

Loving Our Environment Strategy

'Managing Demand and Targeting Resources'

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CONTEXT

The Wirral Plan 2015 - 2020 'Attractive Local Environment for Wirral Residents'

2 underpinning strategies:

- **Managing our Waste** – the journey to transform recycling and landfill diversion performance.
- **Loving our Environment** – a new relationship with residents about where they live.

VISION

- To create **great neighbourhoods** where people **love to live**.
- To fully understand **what matters to people** about where they live.
- To **empower residents** to take on more responsibility in their neighbourhood.
- To encourage **positive behaviour** and provide a **clear deterrent** against environmental crime.
- To **deliver local priorities** and address the issues that affect **resident's quality of life**.

STRATEGY DEVELOPMENT

- Develop a **new kind of relationship** with residents.
- Establish an **ongoing conversation** with them.
- **Get people involved** in their local area by providing coordinated support and resources.
- **Joined up and long term approach** to achieving behaviour change.
- **Taking action** against environmental crime and anti-social behavior.
- **Use of insight** to deploy resources

WHAT WE KNOW

- Wirral Council spends approximately **£3.6m pa** on street cleansing (reduced by £1m in 13/14).
- **LEQ scoring 95%** however issues with vacant land.
- **Street Litter Enforcement Contract** commenced July 2015.
- Development of an overlapping environmental **'rich picture.'**
- **New approach to resident engagement** commenced including **Insight Survey**.
- The majority of Wirral residents (63%) feel they **'belong' to their local area.**

WHAT WE KNOW

continued

- **Perception versus reality!**
- 1 of the top 3 **areas of concern** for Wirral residents and **most in need of improvement** is street cleansing.
- 56% of residents consider **dog fouling to be a big problem** and 45% think the **same for littering**.
- Wirral's position **reflects national views**.
- 75% of people think those caught littering **should be fined**.
- however only 30% think that that people **will actually be caught** dropping litter.

PRIORITIES

- **Empower people** to get involved in their neighbourhood.
- Formal and informal **resident engagement**, building trust.
- Deliver on **locally identified priorities**.
- Drive **behaviour change**, serious about environmental crime.
- One landscape approach, **tackle unloved land**.

STRATEGY INTO ACTION

- **Improved and expanded** environmental enforcement operations.
- **Bold decisions** on deployment of resources to focus on **identified priorities**.
- Re-launch **Love Wirral** brand and media campaign.
- **Love Where You Live** support to volunteer's campaign.



LOVE
Wirral

WE ALL LOVE WIRRAL!
Let's keep up the good work



STRATEGY INTO ACTION continued

- **Local neighbourhood planning** and working.
- Resource planning and utilisation of **new income streams**.
- **Grot spot action plan** – works in default.
- Establish a **Land Maintenance Charter**.

TO THE FUTURE

- Future insight surveys to be used to **measure progress** and degree of behavior change.
- **Partnership approach** to themes such as ‘**one conversation**’ and support to **community activity**.
- **Night time economy** litter enforcement.
- Litter offences **committed by minors**.
- **Future budget challenges** and review of cleansing resource.

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Questions