

COUNCIL
11 DECEMBER 2017

CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Phill Brightmore
CABINET PORTFOLIO FOR	Environment
CO-ORDINATING CHIEF OFFICER	Mark Smith, Strategic Commissioner - Environment

EXECUTIVE SUMMARY

This report is an update from the Cabinet Portfolio Holder for Environment to Members of the Council on matters relevant to his portfolio.

1 ATTRACTIVE LOCAL ENVIRONMENT

I was incredibly proud this past month to see Wirral's parks rightly recognised on a global scale. Hosting the World Urban Parks European Congress 2017 was a huge honour for our borough; it is a prestigious event which saw delegates from across the world come together to share good practice and ideas covering the themes of heritage, sustainability and community in our parks and open spaces.

Delegates told me how incredibly lucky we are to have such an amazing mix of parks, coast and countryside within such a small area. They were also impressed by the partnership that exists between our local communities and parks professionals.

Birkenhead Park was awarded the first Gold Standard Large Parks Awards from the World Urban Parks organisation, and Dr Mary Worrall, Senior Manager in Wirral Council's Parks, Coast and Countryside team, was also bestowed with the honour of becoming a Certified Park Professional International (CPPI), the highest award given by the World Parks Academy.

During the event, the congress signed a statement in support of Birkenhead Park being put forward for inclusion on the tentative list for World Heritage Status. Finally, congress signed a statement in support of Birkenhead Park being put forward for inclusion on the tentative list for World Heritage Status. It is absolutely clear Wirral's parks were hugely impressive to professionals from all across the world and receiving such a huge show of support for Birkenhead Park was a perfect way to end a truly fantastic event.

Read more in [Wirral View](#) and the [Wirral Globe](#).

Our successful 'zero-tolerance' approach to environmental crime such as fly-tipping, litter and dog fouling is allowing for more resources to be invested in improving our local environment. A good example of this approach was demonstrated during October, with a second campaign to rid communities of some of the most problematic areas for fly-tipping getting underway.

18 ‘grot spots’ were earmarked for action after local councillors and partners nominated sites in their neighbourhoods – on either privately-owned or unregistered land -that had been particularly blighted by fly-tipping.

The Council used some of the proceeds received from littering fixed penalty notices to get these areas cleaned up, hiring contractors to do the work and, where possible, billing careless or unresponsive owners.

Read more about this work in [Wirral View](#).

I would also like to make sure the Chamber is aware of the Love Where You Live campaign which, during October, helped organise more than 20 community litter picks.

The ‘Love Where You Live’ campaign encourages local people to team up and clean up their communities. An army of volunteers of all ages took part in the campaign as part of a concerted clean-up campaign in problem areas.

Wirral Council backed the activities by co-ordinating the planned litter picks, providing litter-picking kits to those who need it and arranging for Biffa to take away the full bags of rubbish at the end of each litter pick.

Read more about this work in [Wirral View](#).

2 LEISURE & CULTURE OPPORTUNITIES

In the past three months, our parks, beaches and open spaces played host to a grant total of 184 different community, leisure, culture and family events. This is a clear demonstration of just how popular these areas are for our residents, and how important they are in making Wirral a fantastic place to live.

Similarly, we are seeing more and more events take place in our libraries – with important community and social events taking place almost every day across the network. We will continue to work to make sure as many Wirral residents as possible are able to access and enjoy these events.

3 VIBRANT TOURISM ECONOMY

The value of Wirral’s tourism economy continues to rise, in testament to the hard work of the many businesses in the sector and the support they receive from the Council and our colleagues at Wirral Chamber of Commerce.

We have improved the visitwirral.com website, where visitors are now able to access an interactive map and a web ticket manager. We are also in the midst of a research study of Wirral hotels and accommodation to enable a new plan to be developed to support hoteliers in the borough.

A great many exciting and ground-breaking events are being developed for 2018, with a full programme of activities and promotions to encourage more visitors than ever to discover and enjoy Wirral next year.