

Appendix 1

Wirral Plan Environment Theme 2017-18 Quarter 4 Reports



Leisure and cultural opportunities for all

Overview from Lead Cabinet Member

Leisure Strategy

There have been a number of achievements over the course of the year which is testament to the hard work that the Council and partners have put in. Birkenhead Park received the World Urban Parks Gold Award following the successful World Urban Parks Congress in October 2017. This is a fantastic accomplishment and the Congress garnered positive support for Birkenhead Park to have World Heritage Status. Wallasey Beach was 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 the stringent standards to make Wirral's coast clean and safe. The Breck in Wallasey Village was awarded a Green Flag which was fantastic news for Wirral, which has the most Green Flag Awards in the North West region.

The number of events held in Wirral's parks increased by 20% from 300 at the start of the plan to 360 between April 2017 – March 2018. We've encouraged more residents to visit Wirral's parks, coast and countryside through promotion on social media and in Wirral View.

It's extremely encouraging that the percentage of physically active adults has increased from 62.9% to 67.5%. The Active Wirral Programme gained a following of almost 2,000 members on Facebook and has achieved a reach of 358,323. It also has 50 Teen Ambassadors for "ThisGirlCan" who are setting up their own activity groups and recruiting to already established clubs.

Whilst the utilisation of outdoor space for exercise / health reasons is up from the start of the plan and still remains significantly above national and north west averages it's fallen from the start of the year. Access audits have been completed for 11 sites across Wirral to encourage ease of use for our outdoor spaces and the Active Wirral campaign has been rebranded as "Stay Well Wirral" to encompass all things HEALTH in Wirral to provide a wider remit to work with partners and increase coverage in terms of creative content marketing.

Furthermore, 8 GP practices have been recruited to be part of a pilot to explore what a physical activity offer can look like in Primary Care.

Culture Strategy

The last quarter has been an extremely busy yet incredibly exciting one. We officially launched our Imagine Wirral campaign in February, attracting over 100 people from across the Liverpool City Region and the wider North West including some key decision makers to showcase what Wirral has to offer in terms of Culture, Creativity and the Arts and the rich potential to do much more to enhance this offer. This year, alongside some of our fantastic annual events on the cultural calendar such as Wirral Festival of Firsts, Wirral Open Studio Tour and Love New Brighton Parade, we will be hosting a major events line up which will include Three Festivals: Tall Ships Regatta in May, a week-long commemoration in November celebrating the life of Wilfred Owen, innovative new music events and a major retrospective exhibition which will bring together the work of three internationally acclaimed photographers who started their early work in New Brighton. Imagine Wirral is all about showcasing the Wirral as a place to enjoy quality cultural events and very importantly, participation in the arts and creative opportunities and encourages residents and visitors alike to get involved.

We are delighted to have been successful in our bid for a substantial amount of funding from Arts Council England which will fund a programme of activity around Tall Ships weekend at the end of May. This is testament to the work of our Culture Team and the relationships we have built with local and national partners since the launch of the Culture Strategy in 2016. We will be announcing more details of the event programme shortly but this will include innovative art installations and local entertainment and a food offer at New Brighton and an exciting never before seen animation on our beautiful Birkenhead Town Hall.

There have also been a whole host of community events over the last few months, a couple in particular which I'd like to highlight and encourage everyone to support.

The Christopher Salmon Poetry Extravaganza, held in March this year, saw 1100 entries around the theme 'Memories'. Certificates and cash prizes were awarded to all winners in each age category at a ceremony in Birkenhead Town Hall.

Other events which have taken place recently include the launch of the Wilfred Owen Commemoration, officially opened by Frank Field MP and Dame Patricia Routledge at the Pyramids, Birkenhead and the Wirral History and Heritage Fair, which attracted over 1,400 in just one day, 49% of whom were attending this annual event for the first time. Feedback about the event included comments around how impressive Birkenhead Town Hall was and how well organised and knowledgeable the stall holders were.

Over the next few months, we will be continuing to work closely with the Liverpool City Region to launch the LCR Culture and Creativity Strategy in May in St Helens which will be the first Borough of Culture, celebrating their 150th anniversary. I'd also encourage you to keep an eye on all the upcoming events on www.imaginewirral.com, there will be more exciting announcements over the coming weeks!

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	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% (Oct 2015)							66% (Dec 2017)	Same	The percentage of Wirral Residents who say they use the boroughs parks and green spaces at least once a month decreased slightly from 67% reported in the previous survey in 2016 but not enough to be deemed as statistically significant.
Increase the number of events in Wirral's parks, beaches and open spaces	Quarterly Higher is better	300 (2014-15)		332 (2016-17)	103 (Q1 2017-18)	287 (Q2 2017-18)	317 (Q3 2017-18)	363 (Q4 2017-18)	363 (2017-18)	Better	46 events were held in Wirral's parks, beaches and open spaces in Q4 bringing the total for year to 363. This is an improvement seeing 31 more events held than last year and 63 more than the 300 events per year at the start of the plan.
Percentage of physically active adults	Annual Higher is better	(n/a)	England: 36.9% (2015-16) North West: 36.3% (2015-16)	62.9% (2015-16)					67.5% (2016-17)	Better	This indicator has replaced "Adult (14+) Participation in sport (at least once per week)". A new indicator was required as the source data for the superseded physical activity indicators has been discontinued. The data provider, Sport England, has replaced the Active People Survey with Active Lives. The new survey provides the same indicators but the methodology has changed, both in terms of questions and the mode of completion (telephone to online/postal version).

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	Year End 2017-18	Trend (See Key)	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 (2016-17)					29 (2017-18)	Better	Wirral has now received 29 national quality awards, 5 more than the start of the year and 7 more than the start of the plan.
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% (2014-15)					23.4% (Mar 15-Feb 16)	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% (Oct 2015)							24% (Dec 2017)	Worse	The percentage of Wirral Residents who say they volunteer at least once a month has decreased from 26% reported in the previous survey in 2016. The volunteering includes having given unpaid help either by taking part in or supporting any group, club or organisation (e.g. helping to run an activity/event, coaching, counselling, raising money, admin help).

Wirral residents live healthier lives

Overview from Lead Cabinet Member

We're delighted to report that smoking prevalence has reduced from 18.9% to 15.7% which is more than double the improvement of the National average. We're still slightly below the National average for Smoking Prevalence (15.5%) but we're closing the gap at a fast rate. We're also better than the North West Average (16.8%). The proportion of women smoking at time of delivery has also reduced from 13.9% at the start of the plan to 12.0% and is also improving at a much faster rate than the national average.

During 2017-18, provisional figures show 1,341 smokers accessing the specialist stop smoking service were still quit at 4 weeks. This is a significant improvement in performance compared to previous years. The majority of those accessing the service are by self-referral, followed by those referred by GPs. Those with a diagnosed mental health problem remain a high proportion of the clientele.

Although the number of admissions to hospital for alcohol related conditions per 100,000 population is higher than the start of the plan, this year we've seen an improvement from last year (901 to 889).

83 retail outlets are now complying with the "Reducing the Strength" project criteria which means that Super Strength Lager/Cider is no longer being sold in Birkenhead Town Centre. The scheme is now being spread out to new areas, including Rock Ferry, New Ferry, Seacombe and Poulton.

Retailers are also becoming agents for harm reduction in their communities by offering "Identification and Brief Advice" to customers they have concerns about regarding their alcohol abuse. 41 businesses have attended "Custodian" training, with 68 people from local businesses taking part. This scheme has been delivered in partnership involving, Licensing, Trading Standards, Police and Wirral Ways to Recovery.

This year we've helped 418 more people to lose weight than last year. A total of 1971 people were helped to lose weight compared to 1553 last year. In quarter 4 we've been working in partnership with the 0-19 service and children's centres delivering healthy eating/lifestyles displays within the children's centres and healthy child clinics and the Better Food Wirral brand engaging followers across social media on topics such as food, fitness and wellbeing.

57,811 people accessed Ask Us Wirral for information and advice against a target for the year of 32,000. Over 38,000 people have self triaged online for the service. The strength of this service is its volunteer base. The service continues to be delivered in over 25 locations including Arrowe Park hospital, GP surgeries, One Stop Shops, community hubs in Wallasey and Birkenhead and Community venues.

Connect Us began door knocking in March 17. From April '17 to March '18 30,644 doors have been knocked on and 7204 people spoken to. 1415 people have engaged with the programme, 56% of whom are ESA claimants. 62% of people are reporting an improvement in their wellbeing at a three month review and 52% are maintaining this at six months.

140 individuals are currently registered on the Move On UP project in 17/18 against a target for the year of 93. 44% of those people registered are residing in the constituency of Birkenhead. 49% of people are currently reporting an improvement in their wellbeing at 3 month review with 79% sustaining this improvement at six months. Spider (who run the project) have recently been awarded the Liverpool City Region Community Music & Arts Awards 2018 for the project.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	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 (2014-15)					901.0 (2015-16)	Worse	There is a 12 month time lag on validated data being released. This data from the Public Health Outcomes Framework relates to 2015-16. 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.
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% (2015)					15.7% (2016)	Better	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. 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. 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.
Excess weight in adults	Annual Lower is better	66.2% (2012-14)	England: 61.3% (2015-16) North West: 63.0% (2015-16)	66.7% (2015)					59.6% (2015-16)	Better	For the 2015-16 data the indicator age range changed to adults aged 18+ rather than adults aged 16+ used in the historical indicator. This is because in 2016 the Active People Survey was replaced by the Active Lives survey and a new excess weight indicator was required as Active Lives represents a change in survey methodology. The change in recording is consistent with the NHS Choices BMI calculator which considers adults as aged 18+. In this case the data isn't available to backdate the change yet to look at trend data. Despite the change in methodology we continue to outperform the averages for the North West and the rest of England.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	Year End 2017-18	Trend (See Key)	Comment
Smoking status at time of delivery	Annual Lower is better	13.9% (2014-15)	England: 10.7% (2016-17) North of England: 13.4% (2016-17)	12.4% (2015-16)					12.0% (2016-17)	Better	From April 2017, the definition used in Public Health Outcomes Framework changed to exclude women with unknown smoking status from the calculation to provide a more accurate representation of the true proportion of women smoking at time of delivery. We've backdated this method to the start of the plan. The latest available data is from 2016-17. Because of the changes in capturing the data the percentage of women smoking at time of delivery has increased as expected. Whilst Wirral figure is worse than the National average, it's improving at a much faster rate highlighting the positive work being done locally. Wirral is also performing better than the North of England average.
Number of smokers helped to stop smoking	Quarterly Higher is better	(n/a)		2,253 (2016-17)	743 (Q1 2017-18)	711 (Q2 2017-18)	2,115 (Q3 2017-18)			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 therefore the data is reported a quarter behind.
Number of smokers still quit at 4 weeks	Quarterly Higher is better	(n/a)		1,195 (2016-17)	342 (Q1 2017-18)	331 (Q2 2017-18)	978 (Q3 2017-18)			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 therefore the data is reported a quarter behind.
Number of pregnant women helped to stop smoking	Quarterly Higher is better	(n/a)		47 (2016-17)	38 (Q1 2017-18)	37 (Q2 2017-18)	40 (Q3 2017-18)			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 therefore the data is reported a quarter behind.
Number of people helped to lose weight	Quarterly Higher is better	(n/a)		1,553 (2016-17)	525 (Q1 2017-18)	869 (Q2 2017-18)	1,403 (Q3 2017-18)	1,971 (Q4 2017-18)	1,971 (2017-18)	Better	418 more people were helped to lose weight compared to last year. 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.
Successful completion of drug treatment - opiate users	Quarterly Higher is better	(n/a)			6.9% (Q1 2017-18)	6.9% (Q2 2017-18)	7.2% (Q3 2017-18)			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.
Successful completion of drug treatment - non-opiate users	Quarterly Higher is better	(n/a)			46.4% (Q1 2017-18)	50.2% (Q2 2017-18)	52.1% (Q3 2017-18)			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.
Successful completion of alcohol treatment	Quarterly Higher is better	(n/a)			38.2% (Q1 2017-18)	39.7% (Q2 2017-18)	43.0% (Q3 2017-18)			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.

Community services are joined up and accessible

Overview from Lead Cabinet Member

During this quarter there has been a presentation to all four Constituency Committees feeding back on the extensive work that has been undertaken across Wirral to explore how we work with local communities and encourage resident involvement and participation in delivering the Wirral Plan. Early in the new municipal year I will be bringing proposals to Cabinet for consideration reflecting what I have heard from local residents, community organisations, Councillor colleagues, staff and partners. The last quarter of this year has seen lots of new and exciting work being undertaken with volunteers with a number of environmental projects attracting new people to get involved in their local community. I am delighted to see the Council's Volunteering scheme begin to embed and flourish with staff members taking up the opportunity of two days volunteering work. I hope that this approach will be offered to staff working in other organisations across the borough. It is encouraging that between January and March we have seen over 100 new people undertake volunteering opportunities in a diverse range of places, this is a further increase from last quarter, and I would hope to see this rise more as the year progresses. Over £60,000 has been brought into the borough between January and March 18 for local community groups and organisations to benefit from. As we move forward Wirral Council and its partners are looking to develop an approach which will allow better identification of, and coordination to, any funding opportunities.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	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)							24% (Dec 2017)	Worse	The 2017 Wirral Residents Survey reported 24% of people regularly volunteer/ support community groups at least once a month . This is a lower than the previous residents survey in 2015.

Good quality housing that meets the needs of residents

Overview from Lead Cabinet Member											
<p>Significant progress has been made around our key priorities during 2017/18 and the detailed actions which support them. An overview of these key priorities is provided below. We have met all but three of our activity milestones. Steps are being put in place to bring these activities back on track.</p> <p>Key achievements by end of Quarter 4 include:</p> <ul style="list-style-type: none"> • 359 affordable homes were completed in 2017-18 with a further 121 homes started on site but not due to complete until 2018-19. Activity will accelerate mid-Programme, with 465 homes due to commence construction in 2018-19. This is a lot higher than was anticipated due to greater investment confidence from the Registered Providers of social housing; • Work on the wider review of potential development options to identify housing sites has been ongoing, and has resulted in Council owned sites moving forward for development by Registered Providers for affordable housing. • 678 licences completed by the end of the year, which has meant that overall performance since July 2016 has exceeded targets; • Following intervention, 861 homes in the private sector have had hazards removed since the start of the plan to enable those homes to be warmer and safer; • Consultation on the proposed extension of Selective Licensing closed on 21st March 2018. Officers are currently summarising results and a further report will be provided to Cabinet summarising the outcome of the consultation exercise. In addition, Cabinet will be asked for a decision on whether to approve the implementation of a Selective Licensing Scheme in the four proposed areas. • Two schemes will now be used to provide enhanced sheltered provision, and partnership working has allowed for pooled funding to respond to adaptations to ensure the accommodation is able to meet the needs of those older people with disabilities; • Funding for the Liverpool City Region Combined Authority Trailblazer to prevent homelessness has been confirmed and a meeting with all local authorities is to be held to finalise the detail; <p>Challenges in Quarter 4</p> <ul style="list-style-type: none"> • As highlighted in both Quarter 2 and 3 Reports, Cabinet approval for the final version of the Core Strategy Local Plan was originally programmed to be achieved by March 2018, however following the resolution of Cabinet on 27th February 2017 and the revised timetable agreed in June 2017, there is now a requirement to undertake a wider review of development options which has pushed the completion date for this priority to July 2019; • Homeless reduction has also not achieved expectations for quarter 4, but has achieved an estimated total of 991 preventions. This figure does not include the number of preventions made through Discretionary Housing Benefit award, and does not take into account the increase in the number of clients presenting with complex issues which has resulted in a longer time taken to assist and a reduction in the availability of accommodation because of welfare reforms. • The commission of new services for homelessness and socially excluded groups was originally due to complete during quarter three, but now has a new target end date of June 2018 due to resource requirements. <p>In 2018-19 we will continue to be focus on our key priorities to build more homes in Wirral to meet our economic growth ambitions, improve the quality of Wirral's housing offer for our residents and meet the needs of our most vulnerable people to enable them to live independently.</p>											

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	Year End 2017-18	Trend (See Key)	Comment
3,500 new homes will be built by 2020	Annual Higher is better	(n/a)		946 (2015-2017)					Amber Actual: 1,612 (P) Target: 1,797 (2015-18)	Better	This is a provisional figure based on Building Control and Council Tax notifications to the end of February 2018. The final figure will be higher and will be reported at the same time as the Local Development Framework Annual Monitoring Report in Autumn 2018, following site visits and further Building Control notification reports. At this stage the estimated figure is less than the target and as such once the final figure is confirmed, targets for the following years may have to be increased to an estimated 944 new homes per year for 2018-19 and 2019-20 in order to meet the 3,500 target.
Improve 2,250 private sector properties	Annual Higher is better	(n/a)		928 (2016-17)					Blue Actual: 1,535 Target: 1,368 (2016-18)	Better	The target for improving private sector homes has been exceeded in all the areas that contribute towards this target including enforcement and informal action to improve the private rented sector, cosy homes heating, empty property grants, renovation loans, home repairs assistance and adaptations.
Bring 1,250 empty properties back into use	Quarterly Higher is better	(n/a)		597 (2015-2017)	Green Actual: 665 Target: 640 (Dec 2015 - Jun 2017)	Green Actual: 737 Target: 683 (Dec 2015 - Sep 2017)	Green Actual: 797 Target: 726 (Dec 2015 - Dec 2017)	Blue Actual: 887 Target: 769 (Dec 2015-Mar 2018)	Blue Actual: 887 Target: 769 (Dec 2015-Mar 2018)	Better	Bringing empty homes back into use since the start of the Wirral 2020 Plan has exceeded our expectations and means we have been able to start to remove the blight in some areas and hopefully this will support the reduction of anti-social behaviour associated with longer term empty properties. We are aiming to remain on track to deliver our commitment to bringing empty properties back into use over the life of the Plan to continue to improve both the local housing offer and assist in making neighbourhoods desirable places to live.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	Year End 2017-18	Trend (See Key)	Comment
Complete compliance inspections for all homes requiring a license	Annual Higher is better	(n/a)		304 (2016-17)					678 (2017-18)	Better	142 inspections were completed in quarter 4. Overall performance for 2017-18 exceeded the internal target (603) due to additional internal staffing resources being redirected to support Selective Licensing work.
An increase in the percentage of people over 50 living in appropriate housing, that meets their needs	Annual Higher is better	52.3% (Oct 2015)							52.3% (Dec 2017)	Same	The level of residents over 50 who feel our housing offer is meeting their needs has been maintained since the 2015 Residents Survey.
Number of home adaptations completed	Quarterly Higher is better	2,257 (2014-15)		3,047 (2016-17)	671 (Apr-Jun 2017)	1,346 (Apr-Sept 2017)	1,947 (Apr-Dec 2017)	2,597 (Apr 2017-Mar 2018)	2,597 (2017-18)	n/a	Home adaptations is a demand led service based on clients needs. The number of adaptations completed in quarter 4 cannot therefore be compared with the previous quarter or year. From April 2017 to March 2018 there were 2597 adaptations completed which is higher than predicted (2500).
Reduce homelessness through prevention	Quarterly Higher is better	707 (2014-15)		1,291 (2016-17)	272 (Apr-Jun 2017)	549 (Apr-Sept 2017)	770 (Apr-Dec 2017)	991 (Apr 2017-Mar 2018)	991 (P) (2017-18)	Worse	Data is provisional and does not include preventions which have been made through Discretionary Housing Benefit award. The additional data in order to finalise this year end figure will be available in May 2018. We do not think that we have achieved our expectations for Quarter 4 / year end (predicted target was 1250), it is however important to highlight that an increase in the number of clients with complex issues has resulted in us taking longer to assist and a reduction in the availability of accommodation due to the effect of welfare reforms, retendering of prevention support services and implementation of new service providers has impacted on homelessness prevention cases in the transition.

Wirral's neighbourhoods are safe

Overview from Lead Cabinet Member

During 2017/18 significant progress has been made around our key priorities and we have met all our activity milestones within timescale. An overview of key achievements is provided below.

Key achievements by end of Quarter 4 include:

- Anti-Social Behaviour (ASB) reports to police down by 13% compared to same period last year.
- The rate of first time entrants into Youth justice system for latest period (Oct 2016-Sept 2017) has fallen by 15% compared to same period last year
- As part of anti-social behaviour (ASB) initiatives to support and engage with local communities a Community Advisory Group has been established and a programme of localised door to door leafleting on ASB order offenders.
- The Safer Wirral Hub partnership has reviewed joint working arrangements resulting in a more improved integrated approach to resolving anti-social behaviour and increasing informal resolutions.
- We continue to focus on 'High Demand Generators' and Repeat callers to Emergency Services in relation to ASB, Domestic Abuse and Mental Health. This allows us to provide a variety of services to promote a more holistic problem solving approach.
- Merseyside Police will continue to use Threat, Harm, Risk meetings to identify repeat offenders. They will then work closely with Integrated Offender Management (IOM) Team, Multi-Agency Risk Assessment Conference (MARAC) and Anti-Social Behaviour (ASB) governance group to ensure co-ordinated action is taken.
- We have negotiated for a Police officer to work within the Licensing Team to commence April 2018 on Interventions work - Human Trafficking, Modern Slavery, Exploitation, Licensing & Gambling.

There are a number of risk and challenges which the board are proactively addressing, these include:

- Crimes recorded during 2017-18 have increased by 17% when compared to the same period last year. Wirral maintains the lowest crime rate on Merseyside and 3rd lowest crime rate amongst Community Safety Partnership cohort of areas deemed similar to Wirral
- 2016-17 figures for violence that causes an injury increased by 9% compared to last year. We still maintain 3rd lowest rate of violence compared with Community Safety Partnership cohort of areas deemed similar to Wirral

Following a successful workshop in February, the Safer Wirral Partnership Board agreed next year's priorities and work programme which is set out in the 2018-19 action plan.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	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 (2016-17)	2,466 (Apr-Jun 2017)	5,275 (Apr-Sept 2017)	7,189 (Apr-Dec 2017)	8,617 (Apr 2017-Mar 2018)	8,617 (Apr 2017-Mar 2018)	Better	Reports of anti social behaviour made to Wirral Police during 2017-18 have reduced by 1,313 (13%) compared to the previous year (2016-17).
Proportion of residents who state they feel safe when outside in their local area (daytime)	Annual Higher is better	88% (Oct 2015)							90% (Dec 2017)	Better	The 2017 Wirral Residents Survey reported 90% of residents feel safe when outside in their local area during the daytime. This is higher than the previous residents survey in 2015.
Proportion of residents who state they feel safe when outside in their local area (After Dark)	Annual Higher is better	55% (Oct 2015)							51% (Dec 2017)	Worse	The 2017 Wirral Residents Survey reported 51% of residents feel safe when outside in their local area after dark. This is lower than the previous residents survey in 2015.
Number of crimes recorded by the police	Quarterly Lower is better	19,061 (2014-15)		19,724 (2016-17)	5,550 (Apr-Jun 2017)	11,391 (Apr-Sept 2017)	17,185 (Apr-Dec 2017)	23,096 (Apr 2017-Mar 2018)	23,096 (Apr 2017-Mar 2018)	Worse	The number of crimes being reported in Wirral has increased by 17% compared to the same period last year (19,724). However, Wirral maintains the lowest crime rate in Merseyside, and has maintained the 3rd lowest crime rate amongst the Home Office cohort of 15 Community Safety Partnership's deemed demographically similar to Wirral.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	Year End 2017-18	Trend (See Key)	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 2016)	Merseyside Youth Offending Teams (Police Crime Commissioner area): 311 (Oct 2016-Sep 2017)	180 (Oct 2015 - Sept 2016)	177 (Jan-Dec 2016)	174 (Apr 2016 - Mar 2017)	171 (Jul 2016 - Jun 2017)	157 (Oct 2016 - Sep 2017)	157 (Oct 2016-Sep 2017)	Better	The rate of first-time entrants to the youth justice system for the rolling year October 2016-September 2017 has fallen by 15% to 157, compared to the 184 rate for October 2015-September 2016.
Reduce Youth Re-offending (Average number of re-offences per re-offender)	Quarterly Lower is better	3.92 (Jan-Dec 2014)		3.75 (Apr 2014 - Mar 2015)	4.00 (Jul 2014 - Jun 2015)	3.88 (Oct 2014 - Sept 2015)				n/a	Latest available data is for Q3 (2017-18) which was 3.88. This is due to changes made by the Ministry of Justice in the methodology for this measure; data calculated with the new methodology is not comparable to previous quarters. It was agreed by the Safer Wirral Partnership Board that from 2018-19 repeat offender data will be reported.
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: 3 (Mar 2017-Feb 2018)	2,359 (2016-17)	659 (Apr-Jun 2017)	1,313 (Apr-Sept 2017)	1,912 (Apr-Dec 2017)	2,569 (Apr 2017-Mar 2018)	2,569 (Apr 2017-Mar 2018)	Worse	The number of crimes of violence causing injury has increased by 9% compared to the same period last year. However Wirral remains the 3rd lowest rate of violence with injury per population within the Home Office benchmarking group of 15 Community Safety Partnerships and the second lowest rate per population in Merseyside

Attractive local environment for Wirral residents

Overview from Lead Cabinet Member

It has been another important year in delivering our commitment to create an attractive local environment for our residents and visitors. We are effectively mid-term within the timeframe of the Wirral Plan and therefore keen to determine if the key long term actions we have been pursuing are having the desired effect. I believe that we are beginning to see positive changes in terms of driving behaviour change to address environmental crime as well as outcomes such as more and more people getting involved and active (often for the first time) in their local community. However we remain concerned about our waste recycling performance which has again reduced from the previous year, we will therefore be putting in actions to address the position through the waste management plan, which will include a targeted communications programme.

Highlights of the year include:

- We have continued to maintain high standards of street cleansing across the vast majority of the borough and are focusing on locations that require additional resource to maintain.
- We successfully delivered the second grot spot action plan, taking action to address over 20 blighted locations in private or unknown ownership and previously adversely affected the quality of people's lives.
- The Love Where You Live campaign to support volunteer groups has been fully established, with new groups coming forward and people enjoying being active in their local community.
- The 'Love More Waste Less' programme of community events and engagement has been successfully delivered on a range of environmentally related issues.
- New dog foul bag dispensing boards have been installed in 10 locations across Wirral with support from our partners and working well.
- We have demonstrated our commitment to zero tolerance towards environmental crime committed in Wirral through the continued issuing of implementation of Fixed Penalty Notices for littering, dog fouling and alleyway dumping, and in doing so have increased education and awareness of the impact environmental crime has on our living and working environments.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	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% (2016-17)	Blue Actual: 97.9% Target: 93.2% (Q1 2017-18)	Blue Actual: 96.9% Target: 93.2% (Q2 2017-18)	Blue Actual: 96.7% Target: 93.2% (Q3 2017-18)	Blue Actual: 98.1% Target: 93.2% (Q4 17-18)	Blue Actual: 98.1% Target: 93.2% (2017-18)	Better	During this year the cleansing operations of identified high priority areas (shops and key gateway routes) continues to demonstrate excellent performance levels borough wide
Achieve 50% kerbside recycling of domestic waste by 2020.	Quarterly Higher is better	36.30% (2014-15)		35.90% (2016-17)	Amber Actual: 35.50% Target: 38.50% (Q1 2017-18)	Amber Actual: 35.50% Target: 38.50% (Q2 2017-18)	Red Actual: 31.60% Target: 36.50% (Q3 17-18)			Worse	3rd quarter performance (Oct-Dec 2017). The third quarter performance has been lower than expected. Both the quantity of garden waste and the quantity of dry recycling collected is less than the same period last year. Garden waste tonnages have likely been affected by a wetter Summer and also a reduction in the number of subscribers compared to last year. The tonnage of dry recycling continues to fall, whereas the tonnage of general waste is still increasing. This trend is the same for the majority of North West authorities for which there is data – most have seen an increase in residual tonnages and all have seen a reduction in overall recycling.
Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	Year End 2017-18	Trend (See Key)	Comment
Number of FPN's issued for environmental offences (Littering)	Quarterly Higher is better	(n/a)		11,458 (2016-17)	Blue Actual: 2,389 Target: 2,000 (Apr-Jun 2017)	Blue Actual: 4,406 Target: 4,000 (Apr-Sept 2017)	Green Actual: 6,103 Target: 5,750 (Apr-Dec 2017)	Green Actual: 7,797 Target: 7,500 (Q4 17-18)	Green Actual: 7,797 Target: 7,500 (2017-18)	Worse	Although litter enforcement performance is less than achieved for last year (11,458), performance still exceeds the target set for this year. Performance is subject to change and the legal parameters such as increasingly restricted access to private land. Our view is we still have work to do to achieve the behaviour change that will see a significant reduction in dropped litter and improved local environmental quality particularly in residential areas.
Number of FPN's issued for environmental offences (dog fouling)	Quarterly Higher is better	(n/a)		208 (2016-17)	Green Actual: 48 Target: 45 (Apr-Jun 2017)	Green Actual: 87 Target: 90 (Apr-Sept 2017)	Green Actual: 141 Target: 130 (Apr-Dec 2017)	Blue Actual: 192 Target: 170 (Q4 17-18)	Blue Actual: 192 Target: 170 (2017-18)	Worse	Dog fouling enforcement performance has exceeded the target set for 2017-18 although performance is lower when compared to same time last year. Performance is subject to change and the legal nuances and parameters under which the service operates. Our view is we still have work to do to achieve behaviour change by the minority of dog owners who do not pick up after their dog.
People who think dog fouling is a problem in their local area.	Annual Lower is better	56.0% (Oct 2015)							62.0% (Dec 2017)	n/a	The increase in the number of people who think dog fouling is a problem in their local area, reflects the heightened awareness of the problems associated with dog owners not picking up after their dog. In reality the Council has been receiving less complaints or reports about dog fouling from residents and our own environmental monitoring arrangements conclude that dog fouling instances are not increasing. The Council has embarked on a long term approach to achieving behaviour change amongst the dog owners who currently don't pick up after their dog, acknowledging that it will take some years to effect. The Council remains committed to the behaviour change approach and are currently reviewing operations to step up enforcement at known dog fouling hotspots.
Reduce the total amount of waste produced by each household.	Quarterly Lower is better	502.15 (2014-15)		531.84 (2016-17)	139.14 (Apr-Jun 2017)	274.20 (Apr-Sept 2017)	412.39 (Q3 17-18)			Worse	Cumulative total - up to and including Quarter 3. The tonnage of general (non recycling) waste produced per household has increased compared with the same quarter last year. The reason for this increase is not clear, but this is a similar trend amongst other authorities in the North West (for which Qtr 3 data is available), the majority of which have also seen an increase in the quantity of general waste collected. In 2018/19, we will be carrying out a review of authorised additional green (general waste) bins.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	2017-18 Q4	Year End 2017-18	Trend (See Key)	Comment
Increase level of school recycling	Annual Higher is better	35.00% (2014-15)		45.00% (2016-17)					48.00% (2017-18)	Better	Another successful year improving recycling at Wirral's schools. In 2016/17, there were 60 schools out of 107 that were recycling 50% or more of their waste, with 13 schools recycling 60% or more (and 12 recycling less than 30%). In 2017/18, this increased to 85 schools recycling 50% or more and 16 schools recycling 60% or more (with only 8 schools recycling less than 30% of their waste).
Increase the number of garden waste subscribers	Quarterly Higher is better	(n/a)			36,065 (Apr-Jun 2017)	38,593 (Apr-Sept 2017)	39,188 (Apr-Dec 2017)	39,565 (Q4 17-18)	39,565 (2017-18)	n/a	Subscriber numbers have decreased in 2017/18, possibly due to the removal of the £5 online discount, effectively creating a £10 increase within a year. However, a promotion was run from January to March, offering a subscription for the remainder of the current subscription year (until the end of May 2018) for the reduced price of £15. This led to 394 new subscriptions in Qtr4, compared with only 212 during Qtr4 of 2016/17. Promotional activity for the new subscription year 2018/19 has begun.

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, number of smokers helped to stop smoking, number of smokers still quit at 4 weeks, number of pregnant women helped to stop smoking, number of people helped to lose weight, Bring 1,250 empty properties brought back into use, 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, kerbside recycling, number of environmental offences (littering and dog Fouling), amount of Household Waste and Garden Waste subscribers 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.