

Appendix 1

Wirral Plan Environment Theme 2017-18 Quarter 1 Reports

Wirral Plan 2020

Leisure and cultural opportunities for all

Overview from Lead Cabinet Member

Leisure Strategy

Over the last quarter, we have had some notable achievements worth celebrating. Wallasey Beach has been awarded a Blue Flag, which is the Gold standard for beaches and brings international recognition of the hard work that the Council and environmental groups have been doing to meet stringent standards to make Wirral's coast clean and safe. □

In addition we have won another Green Flag for our local parks, now totalling 24, with the Breck in Wallasey Village recently awarded. This is fantastic news for Wirral, which has the most Green Flag Awards in the North West region, and is the result of Wirral Council and volunteers working together. Congratulations go to James Ashcroft from our Parks and Countryside team who was presented with Green Flag's Employee of the Year. □

Another congratulations goes to our former Parks NVQ Level 2 Apprentice, Charlotte Roberts, who won the award for Horticultural Apprentice of the Year from Wirral Met College recently. Charlotte successfully applied for a full time post with Parks, earlier this year, and is now a valued member of the Wallasey Area Team. Also, some well-deserved recognition for the Wirral Wildlife group, who have been awarded the Queen's Award for Voluntary Service for their work over 46 years in caring for wildlife.

Sport England have recently released their annual reports which show that adult participation in sport in Wirral has increased from the start of the Wirral Plan, and is higher than both regional and national figures which is extremely positive news given the many health benefits of exercise. Our Active Wirral social marketing campaign is going from strength to strength and encouraging groups who tend to have lower participation rates to take responsibility for their physical and mental wellbeing. Plans are also in place to pilot a physical activity referral scheme with patients directed by the GP to support from leisure services. Utilisation of outdoor space for exercise / health reasons has decreased since the previous period. A communications plan is now in place linking promotion of Wirral's parks and open spaces with activities and events which includes Active Wirral. □

In October, Wirral will host the World Urban Parks Congress at Birkenhead Park. This provides another opportunity to showcase our borough to an international audience including Doug Blonsky, President and CEO of Central Park, New York who will be speaking at the event. There will be a Public Opening of the Congress on Monday 16th October so I encourage you to stay tuned for more information over the coming weeks.

Our parks, coast and countryside are some of the main attractions for those visiting Wirral. The Council are looking at what more can be done to take advantage of our natural resources to generate more income for the Council and we look forward to sharing these ideas with you as they develop.

Culture Strategy

I am delighted to report that we have made excellent progress in delivering our Culture Strategy actions over these last three months and the Wirral Cultural Partnership have been working with local groups in new and innovative ways to develop a better understanding of our creative sector. In March we launched a survey to Wirral creatives which yielded over 100 replies. As a response to feedback provided we launched a Creative Wirral bulletin which provides a way in which we can better interact with those involved in culture and creativity and provide a forum for promotion, feedback and involvement.

Through the Festival of Beautiful Ideas in April, we actively encouraged residents to present creative ideas which would help contribute to the regeneration of Woodside and the Birkenhead area. Forty ideas were presented and many of those who participated were awarded small pots of funding to help them to develop their ideas further. For me, this clearly demonstrates the link between creativity, entrepreneurship and the potential for artist-led regeneration and the need to invest in our many residents who have good ideas to help grow our local economy and make Wirral a better place to live and work. We are continuing to work with those who received awards to develop their ideas.

In June, a 'Cultural Conversations' session was held, Chaired by Phil Redmond who is leading the development of a 30-year Liverpool City Region Culture strategy. This provided people with the chance to take part in important discussions and provide feedback about what was important to them. This is just the beginning of the journey and I hope that the next sessions will attract even more residents who are passionate about championing culture across the region.

At the end of June, we held our second Wirral Culture Tank, this time focusing on Visual Arts, at the Williamson Art Gallery with over 100 people in attendance. This provided a real opportunity to find out what's happening across Wirral, a chance to network and to provide feedback to the Wirral Cultural Partnership about how well people feel connected and how they can get involved with future events. I was particularly inspired to hear the number of people who offered their time and expertise to help with organising future events and I want to continue to encourage others to work with us in the future to deliver events.

In partnership with the Liverpool City Region we have delivered some key events such as the Mersey River Festival in May and our communities have hosted a whole host of summer events such as the Egremont Festival and the Love New Brighton Parade. For National Armed Forces Day, this year held in Liverpool, organisers ran a poetry competition dedicated to the armed forces across the regions' schools. Congratulations go to Jack Appleby, a Wirral student who won the competition and had his poem inscribed on a plaque presented to Prince Edward and the Vice Chief of Defence General Sir Gordon Messenger.

Over the next quarter, we will be focusing on developing Wirral's Year of Culture and building a calendar of events for 2018. We are also continuing our conversations with the Arts Council and looking at a number of potential funding bids so I look forward to reporting progress on these areas in my next report.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend (See Key)	Comment
Increase the number of people who regularly use the boroughs parks and open spaces	Annual Higher is better	67% 2015-16					n/a	This data will be reported later in 2017/18.
Increase the number of events in Wirral's parks, beaches and open spaces	Quarterly Higher is better	300 n/a		332	103		Better	Last year saw a sizeable increase from the baseline (Wirral Plan start) for the number of events held in Wirral's spaces (300 to 332) and this year is on track to achieve slightly higher results again which is positive news. The total number of events delivered in Quarter 1 2016/17 (103) was slightly higher to the comparative period last year of 101.
Adult (14+) Participation in sport (at least once per week)	Annual Higher is better	38.2% 2014-15	England: 36.9% (2015-16) North West: 36.3% (2015-16)	39.2%			Better	Sport England have updated their data from the Active People Survey with a more up to date figure relating to the financial year 2015-16. Whilst it is based on a small sample of 500 people and there is a time lag on the release of the data it's encouraging that adult participation in sport has increased from the start of the Wirral Plan and is also higher than participation nationally and across the North West region.
Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend	Comment
Increase the number of national quality awards for Wirral's parks, coastal sites and open spaces: Green Flags	Annual Higher is better	22 2015-16		24		29	Better	We're delighted to announce that Wallasey Beach has recently been awarded a Blue Flag, the Breck in Wallasey Village was awarded a Green Flag and Wirral Country Park has gained the Natural England Country Park Accreditation. The hard work of our individuals has also been rewarded by winning the Green Flag Employee of the Year and Wirral Met College Apprentice of the Year.
Utilisation of outdoor space for exercise / health reasons	Annual Higher is better	20.7% 2013-14	England: 17.9% (Mar 15-Feb 16) North West: 17.5% (Mar 15-Feb 16)	26.5%		23.4%	Worse	Utilisation of outdoor space for exercise / health reasons continues to improve on the baseline figure from the start of the plan and is also performing considerably better than North West and nationally despite decreasing since the previous period. It's worth noting that there is a time lag for this data which comes from the Public Health Outcomes Framework. The data released in quarter 1 was for March 2015 to February 2016. Also, 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 Higher is better	26% 2015-16					n/a	This data will be reported later in 2017/18.

Wirral residents live healthier lives

Overview from Lead Cabinet Member

Action to tackle Tobacco Misuse:

We're delighted to report that the latest figures from the Public Health Outcomes Framework Annual Population Survey show that smoking prevalence in adults (age 18 and over) in Wirral has decreased significantly from 18.9% to 15.7%. This improvement is more than double the progress seen nationally which really highlights the work being done locally is having a positive impact. This data is an average for the borough and masks the higher rates of smoking that we see in some of our communities where rates can be over 30%. This illustrates the importance of targeting our services in areas where we have a high number of people smoking. The Wirral Tobacco Strategy was approved in May and sets out the actions that partners will take to reduce the impact of smoking on the health and wellbeing of local people even further.

Action to tackle Alcohol Misuse:

The 2015-16 figures for Admission episodes for alcohol related conditions show that Wirral needs to maintain a strong focus on addressing the alcohol culture in the borough. The new Wirral Alcohol Strategy that was approved at the May Cabinet meeting sets out an action plan for partners to reduce the impact of alcohol misuse on the health and wellbeing of local people and the Strategy Group has been approved. The Reducing the Strength (RtS) campaign continues to grow with 65 direct RtS sign-ups now no longer selling the very cheap yet potent 'super-strength' ciders and beers so linked with street drinking and other forms of anti-social behaviour. The percentage of off-licences signed up is now 24% with a target of 30% in 2020. The Custodians project has now trained 36 off-licence staff to identify and safely broach the issue of problematic drinking with their customers, then giving them information on where they can find help. A Cumulative Impact Policy has been adopted for Birkenhead town centre which addresses the potential impact on the prevention of crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm of a significant number of licensed premises concentrated in one area.

Increase the number of people with a healthy weight in the borough:

Two weaning groups are currently being piloted in West Wirral and Wallasey to provide advice and support for parents around healthy weaning. Our weight management service, which has been running since April 2016, has had 2,081 referrals. The next step will be to join up our commissioning of these services with the Clinical Commissioning Group.

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

Ask Us Wirral was launched on the 3rd April and has had over 8,000 people using the service in April and May. ConnectUs programme launched and has knocked on 7613 doors across the Wirral. Move On Up has 73 active members with 45 enrolling in quarter 1 and now offers over 40 different activities each week.

New Measures:

A number of new measures have been added this year to measure the number of people being helped by various service providers across the Wirral. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the referral process. The new measures include the completion of drug treatment. Individuals successfully completing drug treatment can achieve a significant improvement in their health and well-being in terms of increased life expectancy, reduced blood-borne virus transmission, improved parenting skills and improved physical and psychological health.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend (See Key)	Comment
Admission episodes for alcohol related conditions	Annual Lower is better	853.0 2013-14	England: 647.0 (2015-16) North West: 737.0 (2015-16)	819.0		901.0	Worse	<p>There is a 12 month time lag on validated data being released. This data from the Public Health Outcomes Framework relates to 2015-16.</p> <p>Performance has declined from the previous reporting period (2014-15) however Wirral's Alcohol Strategy sets out an action plan for reducing alcohol consumption to improve public health outcomes.</p>
Smoking prevalence in adults (age 18 and over) in Wirral	Annual Lower is better	17.2% 2014	England: 15.5% (2016) North West: 16.8% (2016)	18.9%		15.7%	Better	<p>We're delighted to report that smoking prevalence has reduced from 18.9% 2015 to 15.7% in the latest (2016) Public Health Outcomes Framework Annual Population Survey.</p> <p>Smoking prevalence across Wirral has improved significantly more than the North West average and has seen more than double the improvement than the national average for the same period. This is an average for the borough, we still have areas of the borough with smoking rates above 30%, it is these areas that activity will focus on.</p> <p>There is a time lag on this data and the latest data available is for 2016. The Smoke Free Wirral Strategy sets out an action plan for the borough to tackle smoking prevalence and the local provider for stop smoking services has been working with GPs and practice nurses to improve referral pathways for their services.</p>
Excess weight in adults	Annual Lower is better	66.2% 2012-14	England: 64.8% (2013-15) North West: 66.6% (2013.15)	66.7%			n/a	<p>The latest figure from Public Health England is 66.7% for 2013-15. This was against benchmarks of North West (66.6%) and England (64.8%).</p> <p>2017/18 figures are due to be published by Public Health England in September 2017.</p>

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend	Comment
Smoking status at time of delivery	Annual Lower is better	10.5% 2014-15	England: 10.5% (2016-17) North of England: 14.0% (2016-17)	10.4%		10.5%	Worse	The number of pregnant women known to be smokers at the time of delivery remained at a constant rate in 2016-17 but we're pleased to report that it continues to be below the national target of 11%. It's also very encouraging that number of pregnant women known to be smokers at the time of delivery in Wirral is significantly less than the average for the North of England.
Number of smokers helped to stop smoking	Quarterly Higher is better			2,253			n/a	This is a new measure that counts the number of people setting a quit date recorded through a local contract. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process. There is a 6 week follow up period which delays the provision of this data. The 2016-17 figure sets a baseline for this measure and the Q1 figures are due to be reported in September 2017.
Number of smokers still quit at 4 weeks	Quarterly Higher is better			1,195			n/a	This is a new measure that counts the number of people that have still quit after 4 weeks as recorded through a local contract. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process. There is a 6 week follow up period which delays the provision of this data. The 2016-17 figure sets a baseline for this measure and the Q1 figures are due to be reported in September 2017.
Number of pregnant women helped to stop smoking	Quarterly Higher is better			47			n/a	This is a new measure that counts the number of pregnant women helped to stop smoking recorded through a local contract. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process. There is a 6 week follow up period which delays the provision of this data. The 2016-17 figure sets a baseline for this measure and the Q1 figures are due to be reported in September 2017.
Number of people helped to lose weight	Quarterly Higher is better			1,553	525		n/a	This is a new measure that has been chosen to track how many people in Wirral are accessing a weight management service to reduce their BMI. An increase in the number of people eating healthily in Wirral should reduce the prevalence of excess weight and obesity which is a key contributor to premature mortality and avoidable ill health. It's important to look at wider systems in place when interpreting this data as providers are only responsible for a small part of the process. The 2016-17 figure sets a baseline for this measure.
Successful completion of drug treatment - opiate users	Quarterly Higher is better						n/a	This is a new measure to count the successful completion of drug treatments by opiate users. Individuals achieving this can demonstrate a significant improvement in health and well-being in terms of increased longevity, reduced blood-borne virus transmission, improved parenting skills and improved physical and psychological health. Data is due in Q2 2017.
Successful completion of drug treatment - non-opiate users	Quarterly Higher is better						n/a	This is a new measure to count the successful completion of drug treatments by non-opiate users. Individuals achieving this can demonstrate a significant improvement in health and well-being in terms of increased longevity, reduced blood-borne virus transmission, improved parenting skills and improved physical and psychological health. Data is due in Q2 2017.
Successful completion of alcohol treatment	Quarterly Higher is better						n/a	This is a new measure to count the successful completion of alcohol treatments. Individuals achieving this can demonstrate a significant improvement in health and well-being in terms of increased longevity, reduced blood-borne virus transmission, improved parenting skills and improved physical and psychological health. Data is due in Q2 2017.

Community services are joined up and accessible

Overview from Lead Cabinet Member

The Wirral Together Strategy was officially launched in June 2017 following approval by Cabinet. However, partners have been working together throughout the strategy development process to implement actions included within the strategy and this is reflected in the progress against the priorities.

A partnership steering group has now been established to drive forward the on going development of the strategy and delivery of the action plan. There has been a strong start in terms of progress. The Wirral in Bloom initiative, that took place over the summer and which included 30 partnership projects across Wirral, has been a particular highlight. Residents dedicated a huge amount of volunteer time to work with agencies to improve local areas, clean up grot spots and introduce planting in neighbourhood centres and communal areas.

During the summer we have also been talking to a range of people and organisations about how we can work with local communities to deliver the Wirral Plan and encourage people to become more involved in their local communities. In recognition of the major contribution volunteering makes in local communities, the Council has recently approved a new policy on staff volunteering enabling Council employees to take time to contribute more in their local communities.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend (See Key)	Comment
Increase the number of residents who say they regularly volunteer / support community groups in Wirral	Annual Higher is better	26% Nov 2015					n/a	This data will be reported later in 2017/18.

Good quality housing that meets the needs of residents

Overview from Lead Cabinet Member

During this first quarter of 2017-18 we have continued to focus on our longer term objectives and introduced focus on new ones included in our delivery plans for the year. Key priorities for delivery have remained as Building more homes in Wirral to meet our economic growth ambitions, Improving the quality of Wirral's housing offer for our residents and Meeting the needs of our most vulnerable people to enable them to live independently.

Highlights for Quarter 1 include:

- 50 new affordable homes have been built and completed; all of these units have been funded by the Government's Help to Buy initiative.
- Local Partnerships are continuing to provide support to the Council, in particular on working up bids for the Governments recently launched Housing Infrastructure Fund
- We have continued to exceed our expectations in bringing empty homes back into use, improving local environments and reducing blights in neighbourhoods.

Challenges have included the delay to the negotiations with the Department of Communities and Local Government regarding the funding for the Liverpool City Region (LCR) homelessness offer as part of a Trailblazer approach whilst the general election took place and due to the volume of contracts and legal implications, the commissioning of new services for homelessness and socially excluded groups may now be phased. The anticipated completion date for the final version of the Core Strategy Local Plan has now been revised from March to December 2018 in line with a Cabinet decision.

Our focus for Quarter 2 will include,

- Continued partnership working internal and external to the Council to maintain or increase progress of initiatives.
- Negotiations for the LCR homelessness funding offer will move forward at pace.
- Negotiating with the Council's procurement team will continue to mitigate challenges experienced because of the volume of contracts and legal implications concerning the commissioning of new services for homelessness and socially excluded groups.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend (See Key)	Comment
3,500 new homes will be built by 2020	Annual Higher is better	n/a		Amber Actual: 946 Target: 1342			n/a	New house building will always be subject to external factors influencing supply such as funding availability, viability, and confidence of local housing markets, however encouragingly in April 2017, 1315 homes were under construction compared to only 475 under construction in April 2016 therefore the overall number of new homes built in 2017/18 will increase significantly. Work is also underway to identify opportunities to support the acceleration of developments in the borough including maximising funding opportunities such as the Government's Housing Infrastructure Fund. Over 280 units of affordable homes are being funded through the 2016- 21 Homes and Community Agency Shared Ownership and Affordable Homes funding programme of which 54 units are due to start on site during quarters two and three of 2017/18. The remaining schemes within this programme are currently at the design stage and will be completed over the next few years. Work is also underway to identify a pipeline of potential housing sites in both Council and private ownership which Registered Providers would be interested in developing. Detailed discussions are currently taking place focusing on deliverability and potential funding of schemes.
Improve 2,250 private sector properties	Annual Higher is better	n/a		928			n/a	
Bring 1,250 empty properties back into use	Quarterly Higher is better	n/a		597	Blue Actual: 665 Target: 589		Better	Bringing back 68 empty properties into use during Quarter 1 means we have again exceeded our expectations and remain on track to achieve our goal for the year and over all target by 2020. Performance for Quarter 1 2016-17 was 388.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend	Comment
1,200 homes requiring mandatory or additional licenses will be inspected by 2020	Annual Higher is better	n/a		304			n/a	
An increase in the percentage of people over 50 living in appropriate housing, that meets their needs	Annual Higher is better	52.3 2015-16					n/a	This data will be reported later in 2017/18.
Number of home adaptations completed	Quarterly Higher is better	2,257 2014-15		3,047	671		Worse	Although data is less than performance achieved when compared to the same time last year (762), performance still exceeds the increased target set for Quarter 1 2017-18.
Reduce homelessness through prevention	Quarterly Higher is better	707 2014-15		1,291	272		Worse	Recruitment of a long-standing vacancy together with a review of the current operational system to ensure rota staff are deployed with maximum efficiency to improve future performance. The provision of laptop PC's is to be implemented later this month to enable more flexible working. However, the retendering of supported accommodation contracts may still have an impact on prevention figures throughout the rest of 2017-18 due to the re configuration of service provision which will have a temporary impact on service availability. Performance for Quarter 1 last year was 387.

Wirral's neighbourhoods are safe

Overview from Lead Cabinet Member

During the first quarter of 2017-18 the latest data available is showing a mixed picture. The reports of anti-social behaviour (ASB) to the Police have continued their downward trend and have fallen by 11% compared to the first quarter in 2016/17. However, the number of crimes recorded by the Police has increased by 13%, and the number of violent incidents has increased by 2% compared to the first quarter of 2016/17. Despite this, these increases are below the average for Merseyside and Wirral has improved its ranking from 6th in March – May 2016 to 5th in March – May 2017 for 'violence with injury' amongst 15 demographically similar Community Safety Partnership areas for the period.

The rate of first-time entrants to the youth justice system for the rolling year January 2016-December 2016 has fallen by 2%, compared to the October 2015-September 2016, and is 38% lower than the Merseyside Youth Offending Team peer group. However the average youth justice system re-offences per re-offender for the July 2014-June 2015 cohort has increased by 7%, compared to 3.75 for the April 2014-March 2015 cohort, and is 24% higher than the Merseyside Youth Offending Team peer group

Initiatives to improve community safety and engage with local communities have been implemented, including:

- The establishment of a Community Advisory Group
- A programme of Community Pay Back projects to help rehabilitate young offenders and improve the local environment
- Undertaking action focussed intelligence led interventions to resolve ASB.
- Door knocking exercise, to identify vulnerable community members and refer to appropriate support networks.
- Target hardening and security programme for vulnerable premises.
- Post-Manchester 'Solidarity' community meeting and invitation to all for a 'Taste Ramadan - share food, share friendship' meeting.

Merseyside's Police Commissioner has released £45,000 from the Police Property Act Fund (PPA), which allows money raised from the sale of unclaimed stolen goods or property recovered by the police to be used for good causes. This has provided community groups that work to divert young people away from crime and anti-social behaviour the chance to bid for grants for projects running during the autumn half-term. The Commissioner said: "Once a young person gets a criminal record it can blight their future prospects. If we can prevent them from making mistakes at a young age we can look forward to their positive contribution to their neighbourhoods." Details of the fund are being circulated around the Safer Wirral Partnership to ensure full take up.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend (See Key)	Comment
Reports of anti-social behaviour (ASB) to Merseyside Police	Quarterly Lower is better	11,837 2014-15		9,930	2,466		Better	Reports of anti-social behaviour to the Police have fallen by 11% to 2,466 in the first quarter of 2017/18, compared to the 2,764 reports for the first quarter of 2016/17.
Proportion of residents who state they feel safe when outside in their local area (daytime)	Annual Higher is better	88% Nov 2015		0%			n/a	This data will be reported later in 2017/18.
Proportion of residents who state they feel safe when outside in their local area (After Dark)	Annual Higher is better	55% Nov 2015		0%			n/a	This data will be reported later in 2017/18.
Number of crimes recorded by the police	Quarterly Lower is better	19,061 2014-15		19,724	5,550		Worse	The number of crimes recorded by the Police has increased by 13% to 5,550 for the first quarter of 2017/18, compared to the 4,906 crimes recorded for the first quarter of 2016/17. However the increase is below average for Merseyside or demographically similar Community Safety Partnership areas.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend	Comment
First-time entrants to the youth justice system (10-17 year olds, as a rate per 100,000 of the local general population)	Quarterly Lower is better	177 Apr 2015-Mar 16	Merseyside Youth Offending Teams (Police Crime Commissioner area): 287 (Jan 2016-Dec 16)	180	177		Better	This data relates to October 2015- September 2016
Reduce Youth Re-offending (Average number of re-offences per re-offender)	Quarterly Lower is better	3.92 Jan 2014-Dec 14	Merseyside Youth Offending Teams (Police Crime Commissioner area): 3.22 (Jul 14-Jun 15)	3.75	4.00		Worse	The average youth justice system re-offences per re-offender for the July 2014-June 2015 cohort has increased by 7% to 4.00, compared to 3.75 for the April 2014-March 2015 cohort. It is 24% higher than the 3.22 average for the Merseyside Youth Offending Team peer group
Violence that causes an injury to an individual victim (not including homicide) recorded by the Police	Quarterly Lower is better	1,982 2014-15	Ranking within 15 Most Similar Community Safety Partnership Groups: 5 (Mar 2017-May 17)	2,359	659		Worse	The number of violent incidents recorded by the Police has increased by 2% to 659 for the first quarter of 2017/18, compared to the 647 incidents recorded for the first quarter of 2016/17. However the increase is below average for Merseyside and Wirral has improved its ranking from 6th in March – May 2016 to 5th in March – May 2017 for 'violence with injury' amongst 15 demographically similar Community Safety Partnership areas for the period.

Attractive local environment for Wirral residents

Overview from Lead Cabinet Member

It is the third year since the introduction of our Attractive Local Environment Pledge and it is important that we start to see signs of behaviour change in terms of the way residents act within their local environment. During the first quarter of 2017/18 we found that, along with other authorities regionally and nationally, our recycling and household waste collection rates were disappointing, however we will introduce a number of measures including utilising the behavioural intelligence collected by the Behavioural Insights Team (BIT) to identify where we can build improvements in key areas over the coming months.

During the next few months we intend to actively pursue joint initiatives with residents to assist people to be involved and active in their neighbourhood, this year we will support as many community groups as possible with their local activities and help others get started.

During the next quarter we will focus on the following:

- We will consider and where possible act upon the recommendations of the BIT report concluding the fly tipping behaviour change pilot exercise and determining how to implement them as a way forward.
- We intend to Launch the Love Where You Live campaign.
- Establish our Grot Spot Action Plan 2.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend (See Key)	Comment
Maintain local environmental quality (LEQ) via the street cleansing of litter, detritus, graffiti. (Main Gateways and Retail Areas)	Quarterly Higher is better	97.5% 2014-15		95.2%	Blue Actual: 97.9% Target: 93.2%		Better	During Quarter 1 local environmental quality levels across the borough have been recorded well above target and an improvement on the same period last year (94.2%). This demonstrates that the actions taken to address issues identified during Quarter 4 last year have been successful, for example identifying opportunities and improvements in the way and times during which Biffa collect leaves allows for staggering of additional resources.
Achieve 50% kerbside recycling of domestic waste by 2020.	Quarterly Higher is better	36.30% 2014- 15		Red Actual:35.90% Target: 40%			n/a	End of year 2016/17 performance (data released during quarter 1 2017/18). Q1 2017/18 data will be available in time for next quarter reporting. Performance for 2016-17 has decreased further since last year (36.1% for 2015-16) despite an increase in garden waste collected for recycling. This is consistent with the national trend. Further analysis will be carried out to put measures in place to try to reverse the current declining trend in recycling across Wirral.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	Year End 2017-18	Trend	Comment
Number of FPN's issued for environmental offences (Littering)	Quarterly Higher is better	n/a		11,458	Blue Actual: 2,389 Target: 2,000		Worse	The Council's environmental enforcement operations have been consolidated through the extension of the existing contract with Kingdom Securities Ltd. Resource levels and the base of intelligence developed highlight that the performance target for littering this year will be met. There has been a slight reduction in level of performance when compared to the same period last year (2631).
Number of FPN's issued for environmental offences (dog fouling)	Quarterly Higher is better	n/a		208	Green Actual: 48 Target: 45		Better	Dog fouling enforcement arrangements are now fully embedded and this year we will establish better use of intelligence and feedback from residents to address hotspot locations; an improvement in performance compared to the same period last year has already been evidenced with a 100% improvement on Q1 2016/17 data (24).
People who think litter is a problem in their local area.	Annual Lower is better	45.0% 2015-16					n/a	This data will be reported later in 2017/18.
People who think dog fouling is a problem in their local area.	Annual Lower is better	56.0% 2015-16					n/a	This data will be reported later in 2017/18.
Reduce the total amount of waste produced by each household.	Quarterly Lower is better	502.15 2014-15			Amber Actual: 531.84 Target: 502.15		n/a	Quarter 4 / end of year 2016/17 performance (data released during quarter 1 2017/18). Q1 2017/18 data will be available in time for next quarter reporting. The overall quantity collected during 2016/17 is higher than anticipated (509.90 kh/hh for 2015-16). Further analysis will be carried out to try to reverse the current increasing trend in waste collected across Wirral.
Increase level of school recycling	Annual Higher is better	35.00% 2014-15		45.00%			n/a	
Increase the number of garden waste subscribers	Quarterly Higher is better				36,065		n/a	The number of garden waste collection subscriptions is on schedule to reach this year's target and is ahead of last year's Quarter 1 performance position.

Report Key

Trend - Performance is shown as Better, Same or Worse compared with the last reporting period except for: Increase the number of events in Wirral's parks, beaches and open space, Bring 1,250 empty properties brought back into use, Number of home adaptations completed, Reduce homelessness through prevention, Reports of ASB to Merseyside Police, Number of crimes recorded by the police, Violence that causes an injury to an individual victim (not including homicide) recorded by the Police, Maintain Local Environment Quality (LEQ) and Number of environmental offences (Littering and Dog Fouling) which are compared with same period the previous year.

Target - Where targets apply, these are shown as either Blue, Green, Amber, Red based on the agreed tolerance range for individual measures.

Action - These are shown as either:

- Green (on track to deliver on time)
- Amber (off track but action being taken to deliver on time)
- Red (off track and won't deliver on time)