

Objectives to be met

- Host a green procurement fair to promote the greening of local supply chains and encourage the spread of environmentally sensitive procurement practice
- Promote local inter-trading to shorten supply chains through Invest Wirral and local trade associations
- Reduce the need to travel through online working or online meetings
- Create a recognisable brand to aid the development of Wirral's local food movement and promote the consumption of local and seasonal produce
- Develop community cultivation on suitable vacant or underutilised land through: asset transfer to create allotments, land sharing and cultivation agreements
- Create a directory of local food producers and promote these through an expo event
- Ensure climate change issues are reflected in Wirral's local food programme
- Highlight the benefits of reducing consumption of meat
- Bring forward new initiatives - and strengthen existing ones - to reduce waste and encourage the re-use of materials
- Encourage the use of sustainability appraisal to ensure climate sensitive decision making and utilise the skills of stakeholders in the Wirral Climate Change Group
- Ensure the policies of Wirral's Core Strategy Local Plan (and related supporting documents) that help minimise climate pollution are implemented

5. ADAPTING TO UNAVOIDABLE CHANGES IN WIRRAL'S CLIMATE

Some climate impacts are unavoidable due to pollution already in the atmosphere. Wirral already experiences disruptive weather events. These are predicted to become more commonplace. By preparing for change we can ensure Wirral remains open for business whatever the weather.

AIM: IDENTIFY RISKS AND VULNERABILITIES FROM EXPECTED CHANGES AND BRING FORWARD PLANS AND ACTIONS TO LIMIT NEGATIVE IMPACTS AND IMPROVE RESILIENCE

Direction of travel needed

- Raise awareness of the likely changes in the local climate - higher summer temperatures with prolonged dry spells and increased frequency of heat waves; warmer, wetter winters; and more storms and floods exacerbated by a rise in sea levels - and their impacts
- Promote the advantages of preparing for change and the tools to help
- Develop an understanding of the main risks, vulnerabilities and uncertainties and manage them in a balanced way
- Upgrade critical physical infrastructure to cope with expected changes
- Create awareness about the benefits of natural 'green and blue infrastructure' to limit negative impacts and take steps to harness these benefits
- Promote behaviour change to adapt to likely changes
- Build capacity in organisations to enable continuity of business and services
- Develop support networks in communities to improve responses to emergency situations and support vulnerable groups

Foundation for action/potential support

- The UK Climate Impacts Programme (UKCIP) adaptation tools
- The Environment Agency's 'Climate Ready' programme
- CLASP - the climate change local authority support programme
- Wirral Core Strategy Local Plan
- Wirral Coastal Strategy
- The Wirral Joint Strategic Needs Assessment (JSNA) to identify local health needs
- Green Infrastructure to Combat Climate Change: A Framework for Action in Cheshire, Cumbria, Greater Manchester, Lancashire, and Merseyside
- The Liverpool City Region Green Infrastructure Framework
- Wirral's planned green infrastructure strategy
- The Wirral Green Streets project
- Wirral's emerging Parks and Open Spaces Strategy
- Wirral parks and countryside 'friends of' groups
- Local emergency planning and resilience programmes
- The Wirral Emergency Volunteers scheme
- Experiences gained setting up local flood groups



Rainwater harvesting. Raincatcher products and services Ltd, Wallasey.

Objectives to be met

- Develop a co-ordinated adaptation response through Wirral's climate partnership
- Engage key stakeholders in a risk assessment process using UKCIP's adaptation wizard to identify risks, vulnerabilities and priority actions
- Produce community-specific adaptation information
- Promote awareness of the links between climate change and health so that local health planning takes climate issues into account
- Promote the use of porous materials in gardens, driveways and landscaping schemes and the use of green roofs and walls in buildings to limit run-off, provide shade and ameliorate temperatures
- Promote water saving practices and the use of rainwater harvesting systems
- Raise awareness of the role of the natural environment in combating adverse impacts in order to support investment in Wirral's green infrastructure and green and open spaces strategies
- Seek funding to extend Wirral Green Streets-type projects in the east of Wirral
- Run a campaign to promote engagement with the Environment Agency's 'Climate Ready' programme
- Develop community capacity to respond to weather events
- Create a directory of local firms that provide goods and services that help with adapting to climate change and promote them at an expo event

YOUR ACTIONS: What could you do to adapt to unavoidable changes in Wirral's climate?

6. BUILDING CAPACITY FOR ACTION

To help build capacity for action there is a need to strengthen local partnerships, build networks and expand awareness and education initiatives. With more people on board and better co-ordination we can make a bigger impact.

AIM: BUILDING CAPACITY FOR ACTION BY STRENGTHENING LOCAL NETWORKS AND PARTNERSHIPS AND BY DEVELOPING WIDER AWARENESS AND EDUCATION INITIATIVES

Direction of travel needed

- A strong independent voice to champion action and win investment to support it
- Involve stakeholders from all sectors
- Raise awareness about how people and organisations can play their part
- Showcase real-world examples of best practice to inspire wider action
- Foster connections between groups active in different places - within and beyond Wirral
- Create opportunities for people to connect with one another to share information and develop new projects
- Develop local climate-related educational resources
- Ensure climate education is part of life-long learning and vocational training

Foundation for action/potential support

- Wirral Climate Change Group
- CRed Wirral carbon reduction pledge campaign
- Super-homes network and Green Open Homes network
- Eco Schools programme
- Project Dirt social network
- Low Carbon Communities Network and Transition Towns Network
- Wirral Environment Network
- Faiths for Change
- Community Action Wirral
- The Green Energy Training Centre on Wirral International Business Park



Apple Avenue. Transition Town West Kirby.

Objectives to be met

- Create an independent Cool Wirral Partnership from the Wirral Climate Change Group
- Develop a Cool Wirral campaign to promote the desirability of climate actions and gather pledges in support of the strategy from individuals and from organisations in the public, private, voluntary, community and faith sectors
- Develop a network in support of Cool (building on existing networks) and provide opportunities for interaction between participants through an e-bulletin, social media and public events
- Encourage the formation of low carbon communities/transition towns-type groups to promote climate action at community level with at least one group in each constituency committee area
- Develop a network of exemplar eco buildings including examples of different building types with at least one Superhome in each constituency committee area and promote 'open house'-type events
- Expand the number of good practice case studies on-line and encourage connections between organisations in different parts of the borough to spread good practice and avoid 'reinventing the wheel'
- Develop climate change-related resources to support local 'eco' work in schools
- Develop leading schools and community buildings as hubs for wider community learning on climate change
- Develop a programme of climate-related life-long learning opportunities
- Ensure that vocational training is in place to ensure the skills needed for the transition to a low carbon economy can be found locally

YOUR ACTIONS: What could you do to help build capacity for action?

MOVING FORWARD AND STAYING ON TRACK

TO ENSURE PROGRESS IS MADE WITH THE STRATEGY ACROSS ITS SIX AIMS:

- The Cool Wirral Partnership will be the lead body to champion implementation, win investment, co-ordinate action, and monitor progress;
- An action plan will be put together and maintained on a rolling basis. This will include details of actions identified by partners in Cool Wirral and pledged action from the wider community;
- Leaders will be identified to encourage action and report progress, or barriers to it, via the Cool Wirral Partnership;
- Measures of success will be identified for each area of action and an annual 'score card' to report progress will be published online and shared with key partners;
- Relationships will be developed with the new constituency committees being developed by Wirral Council and LCR Local Enterprise Partnership
- Barriers to progress will be reported to the Public Services Board (the executive of Wirral's Local Strategic Partnership) where relevant
- The creation of a replacement strategy will begin in four years time to ensure a seamless transition to a new framework;
- You are asked to identify and pledge actions in support, the next part 'Putting Cool into practice' may help you; and
- You are asked to implement your pledged actions and keep in touch via the Cool Wirral network.

PUTTING COOL INTO PRACTICE



Install insulation

1. REDUCE DEMAND FOR ENERGY AND MAKE WIRRAL MORE ENERGY EFFICIENT

As an individual/household

- Check home is insulated to modern standards - add top-up loft insulation, insulate cavities and draught-strip around windows, doors and letter boxes if needed
- Replace halogen and tungsten bulbs with lower energy CFLs and LEDs where possible
- If you have an older boiler look into replacing it with a more efficient model
- When appliances need replacing choose the most energy efficient models
- Ring the local energy efficiency advice line - 0800 043 0151 - to get the latest information and details about support that may be available to help you.
- Check heating controls - learn how to use existing controls and/or upgrade them to give you more control over comfort
- Learn to use the new energy monitor when your energy provider installs a smart meter in your property

In your community

- Refer your relatives, neighbours and friends to available support via the local energy efficiency advice line - 0800 043 0151
- Make sure your school, faith group or club is actively promoting energy efficiency and takes part in planned awareness campaigns

At work

- Get your organisation to participate in energy efficiency programmes and campaigns
- Volunteer to be an energy/eco champion and participate in local initiatives to share best practice
- If your company provides energy efficiency-related goods and services make sure they are featured in the planned local directory and expo event/s
- If you work in the building sector make sure you can take advantage of new opportunities relating to energy efficiency by participating in relevant accredited training programmes for the Green Deal

2. MORE RENEWABLE ENERGY

As an individual/household

- Switch to a renewable energy tariff
- Consider becoming part of the proposed renewable energy co-operative
- Find out whether you have a suitable site to install renewable energy - such as solar power, solar heating, wind, or biomass
- If you do, find out whether the feed-in tariff or renewable heat incentive could help you

In your community

- Get your school, club or faith group to switch to a renewable energy tariff.
- Find out whether your school, faith group or club has a suitable site for a renewable energy installation
- If they have, look into possible ways to support this, including the proposed renewable energy co-operative

At work

- Get your employer to switch to a renewable energy tariff
- Find out whether your workplace has a suitable site for a renewable energy installation
- If it does, look into possible ways to support this, including the proposed renewable energy co-operative
- If your company provides renewable energy-related goods and services make sure they feature in the planned local directory and expo event/s
- Explore whether your company's goods and services might contribute to establishing Wirral as a centre of excellence in off-shore wind power
- If you work in the building sector, make sure you can take advantage of new opportunities relating to renewable energy by participating in relevant accredited training programmes such as MCS and Green Deal



Train in green energy. Stiebel Eltron UK Ltd, Bromborough

5. BETTER ADAPTED TO UNAVOIDABLE CHANGES

As an individual/household

- Find out if your home is at risk from flood and if it is, take precautionary action to make it more resilient. You can view flood risk maps for your locality via: www.environment-agency.gov.uk
- Re-model your garden and driveway to increase vegetation and replace impervious materials with porous surfaces
- Be aware of your water use and adopt good housekeeping practices to save water
- Fit water saving devices in your home and use a water butt to water your garden

In your community

- If your home is in an area at risk from flooding, join or help set up a local flood group
- Consider joining the Wirral Emergency Volunteers
- Join/help set up a local park 'friends of' or a practical conservation group
- Look into ways your school, faith group, or club could increase natural vegetation cover in its grounds and make hard surfaces more permeable
- Make sure your school, faith group or club promotes water saving awareness and adopts water-saving practices

At work

- Find out if your business is in an area at risk from flood, and if it is, take precautionary action to make it more resilient
- Take part in the Climate Ready programme
- Use the UKCIP Business Area Climate Assessment Tool
- If your workplace offers goods or services that help adapt to climate change, e.g. water saving devices, make sure it is featured in the proposed directory and expo event
- Look into ways your workplace could increase natural vegetation cover in its grounds and make hard surfaces more permeable
- Make sure your workplace promotes water saving awareness and adopts water saving practices



Get involved in practical conservation

Box 1.2: WARMER WIRRAL INSULATION

Wirral's free insulation programme ran between October 2010 and January 2013. During this time it supported the installation of over 24,000 insulation measures in around 20,000 Wirral homes. It was a three-way partnership between Wirral Council, local charity Energy Projects Plus and British Gas, who contributed around £5 million towards the cost of the insulation. The scheme's legacy includes around 350,000 tonnes of CO2 saved over the lifetime of the insulation.

Box 1.3:**THE ENERGY COMPANY OBLIGATION (ECO)**

consists of three different strands:
 (i) support for heating and insulation improvements for low-income and vulnerable households;
 (ii) support to insulate properties with solid-walls or 'hard-to-treat' cavities; and,
 (iii) support for insulation measures for people living in the UK's most deprived areas.

Nationally, mechanisms to support the installation of household energy efficiency measures have changed recently. The Energy Company Obligation (ECO) is the latest obligation on major energy companies to fund improvements in home energy efficiency (Box 1.3). Its introduction should bring forward more finance for harder to treat properties. The Green Deal is a new mechanism to enable loan finance for installation of energy efficiency measures at no up-front cost (Box 1.4). There has been some initial criticism about the attractiveness of Green Deal finance and it remains to be seen if the initiative will deliver the improvements needed.

In Wirral there remain some locally specific support programmes. These include the Cosy Loans scheme which helps with the installation of energy efficiency measures for around 70 households per year and the Cosy Homes heating upgrade programme which assists householders on benefits. Project Viridis is a partnership of local authorities and housing associations working together to pursue sustainable energy opportunities at the 'city region' level.

Some additional energy demand is anticipated through new residential development. If new-build targets are met there will be extra demand for up to 58,536 MWh of energy by 2025⁸. It is thus vital to ensure that new buildings are as energy efficient as possible. The Wirral Waters development in Birkenhead will be a major focus for such new build.

1. DECC (2012) *The Energy Efficiency Strategy: The Energy Efficiency Opportunity in the UK*
 2. DECC - *Sub-national total final energy consumption 2010*
 3. *Wirral Private Sector Stock Condition Survey 2008*
 4. *Wirral Area Mapping Project 2013*

5. *Wirral Private Sector Stock Condition Survey 2013*
 6. *Wirral Private Sector Stock Condition Survey 2008*
 7. *Wirral Private Sector Stock Condition Survey 2013*
 8. *The Liverpool City Region Renewable Energy Capacity Study in 2009*

Box 1.4: THE GREEN DEAL is a framework created by the Government designed to help encourage the uptake of energy efficiency measures in buildings. It enables improvements to be made without up front costs through a loan mechanism. Costs are recouped through charges added to a property's electricity bill paid back over time. The amount added to bills is offset by the savings from the improvements so that bills should not rise as a result. Unlike a conventional loan, finance is linked with the property's electricity meter, not directly to a person. Thus when the building's occupants change, the charge is picked up by the new bill payer who will benefit from the improvements.

To get Green Deal finance properties must first be assessed by an independent advisor. The occupier can then choose a Green Deal provider through which the identified improvements are made.

It has already been identified⁹ as a key opportunity for sustainable energy infrastructure through the creation of district heating system. The tightening of energy efficiency standards under Part L of the Building Regulations will see the introduction of zero carbon standards in new residential buildings by 2016 and new non-domestic buildings by 2019. It is already a legal requirement that rented property should have an energy performance certificate. By 2018 it will become unlawful to rent out a residential or business premise that does not reach a minimum energy efficiency standard. There needs to be investment if some local buildings are to meet the grade.

Information about energy efficiency in the industrial and commercial sector is less readily available than in the residential sector. There are currently no specific local business support programmes to assist with energy efficiency although a variety of regional and national programmes offer support and advice. Several local firms already offer products and services related to energy efficiency. The push to make Wirral more energy efficient should present some local economic opportunities. The poor state of energy efficiency in many community buildings was flagged up through the strategy consultation exercise. Wirral Council previously supported improvements in such buildings through a community energy efficiency grant programme. Unfortunately with funding constraints this is now closed to further applications.

A number of local organisations are actively trying to manage energy; some are required to do so by law¹⁰. Here the human factor remains a critical element with awareness campaigns and networks of workplace champions driving home the 'good housekeeping' message.

9. Liverpool City Region Sustainable Energy Action Plan, adopted by the LCR Local Enterprise Partnership

10. The Carbon Reduction Commitment Energy Efficiency Scheme (often referred to as simply 'the CRC') is a mandatory scheme to cut emissions in large public and private sector organisations including supermarkets, water companies, banks, local authorities and all central government departments

2. MEETING MORE OF OUR ENERGY NEEDS FROM RENEWABLE SOURCES

'Renewable' energy comes from sources that can be used time and again (wind, sun, water, wave, tide) or replenished relatively quickly (wood fuels, bio-mass). The UK Renewable Energy Strategy (RES) signalled the UK's intention to secure 15% of all its energy (30% of electricity, 12% of heat and 10% of transport) from renewables by 2020. We'll need to see a lot more energy generated from renewable sources to achieve this.

Wirral has good wind resources but local constraints currently limit prospects for large on-shore wind farms; there remains scope for smaller wind developments and micro-wind installations. Off-shore there is a growing renewable energy capacity with the development of the Burbo Bank Offshore Wind Farm. This currently comprises 25 wind turbines situated on the Burbo Flats in Liverpool Bay around 4.5 miles from Wirral. An application is currently lodged for the Burbo Bank wind farm extension. Wirral's existing dock and maritime industrial assets make it an obvious location for supporting the development of off-shore wind farms. There has already been public and private sector investment to make Wirral a centre of excellence in this growing industry.

Smaller scale renewably generated electricity has been given a boost since the introduction of the Feed-in-Tariff (FiT) - an incentive payment for

electricity generated from renewable means.

In Wirral the majority of installations supported through the FiT have been solar photovoltaic (PV) on residential properties. In 2010/11 there were 91 FiT supported domestic PV installations; by September 2013 this had grown to 1185¹¹. Thus far there have only been two FiT supported wind installations and one micro Combined Heat & Power (CHP) installation. The extension of the Renewable Heat Incentive - an incentive payment for heat created from renewable means - to include residential installations by spring 2014 will likely provide a boost for solar thermal and biomass installations. A centre to train installers to fit microgeneration equipment was established on the Wirral International Business Park in 2010 with investment from the Skills Funding Agency.

The use of wood fuels in a gasification boiler has been pioneered at Royden Park. Bio-fuel boilers using pellets are also found in Floral Pavilion, New Brighton and several local schools. Much of Wirral is designated a smoke control area where exempt appliances are needed if wood fuels are to be burned for heat and power. The Government have recently introduced The On-Farm Anaerobic Digestion Fund administered by WRAP to support the production of bio-gas and fertilisers from farm wastes.

11. Sub-national Feed-in Tariff Statistics, DECC, October 2013

3. MAKING USE OF MORE SUSTAINABLE MEANS FOR TRANSPORT

Transport presently accounts for around a quarter of local carbon pollution with most motor vehicles running on fossil fuels, chiefly petrol and diesel. Nationally the fuel efficiency of the vehicle 'fleet' is improving as newer efficient models replace older ones. Incentives such as cheaper road tax for low carbon vehicles are designed to encourage this shift. Variations in fuel taxes are also in place to encourage the adoption of 'alternative' lower polluting fuels. Liquefied petroleum gas (LPG) is probably the most commonly available 'alternative' fuel in Wirral with pumps at five local filling stations. Electric vehicles presently play a minimal role nationally and locally although major investments by government and manufacturers aim to change this. The Government's Office for Low Emission Vehicles (OLEV) currently offers plug-in car and van grants to reduce the purchase price of electric and plug-in hybrid vehicles. Several of the main car manufacturers have now developed electric and hybrid-electric vehicles and many of these are available via local dealerships. Thirty two diesel-electric hybrid buses have recently been introduced on cross river bus services between Wirral and Liverpool. OLEV also provides financial support towards the costs of installing electric vehicle charging points. A recent successful bid to OLEV will see the installation of charging points around the Liverpool City Region and neighbouring Cheshire West and Chester with 128 charging connections planned. It should be noted that the potential benefit of electric vehicles to climate change is tied to the 'carbon intensity' of the electricity used to charge them. We need to limit the amount of fossil fuels burned to produce the electricity needed to charge such vehicles.

The benefit of improving vehicle emission standards will be undermined if there is continued growth in vehicle use and traffic. Cars are presently the main mode of transport in Wirral¹² although access to them is actually relatively low and unequal¹³. Public transport remains a vital means for many people to access work, services and leisure opportunities. There remains significant opportunity for a shift in travel towards active non-polluting means such as walking and cycling. Currently many short trips which could be walked or cycled are not¹⁴.

Wirral has a wide-ranging network of bus and rail services including the Merseyrail Wirral Line that links West Kirby, New Brighton and Chester to Liverpool. That said fragmentation between the services of different operators - including connections between rail and bus and others modes of transport - can make door-to-door journeys more difficult than they could otherwise be. To counter fragmentation Wirral has recently benefited from two Bus Quality Partnerships - routes 1/2 between Liverpool and Chester and routes 471/472 between Liverpool and Heswall. Here the timetables of different operators are now co-ordinated and tickets made interchangeable between them. Merseyrail has recently introduced cycle hire facilities at several of its stations, including West Kirby and New Brighton, as part of the new national 'Bike and Go' initiative to enable onward travel by cycle. In addition, local park and ride facilities for cars have recently been improved with extra provision at Birkenhead North and Bidston rail stations. A project to develop secure cycle parking at Merseyrail stations is nearing completion. All Wirral Line railway stations currently have 'Secure Stations Scheme' accreditation. The scheme managed by the Department for Transport and British Transport Police sets railway station design and management safety standards for crime reduction. Unfortunately the plan to introduce a 'smart-card'-based ticketing system in Merseyside under the name of the Walrus Card has been delayed. Electronic ticketing of this nature may help create more flexible ticketing opportunities in the future.

Merseyside's third Local Transport Plan (LTP3) sets out the transport strategy for Merseyside and as such provides the main context for investment in sustainable travel. Goal 2 in LTP3 specifically aims to address climate change. The goal is to 'provide and promote a clean, low emission transport system which is resilient to changes in climate and oil availability'. Several sub-regional strategies are in development to shape action in more specific areas including the LCR e-mobility strategy and LCR active transport strategy. Wirral Council sets an annual programme of works in support of LTP3 to improve conditions for motorists, cyclists and pedestrians. The Wirral Core Strategy Local Plan contains

policies which support the provision of sustainable transport infrastructure and development patterns which reduce the need to travel. Part 5 says more on making decisions that help reduce the need to travel.

Beyond improvements in the physical environment to favour sustainable travel, Travelwise is Merseyside's travel awareness campaign. It promotes the benefits of walking, cycling, public transport and car sharing and supports the development of school and workplace travel plans. Wirral Council have a 'Travel Solutions' team to provide bespoke advice and information on travel from and within the east of Wirral. This work is funded following a successful Local Sustainable Transport Fund (LSTF) application

which seeks to help the public access employment destinations from a number of disadvantaged areas across Merseyside. Help is available for employers to offer sustainable transport options for current and prospective members of staff. It is also available to support prospective and current employees who are restricted in their ability to access employment through transport barriers. Motor traffic itself is often a deterrent to walking and cycling. Road safety campaigns exist to promote responsible driving (and awareness of legal requirements in this regard) including awareness of more vulnerable road users. Several residential areas now benefit from 20 mph speed limits. Wirral Council also supports a safer routes to school programme.

12. *Travel in Merseyside 2012 shows that private vehicles accounted for 55% of the morning peak hour traffic in Birkenhead*

13. *More than a third of households in Merseyside are without access to a car compared with around a quarter of households in the North West and Britain as a whole (DfT National Travel Survey, 2008/09). In some parts of Merseyside this rises to well over a half.*

14. *Around a quarter of all trips in Merseyside are less than a kilometre long and over two-thirds are less than five kilometres.*

4. REDUCING 'INDIRECT' POLLUTION

Purchasing decisions have many impacts including those on climate pollution. For example a conventional light bulb may be cheaper to buy but uses more energy and needs replacing sooner than a low energy equivalent. Wasted energy and materials mean more pollution and cost. To limit indirect impacts, several local organisations have developed environmentally sensitive procurement policies and practices. For example, Wirral Council was a partner in dCarbonNW in which suppliers were encouraged to assess and reduce their carbon footprint.

Shortening supply chains can limit climate pollution by reducing unnecessary transportation. Locally, Invest Wirral promotes inter-trading between businesses through its networks. Competition regulations make it difficult for public sector organisations to favour local businesses, although the new Public Services (Social Value) Act 2012 may provide some scope to secure local benefits.

The way our food is produced can be particularly energy intensive, leading many to question its long term sustainability. Wirral has seen the recent development of a 'local food' movement with a variety of initiatives aimed at encouraging and celebrating local and seasonal food. Regular farmers markets now operate in New Ferry and West Kirby. Growing demand for allotments has seen new sites brought into use - although Wirral still has below average allotment provision¹⁵. Several projects inspired by the Incredible Edible Todmorden have been developed. These make use of publicly accessible land to grow fruit, salads and vegetables which can be freely harvested.

Whilst local and seasonal food has some potential to help reduce climate impacts, it should not obscure the need to consider the overall energy intensity of food production. Here the importance of shifting food culture away from diets based on an excessive consumption of red meat needs greater recognition. Livestock production for meat can be particularly energy intensive with emissions associated with the production and processing of feeds, digestion by cows and the decomposition of manure. There have been some local efforts to promote the 'Meat Free Monday' message and encourage people to pledge

to eat less meat. The development of a local food programme presents an opportunity to introduce climate-related issues.

Waste presents a potentially double blow for climate change. Not only are raw materials - and the associated energy to extract them - wasted, but land-filled materials can break down to release methane a potent greenhouse gas. There has been a sea-change in the way that waste is managed to avoid the rising costs of landfill which is now taxed and regulated to reduce its prevalence. Locally, the introduction of new domestic recycling collection services alongside public information campaigns have led to a rapid rise in recycling rates. Efforts to reduce waste have been less high profile but are of rising importance. The future direction for waste management is set out in Resources Merseyside - the Joint Recycling and Waste Management Strategy for Merseyside. This promotes action at all steps of the waste hierarchy. It gives greater priority to avoiding waste and to promoting re-use of material. Wirral Council is a part of the Love Food Hate Waste campaign to limit food waste. There have also been efforts to promote re-use with the 'swap days' hosted by Wirral Environment Network. The Community Repaint scheme which encourages the re-use of surplus paint has recently moved to the ReciproCity facility in Wallasey. ReciproCity encourages the re-use of surplus building materials. The Merseyside Recycling and Waste Authority has a community project fund to support local waste minimisation projects.

A criticism levelled during the strategy consultation process was that strategic decisions - locally and nationally - often conflict with one another. In this context, the wider use of sustainability appraisal and similar tools could help to ensure more climate sensitive decision making and avoid the emergence of contradictory policies. Sustainability appraisal has been used to inform various statutory documents locally, but its use could be extended.

Land use planning has a key role in influencing indirect emissions. For example, the layout and density of our built environment influences travel decisions. Wirral's emerging Core Strategy Local Plan aims to limit these climate impacts.

