Section 1: Your details

EIA lead Officer: Mike Cockburn

Email address: mikecockburn@wirral.gov.uk;

Head of Section: Mark Smith

Chief Officer: David Armstrong

Directorate: Environment and Regeneration

Date: January 2016

Section 2: What Council proposal is being assessed?

Loving Our Environment Strategy (Phase 1 EIA)

Section 2a: Will this EIA be submitted to a Cabinet or Policy & Performance Committee?

Yes

If ‘yes’ please state which meeting and what date

Cabinet 22\textsuperscript{nd} February 2016

Please select hyperlink to where your EIA is/will be published on the Council’s website (please select appropriate link & delete those not relevant)

Regeneration & Environment (Environment & Regulation, Housing & Community Safety, Regeneration)

Section 3: Does the proposal have the potential to affect…… (please tick relevant boxes)

X Services

☐ The workforce

X Communities

X Other (Partner Organisations, Volunteers, Community Groups Sector)

If you have ticked one or more of above, please go to section 4.

☐ None (please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)
Section 4: Could the proposal have a positive or negative impact on any protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

<table>
<thead>
<tr>
<th>Which group(s) of people could be affected</th>
<th>Potential positive or negative impact</th>
<th>Action required to mitigate any potential negative impact</th>
<th>Lead person</th>
<th>Timescale</th>
<th>Resource implications</th>
</tr>
</thead>
<tbody>
<tr>
<td>People of low socio-economic status</td>
<td>Negative – the Council’s enforcement action against environmental crime may be focused on deprived neighbourhoods as statistically such areas are where behaviour change is most required.</td>
<td>The Council’s Loving Our Environment Campaign will involve providing support to communities to improve the local environment. Enforcement action will be balanced with support and educational activities.</td>
<td>Mike Cockburn</td>
<td>July 2016</td>
<td>Met through existing resources.</td>
</tr>
<tr>
<td>Age</td>
<td>Positive – older and retired members of the community will be provided with opportunities in their spare time for becoming involved in the management of their local area through the Love Where You Live scheme.</td>
<td>N/A</td>
<td>Mike Cockburn</td>
<td>July 2016</td>
<td>Met through existing resources.</td>
</tr>
</tbody>
</table>
Section 4a: Where and how will the above actions be monitored?

Through the Loving Our Environment steering group, the impact of the Loving Our Environment strategy on Wirral’s communities will be measured.

Section 4b: If you think there is no negative impact, what is your reasoning behind this?

N/A

Section 5: What research / data / information have you used in support of this process?

Analysis of enforcement action taken across Wirral and the locations of environmental crime.

Section 6: Are you intending to carry out any consultation with regard to this Council proposal?

Yes

(please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 7: How will consultation take place and by when?

Local consultation on environmental priorities will be undertaken in liaison with Constituency Committees in order to influence the Neighbourhood Plans by March 2016.

Before you complete your consultation, please email your preliminary EIA to engage@wirral.gov.uk via your Chief Officer in order for the Council to ensure it is meeting it’s legal publishing requirements. The EIA will need to be published with a note saying we are awaiting outcomes from a consultation exercise.
Once you have completed your consultation, please review your actions in section 4. Then email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing.

Section 8: Have you remembered to:

a) Select appropriate directorate hyperlink to where your EIA is/will be published (section 2a)
b) Include any potential positive impacts as well as negative impacts? (section 4)
c) Send this EIA to engage@wirral.gov.uk via your Chief Officer?
d) Review section 4 once consultation has taken place and sent your updated EIA to engage@wirral.gov.uk via your Chief Officer for re-publishing?