



Appendix 2

Wirral Plan Environment Theme 2016-17 Year End Closedown Report

Wirral Plan 2020

1. Introduction

This report sets out the 2016-17 year end position and close down for the Environment Theme Pledges of the Wirral Plan in 2016-17.

During 2016-17 reports outlining progress against delivery of Pledges were produced on a quarterly basis to ensure all stakeholders continuously monitor the progress being made. On a quarterly basis Pledge steering groups review progress and put in place key actions to ensure delivery is kept on track.

This report sets out a close down of activity in 2016-17 in two key areas:

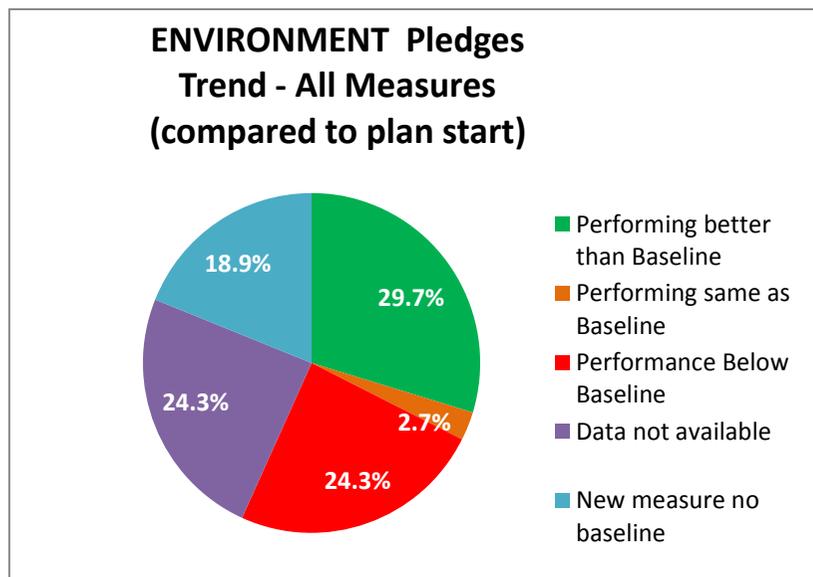
- It provides analysis in relation to progress measured through the suite of 37 performance indicators related to the Environment Pledges compared to the start of the Wirral Plan. Full details of each of the measures is shown in the Wirral Plan Environment Theme Quarter 4 report and underpinning individual Pledge reports and this year end close down report sits alongside that detail.
- It also provides a summary of progress against delivery for each of the activities identified in the Pledge strategy action plans. For the Environment Pledges a programme of 181 activities were identified to deliver the Pledge outcomes and a summary of progress for each of these is shown with agreed actions put in place by the steering groups moving forward into 2017-18.

At the end of the reporting cycle for each year of the Wirral Plan, each of the strategy action plans that support the delivery of the 20 Pledges are refreshed to ensure they remain focused on delivery of outcomes for Wirral residents. The outcome measures set out in the Wirral Plan performance framework we use to measure the impact of the change made are also refreshed. These changes are in place for 2017-18 monitoring of Wirral Plan delivery.

2. Performance Analysis

Delivery of the plan is monitored by the Wirral Plan Outcome Framework. A key part of the framework is a set of measures which are identified by all stakeholders as the key way to monitor delivery progress. The framework consists of both outcome indicators which are performance indicators linked to population change; these are often long term measures which can take considerable time to impact on. There are also a set of supporting measures which provide additional context to delivery and the improvements being made.

Detailed information regarding the performance against measures is shown in the Pledge reports. The Wirral Plan set out a five year vision to make improvement in the 20 Pledges. The chart below summarises performance of the outcome framework measures since the start of the Wirral Plan.



| ENVIRONMENT Direction of Travel - All Measures | | |
|--|-----------|---------------|
| Performing better than Baseline | 11 | 29.7% |
| Performing same as Baseline | 1 | 2.7% |
| Performance Below Baseline | 9 | 24.3% |
| Data not available | 9 | 24.3% |
| New measure no baseline | 7 | 18.9% |
| Total | 37 | 100.0% |

In 2016-17 there has been progress in a range of key areas across the People Pledges. Of the measures where it is possible to show a trend against the Wirral Plan start baseline, 12 of the 21 measures or 57% show performance as being improved or sustained.

For 9 measures (24%) data is not yet available and for 7 measures (19%) which were new for the Wirral Plan there was no Wirral Plan start baseline; for those measures in subsequent years improvement will be based on the first year they are measured.

In the Environment Pledges there are 9 measures where performance has decreased since the start of the Wirral Plan. These include:

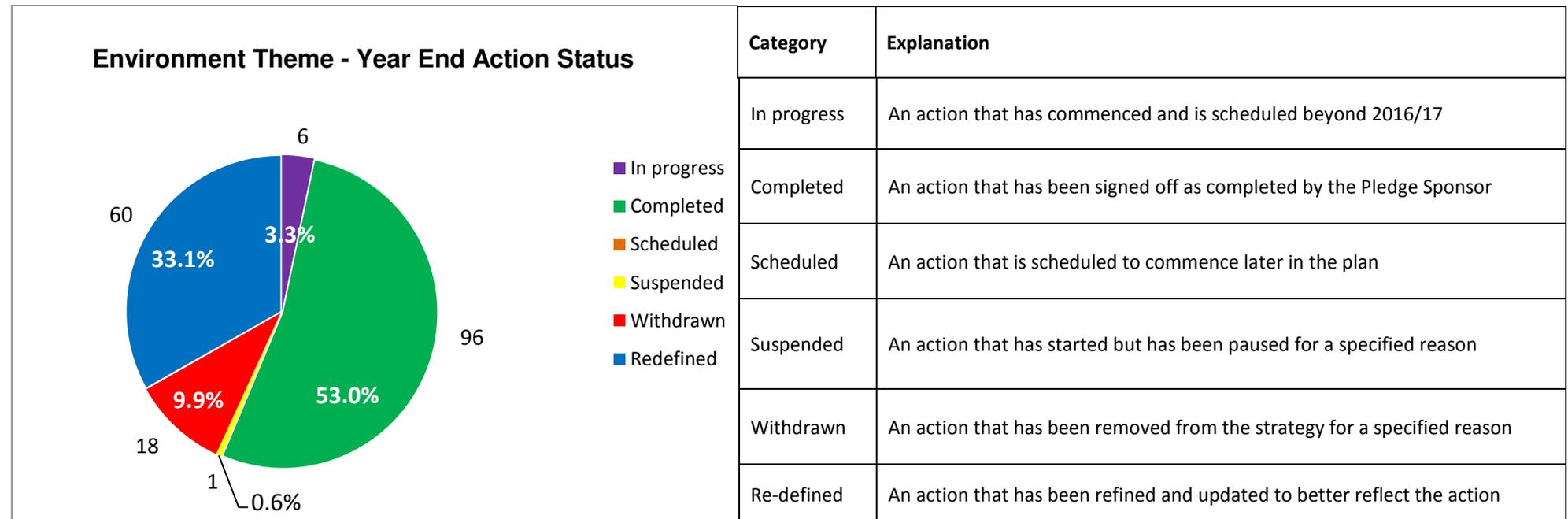
- Adult (14+) Participation in sport (at least once per week), which has decreased by 2.4% from 38.2% to 35.8%. The figure is based on a sample of 500 people and therefore indicative. There is a time lag on the release of this data. The value reported relates to financial year 2015-16.
- Smoking prevalence in adults (age 18 and over) in Wirral, which has increased by 1.7% from 17.2% to 18.9%. There is a time lag and the latest data available is for 2015. 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.
- Excess weight in adults, which has increased by 0.5% from 66.2% to 66.7%. There is a time lag on the release of this data and the latest value relates to 2013-15 (pooled 3 years).
- Prevalence of healthy weight in adults in Wirral, which has reduced by 0.5% from 32.9% to 32.4%. There is a time lag on the release of this data and the latest value relates to 2013-15 (pooled 3 years).
- Percentage of children aged 4-5 classified as overweight or obese, which has increased by 0.5% from 22.4% to 22.9%. The latest data is for 2015-16 and was released in December 2016.
- Number of crimes recorded by the police, which has increased by 663 from 19,061 to 19,724. Whilst this shows a decreasing performance, this is consistent with the long term trend and meets the objective to slow the rate of increase in order to turn the curve and reduce the number of crimes recorded.
- Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, and graffiti. (Main Gateways and Retail Areas), which has reduced by 2.3% from 97.5% to 95.2%. However, both figures are well above the contractual target of 93%. The spike of achieving over 97% has resulted in a reduced baseline, however Wirral's performance remains consistently high and well above contract target.
- Achieve 50% kerbside recycling of domestic waste by 2020, which has reduced by 1.4% from 36.3% to 34.9%. There is a time lag with this data and the latest value is for Quarter 3 (October to December). Actions are being put in place to improve recycling performance in 2017/18 as well as bringing forward significant services changes that will ensure our 2020 targets are met.
- Increase the % of waste collected for composting, which has reduced by 0.27% from 10.75% to 10.48%. There is a time lag with this data and the latest value is for Quarter 3 (October to December). However, the overall composting rate for Apr-Dec 2016/17 (13.02%) is higher than the same period last year (12.49%). This is predicted to follow through to the year-end figures, with a higher composting rate overall. 2016/17 final year data will be available in July 2017.

Turning the curve on some of these indicators is challenging and will take significant time to achieve. The 5 year scope of the Wirral Plan will ensure continued focus on these areas over a longer time span allowing the required time to ensure a lasting impact can be made.

3 Pledge Activity Summary

All actions identified in 2016-17 Pledge strategy action plans were reviewed at the end of 2016-17. The assessment carried out indicates the status of the actions at the year end with the purpose to allow oversight of the effectiveness of Pledge Steering Groups to plan and deliver key actions in order to deliver the Pledges and improved outcomes for Wirral residents.

The assessment was based on the use of six classifications. As the Wirral Plan is a five year plan and a number of longer term complex activities have been identified, the expectation is that not all activities would be delivered in 2016-17 and some will be carried over into future years. In addition due to changes in year some of the activities identified at the start of the year required review, and there was also an opportunity through the refresh to link associated actions across the strategies into one stronger action in 2017-18 and remove duplication. Full detail of each of the activities by Pledge is shown below with the rationale for change provided for individual planned actions. Within this theme, there has been a strong focus within the partnerships through the refresh to ensure activities captured in the 2017/18 action plans are more realistic and deliverable.



| Category | Explanation |
|-------------|--|
| In progress | An action that has commenced and is scheduled beyond 2016/17 |
| Completed | An action that has been signed off as completed by the Pledge Sponsor |
| Scheduled | An action that is scheduled to commence later in the plan |
| Suspended | An action that has started but has been paused for a specified reason |
| Withdrawn | An action that has been removed from the strategy for a specified reason |
| Re-defined | An action that has been refined and updated to better reflect the action |

Pledge : Leisure and cultural opportunities for all

| Priority 01: Promote and celebrate Wirral's parks, coast and countryside for leisure activities | | | |
|--|---------------------|------------------|---|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Implement promotion and develop effective marketing campaigns for Wirral's parks, coast and countryside | Jan 2016 - Apr 2016 | Completed | |
| Prepare a master plan for each of Wirral's Country Parks to optimise their potential | Apr 2016 - Sep 2016 | Completed | |
| Create and publicise a calendar of local events and activities | Jan 2016 - Apr 2016 | Completed | |
| Increase the number of events in Wirral's parks | Apr 2016 - Apr 2017 | Completed | |
| Develop commercial opportunities for people to enjoy parks and open spaces, through: creating additional camping and caravanning sites in Wirral and developing footgolf at Arrowe Country Park and the Warrens. | Apr 2016 - Apr 2017 | Redefined | Part of this action has been completed (Footgolf) and a series of new projects will be developed as part of a new action in the 2017/18 action plan. |
| Improve signage to Wirral's parks, countryside and open spaces to 20 sites | Apr 2017 - Apr 2018 | Redefined | A new action in the 2017/18 action plan is more specific in terms of completing access audits and delivering improvements. |
| Ensure the training offer for the leisure and tourism sectors supports the priorities for business growth and development | Apr 2016 - Mar 2017 | In Progress | Time line revised to continue into 2017/18. |
| Maximise work related opportunities to engage students of all ages in the leisure and tourism sectors, progress them into apprenticeships, jobs and ensure opportunities for continued professional development | Apr 2016 - Mar 2017 | Completed | |
| Provide more opportunities for young people to benefit from being outdoors. for example, continue to run Forest Schools with Wirral pupils | Apr 2016 - Mar 2020 | Withdrawn | Forest Schools was delivered successfully across 2016-17. Though the programme will continue to be delivered for the foreseeable future, funding has not yet been secured for this project and is just one of a series of programmes being delivered. |
| Refurbish on-shore facilities at Marine Lake, West Kirby | Apr 2016 - Apr 2017 | Redefined | This is ongoing but will also now be incorporated as part of the Leisure Review and a potential project for commercial development |
| Improve water sports offer at New Brighton through identifying future viable activities | Apr 2016 - Jun 2016 | Redefined | This will now be incorporated as part of the Leisure Review. |

| | | | |
|--|---------------------|-----------|--|
| Develop a measure to capture the number of events in Wirral's parks, beaches and open spaces | Apr 2016 - Dec 2016 | Completed | |
| Prepare for a blue flag award application in 2017-18 | Apr 2016 - Mar 2017 | Completed | |

| Priority 02: Encourage people to take part in sports, leisure, social and physical activities | | | |
|---|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Explore further opportunities for using technology and social media campaigns to encourage participation in sport and physical activity | Apr 2016 - Jun 2016 | Completed | |
| Implement Liquid Logic Marketplace to capture local activities | Jan 2016 - Apr 2016 | Completed | |
| Develop, promote and support good referral pathways between GPs and the network of sports, leisure, social and physical activities available in Wirral, particularly those provided by the extensive voluntary sector | Apr 2016 - Jun 2016 | Redefined | This activity has been redefined in the 2017/18 action plan as: 'Develop the health links between primary care and the network of sports, leisure, social and physical activities available in Wirral'. The timeline is revised for the 2017/18 action plan. |
| Host an annual marketplace event to showcase leisure opportunities in Wirral | Apr 2016 - Jul 2016 | Suspended | This is suspended in light of the Leisure Review and will be re-profiled into 2018/19 subject to outcome of the review. This is to avoid promoting an offer which may be subject to changes in the near future. |
| Implement a 'buddy scheme' to support people to access leisure activities and explore opportunities to develop a coaching programme | Apr 2016 - Sep 2016 | Redefined | This activity will now be incorporated into the 2017/18 action: 'Develop the health links between primary care and the network of sports, leisure, social and physical activities available in Wirral' |
| Complete review of Wirral's leisure and golf facilities to ensure that they are sustainable and fit for the future | Apr 2016 - Jun 2016 | Completed | |
| Develop and implement Green Routes to improve access to services and opportunities | Jun 2016 - Mar 2020 | Withdrawn | These actions relate to transport and will be delivered through the Transport Strategy. |
| Ensure that new developments include walking and cycling routes link to existing communities and key destinations | Apr 2016 - Mar 2020 | Withdrawn | |
| Explore funding opportunities for a prioritised programme of infrastructure projects to encourage the use of active modes e.g. Sustainable Transport Enhancements Package (STEP Programme) | Apr 2016 - Apr 2017 | Completed | |

| | | | |
|--|---------------------|-----------|--|
| Encourage more people to cycle through: Cycle Hire Scheme | Apr 2016 - Apr 2017 | Completed | |
| Encourage more people to cycle through: increased number of secure cycle parking spaces | Apr 2016 - Apr 2017 | Withdrawn | This action relates to transport and will be delivered through the Transport Strategy. |
| Encourage more people to cycle through: Improve signage at stations to key attractions | Apr 2016 - Apr 2017 | Completed | |
| Encourage more people to cycle through : Support Bikeability training in schools | Apr 2016 - Apr 2017 | Completed | |
| Encourage more people to cycle through: Work in partnership to support contribution and delivery of new community cycle hubs across Wirral | Apr 2016 - Apr 2017 | Completed | |
| Deliver the national curriculum for school swimming sessions | Apr 2016 - Mar 2020 | Completed | |
| Deliver a range of successful sporting initiatives across the borough including: Streetgames programmes for young people | Apr 2016 - Mar 2020 | Redefined | These actions have been redefined into a single action in 2017/18 to maximise opportunities to attract funding to deliver sporting initiatives that encourage wider participation. |
| Deliver a range of successful sporting initiatives: Mobile sports outreach units | Apr 2016 - Mar 2020 | Redefined | |
| Deliver a range of successful sporting initiatives: 'Positive Futures' programme | Apr 2016 - Mar 2020 | Completed | |
| Deliver a range of successful sporting initiatives: 'Sportivate' | Apr 2016 - Apr 2020 | Completed | |
| Deliver a range of successful sporting initiatives: 'Satellite Clubs' programme for 14-25 year olds | Apr 2016 - Mar 2020 | Completed | |
| Open Wirral's first Youth Zone 'The Hive' for the borough's young people aged 8-19 and up to 25 for those with disabilities | Apr 2016 - Dec 2016 | Completed | |
| Develop disability sport programmes in line with the new government strategy of 'Sporting Future - a New Strategy for an Active Nation' | Apr 2016 - Mar 2020 | Completed | |
| Develop a measure to capture how many people in Wirral cycle to work with the aim of increasing this through the life of the strategy | Apr 2016 - Dec 2016 | Completed | |

Priority 03: Increase pride in Wirral's communities and encourage more residents to volunteer

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|--|---------------------|-----------|---|
| Develop a partnership approach to volunteering across the public, private, community and voluntary sector in Wirral: Research best practice in other areas | Apr 2016 - Mar 2017 | Completed | |
| Develop a partnership approach to volunteering across the public, private, community and voluntary sector in Wirral: Develop a Wirral Partnership Strategy for Volunteering | Apr 2016 - Mar 2017 | Completed | |
| Develop a partnership approach to volunteering across the public, private, community and voluntary sector in Wirral: Create more local volunteering opportunities to support leisure and social activities | Apr 2016 - Mar 2017 | Redefined | The Wirral Together (volunteering) strategy has now been developed and these actions will be taken forward under that strategy. |
| Develop a partnership approach to volunteering across the public, private, community and voluntary sector in Wirral: Agree a public sector workforce volunteering programme | Apr 2016 - Mar 2017 | Redefined | |
| Actively work with local groups to enable them to run and manage leisure activities and facilities in Wirral and access funding opportunities | Apr 2016 - Mar 2017 | Redefined | |
| Encourage private sector businesses to sign up to workforce volunteering programmes | Apr 2016 - Mar 2017 | Redefined | |
| Increase the number of places on National Citizens Service Programme available to Wirral's young people aged 16-17 | Apr 2016 - Apr 2017 | Completed | |

Priority 04: Develop creative partnerships and a cultural events programme to promote arts, culture and heritage in Wirral

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|-----------|--|
| Establish a Wirral Cultural Partnership which is sector led and provides a forum for networking, new ideas and future development of Wirral's arts, culture and heritage offer | Apr 2016 - Jul 2016 | Completed | |
| Complete a Wirral audit of arts, heritage and cultural events and activities that will inform a programme to be delivered by local and community organisations in constituencies over the next five years | Mar 2016 - Oct 2016 | Completed | |
| Establish a knowledge and funding hub for small arts and cultural organisations in Wirral | Apr 2016 - Oct 2016 | Redefined | The timeline for this activity will be refreshed into 2017/18. We will pilot this within the Wirral Culture Tank events. |
| Develop a measure to capture the number of arts and cultural events and activities in Wirral | Jul 2016 - Dec 2016 | Redefined | This is now - Develop a calendar of events for 2017 for local arts, music and heritage events. |
| Develop a measure to capture the number of residents and visitors participating in arts and culture in Wirral | Jul 2016 - Dec 2016 | Redefined | This is now - Develop a calendar of events for 2017 for local arts, music and heritage events. |

| Priority 05: Increase resident and visitor participation in Wirral's arts, culture and heritage offer to promote its educational, social and wellbeing benefits | | | |
|--|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Establish a cultural ambassador programme for Wirral | Apr 2016 - Nov 2016 | Redefined | Wording redefined to Create a Wirral Cultural Ambassadors programme to promote culture and creativity across the borough and timeline revised for 2017/18. |
| Develop a calendar of events and activities and publicise through a central website and explore the use of technology and social media campaigns to encourage resident and visitor participation in arts, culture and heritage | Apr 2016 - Oct 2016 | Completed | |
| Work with families, youth organisations and schools to increase participation in cultural education from an early age | Apr 2016 - Dec 2016 | Redefined | This is now - Create a Wirral Cultural Ambassadors programme to promote culture and creativity across the borough. |
| Work with Conservation Areas Wirral and historic groups to refresh the heritage strategy and agree a specific programme of projects for the next 5 years | Apr 2016 - Apr 2017 | Completed | |
| Identify investment opportunities for community arts and culture projects | Apr 2016 - Apr 2017 | Redefined | This is now - Apply for regional, national and international funding to promote and showcase Wirral |
| Develop a measure to determine the effectiveness of the Wirral Culture Partnership | Apr 2016 - Apr 2017 | Completed | This will be achieved through feedback from partnership and Culture Tank networking events and through ongoing dialogue with the Creative Wirral Network. |
| Develop a measure to capture funding from organisations such as the Arts Council, Heritage Lottery Fund and other sources | Apr 2016 - Apr 2017 | Completed | |

Priority 06: Promote Wirral on an international stage as part of the Liverpool City Region to attract world class arts, heritage and culture events and exhibitions

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|--|---------------------|------------------|---|
| Develop Wirral's unique marketing approach as a cultural destination | Apr 2016 - Jun 2016 | Completed | |
| Support the establishment of a Liverpool City Region Culture Partnership as part of the devolution agreement | Apr 2016 - Apr 2016 | Completed | |
| Work in partnership with Culture Liverpool to deliver major cultural events over the next five years. The 2016-17 programme will focus on: Tall Ships | Apr 2016 - Mar 2021 | Completed | |
| Work in partnership with Culture Liverpool to deliver major cultural events over the next five years. The 2016-17 programme to focus on: November 5th Firework Display | Apr 2016 - Mar 2021 | Completed | |
| Work in partnership with Culture Liverpool to deliver major culture events over the next five years. The 2016-17 programme will focus on: Somme Remembrance | Apr 2016 - Mar 2021 | Completed | |
| Work in partnership with Liverpool Film Office to identify future potential filming opportunities in Wirral | Apr 2016 - Sep 2016 | Completed | |
| Deliver tourism marketing which promotes Wirral's visitor offer including culture: Discover Wirral (short breaks) | Apr 2016 - Jun 2016 | Completed | |
| Deliver tourism marketing which promotes Wirral's visitor offer including culture: Wonders of Wirral (day breaks) | Apr 2016 - Aug 2016 | Completed | |
| Conduct a comprehensive visitor research study | Apr 2016 - Apr 2017 | Completed | |
| Establish a Liverpool City Region theatre and conference venue hub | Apr 2016 - Apr 2017 | Completed | |
| Explore opportunities to attract funding to develop an iconic cultural visitor attraction | Apr 2016 - Apr 2017 | Withdrawn | This will now fall under the remit of the Visitor Economy Strategy. |
| Explore potential bids to host exciting, ground-breaking arts and cultural events in Wirral | Apr 2016 - Apr 2017 | Redefined | This is now - Apply for regional, national and international funding to promote and showcase Wirral |
| Work with world class Wirral artists to develop a high quality, high profile-raising event that celebrates the outstanding artists of Wirral | Apr 2016 - Apr 2017 | Redefined | This is now - Deliver innovative events to showcase Wirral. |

Priority 07: Maximise the contribution of the arts, heritage and culture to the local economy

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|-----------|--|
| Undertake an economic impact assessment of the arts, heritage and culture sector in Wirral to identify a baseline position and explore future opportunities to support and grow the sector | Apr 2016 - Dec 2016 | Withdrawn | There are a number of difficulties in obtaining this information. In 2017/18 a survey will be carried out to gain a better understanding of the sector, its needs and how it can be supported to grow. |
| Explore future operating models for cultural assets in Wirral to maximise their contribution to the local economy | Apr 2016 - Dec 2016 | Redefined | This is now - Complete a review of Wirral's Leisure services under the Leisure Strategy |
| Explore the opportunities for creativity activity hubs to promote new and innovative creative industries in Wirral with a specific focus on music, film and creative arts | Apr 2016 - Nov 2016 | Redefined | This is now - Establish innovative spaces for use by creative businesses. |
| Explore potential opportunities for Wirral's heritage and conservation assets to support tourism and the local economy | Apr 2016 - Mar 2017 | Withdrawn | This will now fall under the remit of the Visitor Economy Strategy. |
| Ensure the training offer for the arts, culture, heritage and tourism sector supports the priorities for business growth and development | Mar 2016 - Mar 2017 | Completed | |
| Maximise work related opportunities to engage students of all ages in the culture, arts and heritage sector, progress them into apprenticeships and jobs and ensure opportunities for continuous professional development | Apr 2016 - Mar 2017 | Completed | |
| Develop a measure to capture the number of businesses in the creative sector in Wirral | Apr 2016 - Dec 2016 | Redefined | These actions are now covered by - Develop a survey to map existing community arts, culture and creativity for individuals and businesses in Wirral. |
| Develop a measure to capture the value of the creative economy in Wirral | Apr 2016 - Dec 2016 | Redefined | |

Pledge : Wirral residents live healthier lives

| Priority 01: Reduce the number of people who smoke in Wirral | | | |
|---|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Produce a refreshed Tobacco Control Strategy to ensure a reduction in prevalence | Jan 2016 - Apr 2016 | Completed | |
| Support the work of the Trading Standards team and North West Illicit Tobacco Control Programme to ensure illegal and illicit tobacco is removed from our communities | Apr 2016 - Apr 2020 | Redefined | These actions are now covered by - Deliver Wirral's Tobacco Strategy to reduce the number of people who smoke in Wirral. |
| Support the work of the Trading Standards team and North West Illicit Tobacco Control Programme to ensure illegal and illicit tobacco is removed from our communities | Apr 2016 - Apr 2020 | Redefined | |
| Develop links with the children and young people's services to highlight the harms of tobacco smoking and investigate the development of an approach to risk taking behaviour to include drug and alcohol use | Apr 2016 - Mar 2017 | Completed | |

Priority 02: Reduce the impact of alcohol misuse on individuals and communities

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|-----------|---|
| Develop a refreshed alcohol strategy to reduce the impact of alcohol abuse on people's lives and take forward the findings of the local alcohol enquiry | Jan 2016 - Apr 2016 | Completed | |
| Improve communications with local people to ensure consistent messages are delivered by all partners and utilise the recent guidance from the Chief Medical Officer | Apr 2016 - Sep 2016 | Completed | |
| Roll out the 'Reduce the Strength' campaign across Wirral | Apr 2016 - Mar 2020 | Redefined | These actions are now covered by - Deliver Wirral's Alcohol Strategy to reduce the impact of alcohol misuse on individuals and communities and now incorporates all previous actions under this priority. |
| Work with Merseyside Councils to promote action to tackle access to very cheap alcohol | Apr 2016 - Mar 2020 | Redefined | |
| Work with partners developing the Growth Strategy to ensure that the concept of a Healthy High Street is integral to the regeneration and economic development of the borough | Apr 2016 - Mar 2020 | Redefined | This is now delivered through prosperous high streets as part of the Growth Strategy. |

| Priority 03: Promote Healthy Eating | | | |
|--|---------------------|------------------|---|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Promote and strengthen the 'Better Food Wirral' network via social media and face to face events to positively change the local food culture | Apr 2016 - Mar 2020 | Redefined | This action has been redefined to include both brand and innovation schemes into one. |
| Work with NHS provider organisations to implement the North West catering guidance with a focus on food seasonality | Apr 2016 - Mar 2017 | Redefined | These actions have now been replaced by a single action in 2017/18 to deliver a programme of activity to support people to maintain a healthy weight. |
| Promote the positive relationships schools can have in developing and supporting healthy relationships with food in childhood | Apr 2016 - Mar 2020 | Redefined | |
| Roll out of 'Takeaway for a change' and 'Eat Well Wirral' initiatives across Wirral | Apr 2016 - Mar 2020 | Redefined | |
| Promote innovation funding to test ideas on a small scale to promote healthy food, building in current initiatives | Apr 2016 - Mar 2020 | Redefined | This action has been redefined to include both brand and innovation schemes into one. |

Priority 04: Support people to take more control of their health and wellbeing

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|-----------|--|
| Undertake a review of potential regulation and voluntary measures to increase diversity on the high street to include a review of the statement of licensing policy and the use of Cumulative Impact Policies | Apr 2016 - Sep 2016 | Completed | |
| Explore, and where possible use Planning Policy in retail and housing developments to ensure the promotion of health and wellbeing as well as economic growth | Apr 2016 - Mar 2020 | Withdrawn | This is now delivered through prosperous high streets as part of the Growth Plan. |
| Work with local retailers to promote responsible retail practice e.g. no underage and illicit product sales | Apr 2016 - Mar 2020 | Redefined | This is now - Deliver Wirral's Alcohol Strategy to reduce the impact of alcohol misuse on individuals and communities and now incorporates all previous actions under this priority. |

Pledge : Good quality housing that meets the needs of residents

Priority 01: Building more houses in Wirral to meet our economic growth ambitions

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|--|---------------------|------------------|---|
| Finalise Wirral's new Strategic Housing Market Assessment. | Apr 2013 - Jul 2016 | Completed | |
| Approval of Core Strategy Local Plan and affordable housing policy approach. | Apr 2016 - May 2017 | Redefined | This activity is to form part of Cabinet Approval of final Core Strategy Local Plan and submission to Secretary of State. |
| Work with partners to facilitate solutions to ensure the delivery of new affordable homes in the Borough. | Apr 2016 - Mar 2020 | Withdrawn | This will be managed as operational business as usual. |
| Identify opportunities to unlock sites and identify resources required to kick-start both stalled and new housing sites in the Borough. | May 2016 - Jul 2017 | Redefined | These actions will now form part of a wider review of potential development options to identify housing sites to support the delivery of new homes in the Borough. |
| Support stalled sites and marginal housing schemes through the Council's Phase 1 Affordable Housing Programme. | Apr 2013 - Mar 2018 | Redefined | |
| Identify pipe-line housing sites to support the delivery of new homes in the Borough including potential use of Public Sector owned assets. | Apr 2016 - Mar 2017 | Completed | |
| Work with private sector partners to ensure our housing growth plan reflects market demand. | Dec 2017 - Mar 2020 | Redefined | These actions have been redefined and are now - Establish a dedicated Housing Growth Team to support Private Sector and Registered Provider partners to accelerate development. |
| Identify wider strategic and financial support in the delivery of new homes. | Apr 2016 - Mar 2020 | Redefined | |
| Complete Liverpool City Region Strategic Housing & Employment Market Assessment. | Jan 2016 - Dec 2016 | Redefined | Activity will form part of the Liverpool City Region brownfield sites list to be completed and will form part of the Core Strategy Local Plan process. |
| Undertake a feasibility review of the opportunity to develop a local housing company at either a Liverpool City Region or local authority level. | Jun 2016 - Mar 2017 | Redefined | This action has been redefined based on direct commissioning. |
| Establish a City Region Land Commission to support the better co-ordination and release of public assets with the aim of increasing sites for economic growth, housing and improved communities. | Aug 2016 - Mar 2020 | Redefined | Activity will form part of the Liverpool City Region brownfield sites list to be completed and will form part of the Core Strategy Local Plan process |

| | | | |
|--|---------------------|-----------|---|
| Develop a housing marketing plan as part of wider Liverpool City Region housing offer and Economic Growth Strategy. | Aug 2016 - Mar 2017 | Redefined | This work is being taken forward through the Growth Plan. |
| Develop Wirral's Marketing and Communication strategy to promote the Borough housing offer alongside Wirral's Growth Plan. | Apr 2016 - Aug 2017 | Completed | |
| Identify required resources to deliver housing growth in Wirral | Aug 2016 - Oct 2016 | Completed | |
| Identify employment opportunities available through house building schemes | Apr 2016 - Mar 2020 | Withdrawn | This work is being taken forward through the Growth Plan. |

| Priority 02: Improving the quality of Wirral's housing offer for our residents | | | |
|---|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Develop targeted campaigns to address poor quality housing and fuel poverty through advice and assistance. | Apr 2016 - Mar 2020 | Redefined | This activity will form part of the 'Reduce fuel poverty and increase disposable income for vulnerable households through targeted energy programmes'. |
| Deliver solid wall insulation programme in Selective Licensing areas. | Nov 2015 - Mar 2017 | Completed | |
| Deliver awareness raising programme of fuel poverty alleviation assistance and energy efficiency in Wirral. | Nov 2015 - Mar 2018 | Redefined | Reduce fuel poverty and increase disposable income for vulnerable households through targeted energy programmes. |
| Maximise funding opportunities to facilitate initiatives which enable people to stay safe and warm in their homes. | Apr 2016 - Mar 2020 | Withdrawn | This will be managed as operational business as usual. |
| Inspect all homes requiring mandatory or additional licensing for compliance. | Jul 2016 - Mar 2020 | In progress | |
| Reduce the number of homes with a category 1 or Category 2 Hazard under the Housing Health and Safety Rating System. | Apr 2016 - Mar 2020 | Redefined | This activity will form part of the 'Reduce the number of homes with serious hazards to provide warmer, safer homes' initiative. |
| Refresh Wirral's empty homes delivery plan. | Aug 2016 - Sep 2017 | Withdrawn | This will be managed as operational business as usual. |
| Undertake a 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. | Jul 2016 - Jul 2016 | Completed | |
| Extend the selective licensing scheme currently in operation in four areas of Wirral to further areas of the borough | Oct 2016 - Mar 2020 | Redefined | This activity will form part of a review of the current Selective Licensing Scheme during 2017-18. |

| Priority 03: Meeting the needs of our most vulnerable people to enable them to live independently | | | |
|---|---------------------|------------------|---|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Review the adaptations programme to focus on health and social care priorities, including preventing hospital admissions and supporting hospital discharge | Apr 2016 - Oct 2016 | Completed | |
| Explore opportunities to introduce smart home technology to support independent living | Sep 2016 - Mar 2017 | Completed | |
| Complete a strategic review of supported Housing Services for homelessness and socially excluded groups | Jan 2016 - Sep 2016 | Redefined | These actions will be replaced in the 2017/18 action plan with the Development of a new Commissioning Plan. |
| Develop and finalise a Housing Support Commissioning Plan | Aug 2016 - Oct 2016 | Redefined | |
| Develop a Young Persons Housing Plan to address the housing requirements of this client profile | Aug 2016 - Oct 2016 | Redefined | |
| Review the process route for people with disabilities and mobility problems who require access to re-housing | Aug 2016 - Mar 2017 | Redefined | This work will continue in 2017/18. |
| Establish a Learning Disabilities Housing Steering Group to ensure the current and future housing needs of people with Learning Disabilities are addressed | Aug 2016 - Sep 2017 | Completed | |
| Establish an Older Person Housing Steering Group to ensure the current and future housing needs of Older People are addressed | Aug 2016 - Sep 2016 | Completed | |
| Develop Supported Housing Strategy for all vulnerable client groups | Aug 2016 - Mar 2018 | In progress | |
| Work with Private Rented Sector to enable opportunities to access suitable tenancies to discharge homelessness statutory duty e.g. agree minimum twelve month tenancy | Apr 2016 - Mar 2017 | Completed | |
| Commence homelessness review to inform the development of the 2018-2023 Homelessness Strategy | Feb 2017 - Aug 2017 | Redefined | The activity did not start during 2016-17 as initially expected, it will be in place for 2017-18 as start and end dates have been updated to October 2017 – September 2018. |
| Deliver the Liverpool City Region Asylum Seeker Dispersal programme | Jan 2016 - Mar 2017 | Completed | |
| Co-ordinate Wirral contribution to the Liverpool City Region response to Syrian Person Resettlement Programme | Jun 2016 - Jan 2017 | Completed | |

| | | | |
|--|---------------------|-------------|-------------------------------------|
| Work with all partners to monitor the range and cumulative impact of welfare reforms, co-ordinate an impact assessment and develop effective responses | Jun 2016 - Mar 2017 | In progress | |
| Work with Registered Providers and private companies to deliver 300 additional Extra care homes | Oct 2014 - Mar 2018 | In progress | |
| Undertake procurement framework and appoint delivery partners for Extra Care provision in Wirral | Jan 2016 - Oct 2016 | Completed | |
| Complete strategic review of sheltered housing services for older people and agree scheme proposals | Apr 2016 - Mar 2017 | Redefined | This work will continue in 2017/18. |

Pledge : Wirral’s neighbourhoods are safe

| Priority 01: Build Stronger and more confident communities where people feel safe | | | |
|--|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| We will work with constituencies using community engagement to improve our approach to tackling crime and anti-social behaviour | Jun 2016 - Dec 2016 | Completed | |
| We will strengthen communications through social media to improve public perceptions of crime | Jul 2016 - Mar 2017 | Completed | |
| We will deliver targeted interventions to raise awareness of hate crime and encourage people to report incidents of crime and anti-social behaviour | Sep 2016 - Mar 2017 | Completed | |
| We will develop plans with probation, youth offending services and the voluntary sector to provide opportunities for offenders to undertake environmental improvement opportunities in their communities | Oct 2016 - Mar 2017 | Completed | |
| We will run targeted, high visibility multi-agency operations against relevant crimes across all communities | Jun 2016 - Dec 2020 | Withdrawn | This will be managed as operational business as usual. |
| We will create a £6million youth zone called The Hive, which when operational will offer a significant level of diversionary activity and reduce Anti-Social Behaviour | Oct 2015 - Dec 2016 | Completed | |
| Develop supporting measure for reporting "A reduction in repeat victims of anti-social behaviour" | Apr 2016 - Mar 2017 | Completed | |

| Priority 02: Improve Community Safety by tackling the cause and impact of crime and anti-social behaviour | | | |
|---|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| We will review the range of diversionary activities currently available to ensure they provide the most effective outcomes for all young people | Sep 2016 - Mar 2018 | Withdrawn | This will be taken forward as part of the Safer Wirral Hub. |
| We will undertake further insight and engagement activity within Birkenhead and Wallasey Constituencies to greater understand the perceptions of crime in these areas | Aug 2016 - Sep 2016 | Withdrawn | Further community engagement will be considered as part of a future resident's survey. |
| We will deliver a plan to change the behaviour and culture of children and young people in regards to crime and anti-social behaviour using both early intervention and enforcement | Aug 2016 - Dec 2016 | Completed | |
| We will work with the Chamber of Commerce, Wirral businesses and the 3rd sector to review how we promote action taken to combat crime and anti-social behaviour to continue to raise awareness of safer neighbourhoods and improve people's perceptions of feeling unsafe | Jun 2016 - Mar 2018 | Completed | |
| We will promote the use of initiatives such as Wirral's Neighbourhood Justice Scheme, to resolve anti-social behaviour | Jun 2016 - Mar 2017 | Completed | |
| We will ensure that the work of the Alcohol Harm & Reduction Strategy is aligned to reducing the levels of crime and anti-social behaviour associated with the misuse of these substances | Jun 2016 - Jul 2016 | Completed | |

| Priority 03: Protecting the most vulnerable people in our communities | | | |
|---|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| We will work with vulnerable groups such as the elderly and people with learning disabilities to understand their particular needs and to address their issues | Jun 2016 - Mar 2017 | Withdrawn | This action is being picked up through work to progress the Ageing Well and All Age Disability Strategies. There are no specific work activities in relation to this action. |
| We will ensure that vulnerable people affected by hate related crime and disorder feel confident to report issues and are at the heart of our response | Jun 2016 - Dec 2019 | Completed | |
| We will ensure that vulnerable people do not become repeat victims of crime by implementing the right support at the earliest opportunity, and are aware of all support available to assist them to cope and recover | Jun 2016 - Aug 2017 | Redefined | This will be merged into a new action for 2017-18 'Implement programmes to reduce crime against vulnerable people, hate crime and repeat offending.' |
| We will develop our Partnership responses to protect and support victims of domestic abuse and harmful practices and put victims and the protection of children at the heart of our response | Jun 2016 - Mar 2017 | Completed | |
| We will create better networks to deliver interventions which break the cycle of criminal behaviours at the earliest opportunity to Wirral's most vulnerable families | Jan 2017 - Mar 2017 | Completed | |
| We will protect very vulnerable children, young people and adults by building on the work and priorities of the Local Safeguarding Board's (ensure work is co-ordinated across all agencies to safeguard children and adults, to support the Making Safeguarding Personal Campaign) | Jun 2016 - Dec 2020 | Redefined | This will be merged into a new action for 2017-18 'Implement programmes to reduce crime against vulnerable people, hate crime and repeat offending.' |
| Develop outcome measure for reporting "A reduction in the percentage of repeat incidents of hate crime" | Apr 2016 - Mar 2017 | Completed | |
| Develop supporting measure for reporting "Evaluation of the effectiveness of support programmes for victims of crime" | Apr 2016 - Mar 2017 | Completed | |

Priority 04: Deliver greater integration with all relevant partner agencies to achieve a Safer Wirral

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|--|---------------------|-----------|---|
| We will form a working group to deliver an integration plan for community safety services across the Wirral Partnership | May 2016 - Sep 2016 | Completed | |
| We will commission effective and efficient services that will deliver our community safety priorities and ensure that all of our resources are targeted towards areas of most need | Jun 2016 - Mar 2017 | Completed | |
| We will review the anti-social behaviour and crime reporting processes to ensure they are fit for purpose | Sep 2016 - Sep 2016 | Redefined | This will be taken forward as part of the Safer Wirral Hub |
| We will continue to work with the Merseyside Police & Crime Commissioner and our neighbouring Councils to identify future opportunities for delivering services on a City region footprint | Aug 2016 - Mar 2018 | Withdrawn | This will be taken forward as part of the Safer Wirral Hub. |

Pledge : Attractive local environment for Wirral residents

| Priority 01: Love Where You Live | | | |
|---|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Launch Love Wirral communications and engagement campaign to increase awareness of environmental initiatives. | Apr 2016 - May 2016 | Completed | |
| Establish the 'love where you live' volunteer scheme to connect people to a menu of activities to get involved in. | Jun 2016 - Mar 2017 | Redefined | Redefined to reflect collaborative approach with constituency managers to deliver the Love Where You Live Campaign. |
| Develop and implement an active community participation programme, using 'Clean for the Queen' as the inception project to pilot and launch the scheme. | Jun 2016 - Mar 2017 | Redefined | This activity will form part of the Love Where You Live Campaign for 2017. |
| We will develop a process which will support, measure and monitor the number of community clean ups undertaken. | Nov 2016 - Mar 2017 | Redefined | This activity will form part of the Love Where You Live Campaign for 2017. |
| We will develop a process which will support, measure and monitor the number of 'Love Where You Live' volunteers in our communities. | Nov 2016 - Mar 2017 | Redefined | This activity will form part of the 2017 behaviour change initiative pilot to influence positive behavioural change and reduce incidents of fly-tipping. |

| Priority 02: Driving Behaviour Change | | | |
|---|---------------------|------------------|--|
| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
| Adopt and contribute to the government's National Litter Strategy, ensuring recommendations and campaigns are incorporated into the Loving our Environment Strategy. | Jun 2016 - Mar 2017 | Withdrawn | Due to the Government's delay in launching the National Litter Strategy, the new legislation will be incorporated into the Loving Our Environment Strategy during 2017-18. |
| Deliver environmental enforcement programme, prosecutions to encourage future cleanliness of our streets by residents and visitors. Acting on intelligence and publishing results of prosecutions to encourage future cleanliness of our streets by residents and visitors. | Apr 2016 - Mar 2017 | Completed | |

Priority 03: Put Resources Where They Are Needed

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|--|---------------------|------------------|--------------------------------|
| Undertake environmental quality surveys to measure and evaluate environmental standards across Wirral and deploy appropriate levels of resources. | Apr 2016 - Mar 2017 | Completed | |
| Evaluate the annual resident survey results and act to address priorities and concerns through the annual business planning and priority objectives setting process. | Apr 2016 - Mar 2017 | Completed | |
| Establish and evaluate service standards by benchmarking against local and national peers to support the setting of Wirral's future targets for local environmental quality. | Apr 2016 - Mar 2017 | Completed | |

Priority 04: Tackling Untidy Land

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|------------------|--------------------------------|
| Establish and implement a Grot Spot Action Plan to target the borough's worst areas and take action so residents can experience an improved quality environment. | Jul 2016 - Mar 2017 | Completed | |
| Establish a Land Maintenance Charter setting out standards for private land owners to sign up to resulting in the improved quality of private land across Wirral. | Jul 2016 - Mar 2017 | Completed | |

Priority 05: Waste Prevention & Reuse

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|------------------|--------------------------------|
| Promote waste minimisation and reuse actions within the Joint Waste Prevention Action Plan for Wirral residents | Mar 2011 - Mar 2020 | In progress | |
| Encourage and enable schools to reduce their waste and recycle more, through engagement with pupils and staff | Sep 2015 - Mar 2017 | Completed | |
| Carry out a review of the Waste Prevention Apprenticeship, to assess the value and sustainability of the programme. | Jun 2015 - Apr 2016 | Completed | |

Priority 06: Residual Collections

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|-----------|-------------------------|
| Review the Waste Management options for household waste collection, to optimise waste reduction and recycling from houses, flats and terraced properties. | Jan 2016 - Jun 2016 | Completed | |
| Review additional green refuse bin provision and capacity, to ensure it is fair and consistent. | Jan 2016 - Mar 2017 | Completed | |
| Issue notices, or guidance, to all residential properties annually and on moving into a new property. | Apr 2016 - Mar 2017 | Completed | |

Priority 07: Kerbside Recycling Collections

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|--|---------------------|-----------|-------------------------|
| Explore the expansion of the kerbside recycling service, to offer the collection of a wider range of materials e.g. plastic pots, tubs and trays, food and drink cartons, electrical items and textiles. | Apr 2015 - Jun 2016 | Completed | |
| Plan and implement a number of targeted campaigns across the Borough, to increase recycling participation and capture rate and to improve awareness of prohibited items in the green residual waste bin. | Dec 2015 - Mar 2017 | Completed | |
| Investigate the use of incentives or rewards to encourage increased recycling. | Apr 2015 - Apr 2016 | Completed | |

Priority 08: Food & Garden Waste Collections

| 2016-17 Action | Timescale | YE Status | Rationale for Amendment |
|---|---------------------|-----------|-------------------------|
| Review Garden Waste Subscription service and prepare proposals for future provision. | Apr 2015 - Apr 2016 | Completed | |
| Investigate the feasibility of a separate food waste collection, to divert kitchen waste from landfill. | Jan 2016 - Apr 2016 | Completed | |