduced for 2017/18, to support the Hate Crime Strategy Group and Safer Wirral Partnership Board in monitoring progress against the priority 'to protect the most vulnerable people in our communities'.

In 2017/18 the Safer Wirral Partnership Board will co-ordinate the commissioning activity of the statutory partners within the Community Safety Partnership, both Wirral's Adult's and Children's Safeguarding Boards and the Police and Crime Commissioner.

The Office of the Police and Crime Commissioner is coordinating further events with both providers and commissioners of services for victims, to determine whether processes would best be managed at the Liverpool City Region or Local Authority level.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
Reports of anti-social behaviour (ASB) to Merseyside Police	Quarterly	11,837 2014-15	10,749	2,764 Blue	5,777 Blue	8,048 Blue	9,930 Blue	9,930 Blue	↑	Lower is better	Anti-social behaviour reported to the Police continues to fall year on year, with incidents reported falling by 16% from the Wirral Plan Start (2014/15) and by 11% compared to 2015/16. This is helping to build stronger and more confident communities where people feel safe.
Proportion of residents who state they feel safe when outside in their local area (daytime)	Annual	88% Nov 2015	89%						n/a	Higher is better	This data comes from the Wirral Residents' Survey which will be delivered again in 2017-18.
Proportion of residents who state they feel safe when outside in their local area (After Dark)	Annual	55% Nov 2015	56%						n/a	Higher is better	This data comes from the Wirral Residents' Survey which will be delivered again in 2017-18.
Number of crimes recorded by the police	Quarterly	19,061 2014-15	20,954	4,906 Green	9,841 Green	14,839 Green	19,724 Green	19,724 Green	↓	Lower is better	After three successive years of increasing crime Wirral has turned a corner in effectively reducing crime by applying interventions targeting victims, locations and offenders. Wirral has the lowest crime rate per population in Merseyside and is third lowest within its Home Office defined 'family' of fifteen demographically similar areas, with the number of crimes recorded by the Police falling by 2% compared to 2015/16.

Supporting Measure	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
Number of FPN's issued for environmental offences (Littering)	Quarterly	n/a	10,000	2,631 Green	5,742 Blue	8,811 Blue	11,458 Blue	11,458 Blue	n/a	Higher is better	The end of year target of 10,000 litter fixed penalty notices has been exceeded. This campaign is contributing to the long term pursuit of achieving behavioural change both in terms of residents and visitors. The deterrent created by the Council's high profile enforcement operation is having a positive effect on levels of cleanliness across the authority and also the composition of littering with cigarette litter reducing over the past year, thereby ensuring people are experiencing a cleaner environment in which to live, work and enjoy their leisure time.
Number of FPN's issued for environmental offences (dog fouling)	Quarterly	n/a	200	24 Blue	39 Red	87 Red	208 Green	208 Green	n/a	Higher is better	The end of year target has been exceeded despite the dog fouling commissioned contract and campaign not commencing until 9 May 2016. The Council's enforcement operators, Kingdom Securities Limited have applied resource to take action at hot spot locations including those identified by residents. We will continue to support our residents' concerns and the vast majority of responsible dog owners across Wirral by continuing to take effective action against dog owners who fail to pick up after their dogs.

## Attractive local environment for Wirral residents

### Overview from the Pledge Sponsor

This is the first year of the steering group's oversight of the pursuit of the Attractive Local Environment for Wirral residents pledge and we are pleased with the progress made to date, with notable achievements accomplished during the year. However we know that the goals we are striving to achieve in pursuit of the pledge require us to embark on long term approach to get residents involved in the upkeep of their neighbourhood and to positively change the relationship people have with their local environment. So a good first year with a lot accomplished however we have a long way to go to fully address the issues relating to the Attractive Local Environment pledge. Highlights of the year include: -

- We have demonstrated our commitment to Zero tolerance towards environmental crime committed in Wirral through the implementation of Fixed Penalty Notices for littering, dog fouling and alleyway dumping, and in doing so have increased education and awareness of the impact environmental crime has on our living and working environments.
- We implemented a Grot Spot Action Plan, utilising funding from enforcement prosecutions, which has resulted in the successful clean-up of 26 referred locations causing detriment to the local environment.
- The completion of a full review of options for the Future Domestic Waste Collection Service, to include a separated food collection and restricted residual waste capacity.
- We ran an 18-month campaign "Good to Know" to highlight the correct items for recycling in the grey recycling bins.
- Local Environmental Quality is exceeding the target (93% of streets cleansed to a good standard) at 95.2% in 2016/17 meaning we are maintaining a high level of cleanliness on key routes and shopping areas across the borough.
- Our endeavours to provide excellent and wide ranging frontline services were recognised when the Council was shortlisted for a national Association for Public Service Excellence (APSE) "Most Improved" Council award at the end of 2016 and were shortlisted again in February 2017 for a Keep Britain Tidy Quality Improvement award.
- The percentage of schools recycling 50% of their waste has increased from 19% in 2014/15 to 75% in 2016/17; this will ensure our young generation are our most educated and aware residents in terms of recycling and will naturally become our recycling educators and champions in the future.
- Unfortunately, recycling has decreased from 37.3% in 2014/15 to 36.4% in 2015/16 and continues to decrease in 2016/17. This is in line with the national trend of increasing residual waste tonnages and more work will need to be done in the coming year to tackle the number of unauthorised green bins and non-presented grey bins.

Wirral Plan Indicator	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti. (Main Gateways and Retail Areas)	Quarterly	97.5% 2014-15	93.0%	94.2% Blue	97.3% Blue	98.7% Blue	90.9% Red	95.2% Blue	↓	Higher is better	LEQ scores have fallen in Q4 primarily due to excessive detritus caused by residual leaf mulch and channel deposits following the leaf fall period. The effects of severe storms during the period will have also contributed to the decline in score. Officers have identified opportunities and improvements in the way and times during which Biffa collect leaves during the period which will allow for staggering of additional resources during the Jan - March period. Nevertheless, the annual target of 93% has been exceeded as the overall year performance is 95.2% for 2016-17 thanks to excellent performance during the year. This has meant our key gateways and retail areas have provided a clean environment to encourage pride in our communities and could attract further economic growth.
Achieve 50% kerbside recycling of domestic waste by 2020.	Quarterly	36.30% 2014- 15	40.00%	35.70% Red	38.40% Green	34.90% Amber			↓	Higher is better	Quarter 3 (up to December 2016): Compared with the same period last year, the percentage of recycling has continued to decrease. This trend is consistent with the performance of many other local authority areas in the North West. However, the amount of contamination in Wirral's collected recycling has decreased as a result of the "Good to Know" campaign, so residents are showing better understanding of what items are able to be collected on Wirral's service. Without the inclusion of more items and materials able to be collected from the kerbside, e.g. separate collection of food waste, Wirral will not achieve the 50% recycling rate by 2020 as our waste composition analysis shows that the total currently recyclable materials in our waste only totals approx. 45%. Q4 recycling performance will be available by the end of June 2017, but end of year 2016/17 performance is not published by DEFRA until December 2017.

Supporting Measure	Indicator Type	Wirral Plan Start	End of Year Target	2016-17 Q1	2016-17 Q2	2016-17 Q3	2016-17 Q4	2016-17	Trend	Direction of Improvement	Comment
Number of FPN's issued for environmental offences (Littering)	Quarterly	n/a	10,000	2,631 Green	5,742 Blue	8,811 Blue	11,458 Blue	11,458 Blue	n/a	Higher is better	The end of year target of 10,000 litter fixed penalty notices has been exceeded. This campaign is contributing to the long term pursuit of achieving behavioural change both in terms of residents and visitors. The deterrent created by the Council's high profile enforcement operation is having a positive effect on levels of cleanliness across the authority and also the composition of littering with cigarette litter reducing over the past year, thereby ensuring people are experiencing a cleaner environment in which to live, work and enjoy their leisure time.
Number of FPN's issued for environmental offences (dog fouling)	Quarterly	n/a	200	24 Blue	39 Red	87 Red	208 Green	208 Green	n/a	Higher is better	The end of year target has been exceeded despite the dog fouling commissioned contract and campaign not commencing until 9 May 2016. The Council's enforcement operators, Kingdom Securities Limited have applied resource to take action at hot spot locations including those identified by residents. We will continue to support our residents' concerns and the vast majority of responsible dog owners across Wirral by continuing to take effective action against dog owners who fail to pick up after their dogs.
Number of prosecutions executed for environmental offences (Litter and dog Fouling)	Quarterly	n/a	3,840	705 Red	1,455 Red	2,110 Red	2,853 Red	2,853 Red	n/a	Higher is better	2016/17 was the first full year of measuring prosecutions for littering and dog fouling offences and therefore acted as a pilot project which would hopefully provide a baseline for future benchmarking; unfortunately the basis for setting targets, establishing trends and measuring success have proven to be problematic because of the volume that can be considered by the court, the complexity of late 'in time' payments being made, the appeals process itself and the on-going data cleansing required. This has meant that the process to measure is not as robust as we would have liked. This measure has now been reviewed in line with all supporting measures going forward into 2017-18 and because of the difficulty in establishing definitive figures in a timely manner it has been decided that the measure will not continue to form part of the Pledge reporting process; it remains an important objective of the Council to pursue non-payment of Fixed Penalty Notices and so will continue to be monitored by the enforcement team and reported at an operational level.
People who think litter is a problem in their local area.	Annual	45.0% 2015-16	44.0%						n/a	Lower is better	Progress will be reported once the results of the 2017 Residents Survey are known.
People who think dog fouling is a problem in their local area.	Annual	56.0% 2015-16	55.0%						n/a	Lower is better	Progress will be reported once the results of the 2017 Residents Survey are known.
Reduce the total amount of waste produced by each household.	Quarterly	502.15 2014-15	502.15	138.35 Red	272.32 Amber	403.13 Amber			↑	Lower is better	Quarter 3 Performance: This quarter has seen the first decrease in waste produced per household compared with the same quarter the previous year - only 130.81 kg per household, which is 0.6kg per household less than the same quarter last year. However, cumulatively the total so far is still higher than forecast for quarters 1-3. The increase in waste collected per household is a national trend and will require further investigation to help determine the cause. This will have implications for the Council in the future as the cost for waste treatment and disposal will increase. Plans are currently being developed to help reduce the total amount of waste produced, including a refresh of the Love Food Hate Waste campaign.
Maximise landfill diversion/recovery of residual waste	Annual	63.70% 2014-15	0.00%						n/a	Higher is better	The new Refuse Recovery Contract (RRC) was scheduled to come into effect in October 2016, however, there have been delays during the commissioning period and waste continues to be sent to landfill until the issues have been resolved. Had the contract commenced it would have resulted in all of Wirral's non-recycled domestic refuse being sent to an energy from waste facility. This indicator will be removed as we have no influence over the outcome as it is the Disposal Authority (MRWA) who is responsible for treatment and disposal of waste, however we will be ready to take advantage of this new process as soon as it has been agreed as this will have an immediate affect on our need and use of landfill.
Increase the % of waste collected for composting/AD	Quarterly	10.75% 2014-15	15.00%	13.58% Amber	14.79% Green	10.48% Blue			↓	Higher is better	Quarter 3 Performance: There has been less tonnage collected during Q3 2016-17 in comparison with the same quarter in 2015/16, however in line with known seasonal differences we have exceeded the target. We experienced an increase in the number of subscribers during 2016-17 which will both reduce the amount of garden waste going to landfill and also have a positive impact on income generation.
Increase level of school recycling	Annual	35.00% 2014-15	50.00%					45.00% Amber	↑	Higher is better	Although the overall recycling rate from our schools has not achieved the 50% target, this has been as a result of only a handful of schools with more challenging waste issues, we will continue to work with these schools to improve their recycling. In 2014/15, only 19% of Wirral's schools were achieving a recycling rate of 50% or higher. This figure is now 75% of schools achieving 50% recycling or more. Students at these schools are now able to recycle the same materials as at home in their classrooms and canteens and are often involved in waste audits to identify areas of improvement.

## Key

### Trend

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

*Based on Wirral Plan start date with exception of: 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 - 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.