

Croydon Council

For General Release

REPORT TO:	CABINET 15th July 2013
AGENDA ITEM:	14
SUBJECT:	Your Croydon Counts
LEAD OFFICER:	Nathan Elvery – Interim Chief Executive
CABINET MEMBER:	Cllr Steve O’Connell Cabinet Member for Finance and Performance Management
WARDS:	All
CORPORATE PRIORITY/POLICY CONTEXT: This report gives year-end performance results for 2012-13 focusing on the key priorities of our residents and customers.	
FINANCIAL IMPACT: No direct financial considerations arising from these reports.	
FORWARD PLAN KEY DECISION REFERENCE NO.: N/A	

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet is recommended to

- Note year-end performance for 2012/13 within appendix 1.

2. EXECUTIVE SUMMARY

- 2.1 This is the final “Your Croydon Counts” report of 2012/13, giving results for the full year where available.
- 2.2 Your Croydon Counts focuses on the issues that matter most to our residents and customers and assesses the impact that the Council, together with partners, is having in each area.
- 2.3 This performance report aims to be accessible, clear and concise; and to report only new and fresh data.

3. CONTENT OF THE REPORT

- 3.1 This year-end report continues to focus on a set of key issues that reflect the priorities of our residents and customers as established through feedback and research. These are;
- Tackling crime;
 - Ensuring clean streets and a pleasant environment;
 - Supporting young people and families;
 - Looking after our most vulnerable residents; and
 - The economic prosperity of the borough.
- 3.2 The relevant outcome-focused performance indicators are included for each area. The content of the report will change as new and up-to-date data is published.
- 3.3 To ensure that our performance is as transparent as possible, and that residents and customers can hold the Council to account for all areas of our activity, we will continue to publish a full suite of results for all key performance indicators alongside our 2012-13 Annual Report, due for publication in Autumn of 2013.

4. YOUR CROYDON COUNTS IN 2013/14

- 4.1 Under a separate agenda item (appendix B to Croydon's Corporate Plan for 2013-15) Cabinet members are asked to select and agree the performance measures for the next financial year, linked to the priorities set out within the Corporate Plan.

.5. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

There are no direct financial considerations arising from this report.

(Approved by: Dianne Ellender – Head of Finance – Planning & Environment and Central Departments)

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

The Council Solicitor comments that there are no direct legal implications arising from this report.

(Approved by: Gabriel MacGregor, Head of Corporate Law, on behalf of the Council Solicitor and Monitoring Officer)

6. HUMAN RESOURCES IMPACT

There is no human resource impact arising from this report

(Approved by: Heather Daley, Acting Director of workforce, equalities and community resources)

7. EQUALITIES IMPACT

The Council continues to publish a six-monthly Equalities Dashboard which breaks down a selection of the indicators reported here into the protected characteristics set out within the Equalities Act of 2010.

8. ENVIRONMENTAL IMPACT

There is no environmental impact arising directly from this report

9. CRIME AND DISORDER REDUCTION IMPACT

There is no crime and disorder reduction impact arising directly from this report

10. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

To give Cabinet an update on the impact that the Council, with its partners, is having on the issues that matter most to our residents and customers.

11. OPTIONS CONSIDERED AND REJECTED

Not applicable.

CONTACT OFFICER: Martin Ellender, Head of Strategy & Performance x 60585

Appendix 1 – Your Croydon Counts

BACKGROUND DOCUMENTS - none

Croydon Counts

**Appendix to item 14 –
Cabinet 15 July 2013**

**Latest performance results for
priority focus areas**

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Introduction

Welcome to the final “Your Croydon Counts” performance report of 2012/13. I hope that you find it interesting and informative.



This report is just one of the ways we are making it easier for our residents and customers to hold us to account. A full set of our year-end performance results will also be published along with our Annual Report in the Autumn.

Despite another challenging year for local authorities Croydon has continued to perform very well. As usual in this report we focus on what feedback has shown to be the priorities of our residents and customers - children and young people; waste and recycling; parks and open spaces; housing and the vulnerable. We also report on how we are transforming the council and empowering communities.

Councillor Steve O'Connell **Cabinet member for finance and performance**

Our achievements in the last quarter

I am pleased to be able to report continued good progress in the fourth quarter of 2012/13 for our corporate plan commitments and performance measures – a good end to the year. A selection of our many achievements is shown below under the five objectives of the corporate plan;

Protecting resident priorities

- ❖ Against increasingly challenging frameworks, the percentage of schools judged good or better by Ofsted has continued to rise from 63% in July 2011 to 65% in July 2012 and to 72% at the end of March 2013.
- ❖ By March 2013 the family resilience service was working with 402 families; more than quadrupling the number at the end of March 2012 and beating the target for the year.
- ❖ 24 children looked after by the authority were adopted during 2012/13 which is over twice the figure for 2011/12.
- ❖ The rate of first time entrants to the criminal justice system of those aged 10 to 17 continues to decrease – from 3,267 per 100,000 in 2011/12 to 1,633 in 2012/13.
- ❖ The amount of waste recycled during the first three quarters of 2012/13 was over 45%; an increase of 7% over the previous year. We aim to increase that rate again to be amongst the top recycling councils.
- ❖ We achieved our target of removing 100% of offensive graffiti within 24 hours of it being reported.
- ❖ During the year 405 homes were brought back into use to increase the supply of sustainable housing, exceeding the target of 350.

Transforming the council

- ❖ Access Croydon is now open in the New Addington Centre in Central Parade giving residents in the area their own face-to-face council enquiry service.
- ❖ CALAT has moved into Strand House in Thornton Heath as part of the project to transform this building into the Council's northern hub.

Empowering communities

- ❖ The council worked with the local community in Coulsdon to guide rejuvenation of the area, including the development of a draft master plan.
- ❖ The community website 'Croydon Online' has been re-launched and is receiving approximately 300 hits a day.
- ❖ A volunteering and community action programme has been launched which includes a monthly calendar of events available on Croydon Online in which residents can become involved and the second community civic awards.

Public sector reform

- ❖ The transfer of responsibility for public health to the local authority was successfully completed.
- ❖ The council supported a number of free school proposers in their bids to the Department for Education to open free schools. Three bids have been successful to date.
- ❖ The local scheme for council tax support has been successfully deployed going live on 1 April.

Competing as a place

- ❖ The last year saw the announcement of proposals for the Westfield / Hammerson investment package for the Town Centre, heralding the prospect of once-in-a-generation investment and job creation within the borough.
- ❖ Over £1.4m has been made available to deliver the West Croydon Investment Programme in the areas most affected by the public disorder events of the summer of 2011. Four of the projects are already under way, the other two will commence in the summer of 2013.
- ❖ Working with Job Centre Plus and Morrisons, the council has helped secure 250 jobs for local people in the company's store opening later in the year in Waddon.
- ❖ Despite the economic situation, 3,948 registrations for Croydon businesses were made at Companies House during 2012/13, an increase of 344 over last year.
- ❖ Year-end figures continue to show an encouraging trend for unemployment figures and the rate of people accessing Job Seekers' Allowance, including within the key 16-24 age group.
- ❖ Croydon is offering small and medium-sized businesses discounts to their business rates of up to 65 per cent in the first year in a unique initiative. Worth a total of £1.14m, the scheme is being funded by the Mayor of London's £23m Regeneration Funding for Croydon.

Key Priority: Clean streets and environment

Focus on;

- Recycling
- Offensive graffiti

Recycling

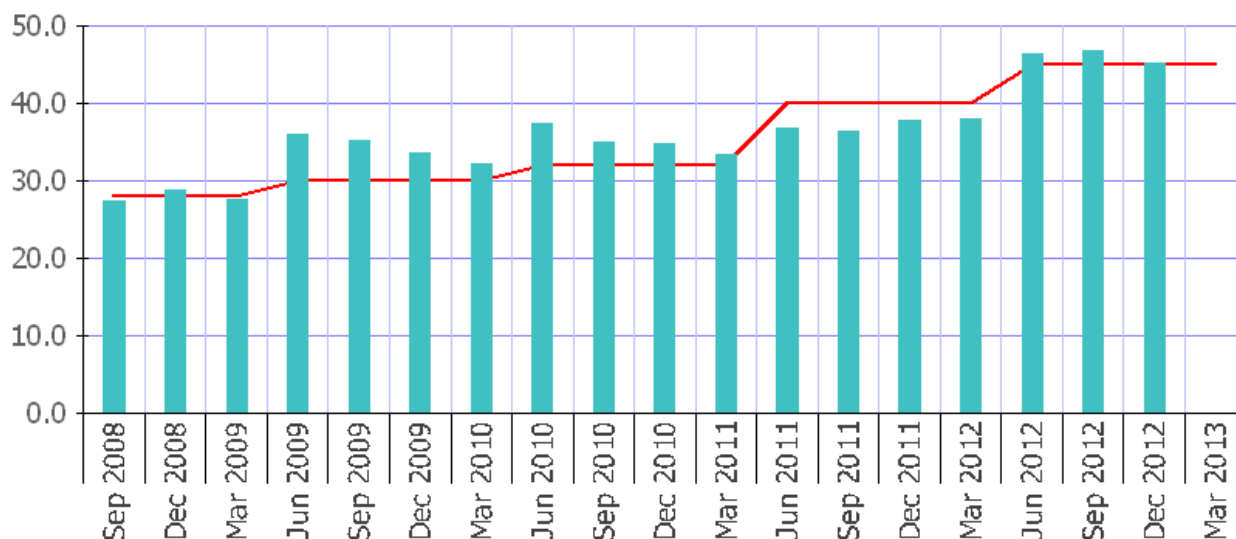
What does this measure?	The percentage of household waste that is sent for reuse, recycling or composting
Update frequency	Quarterly
Direction of performance	A bigger number is better
Where does the data come from?	Waste Data Flow, operated by DEFRA

How are we doing?

2010/11 Result	33.47%
2011/12 Result	38.06%
2012/13 so far - Result	45.25% (latest confirmed data is for Q3)
2012/13 so far - Target	45%
Last updated	Dec 2012
Status	Better than target
Local comparison	Better than 12 months ago
Benchmark	Better than average London average for Q3 - 35.2% (based on 17 boroughs) (Source: London Councils)

KEY

- Latest result
- Target (where set)



Quarterly actual (the graph shows the amount recycled in each quarter)

Comment: Latest confirmed data is for Quarter 3 (2012/13)

Croydon’s recycling rate continues its long-term upward trajectory, currently standing at just over our target of 45%. This represents a 7% increase by comparison with the position at March 2012 and a 12% increase from the previous year.

Benchmarking data collected by London Councils suggests that Croydon’s current recycling rate is over 10% above the London average.

Lead: Cllr. Thomas

Offensive graffiti

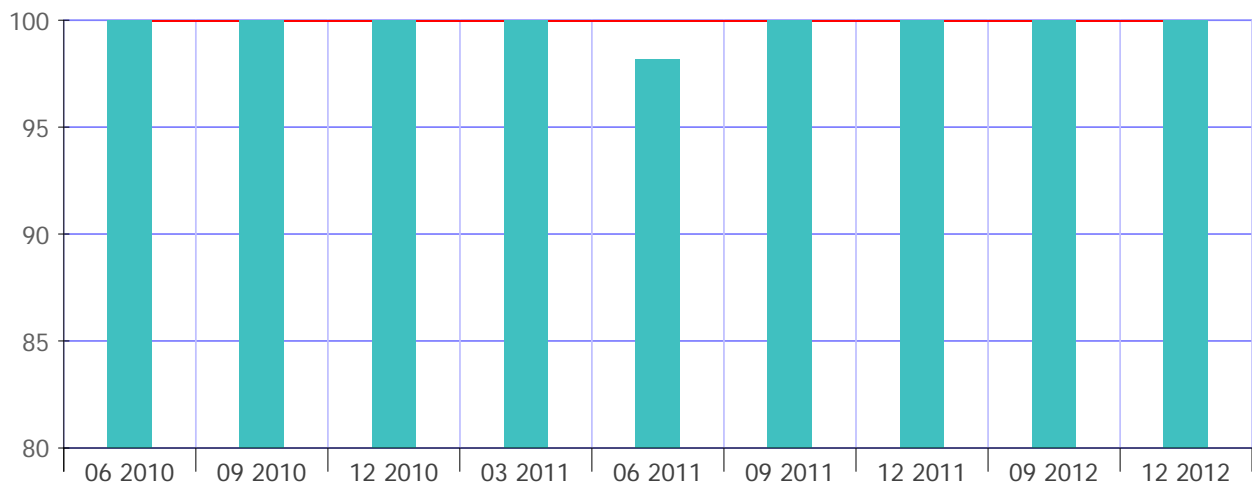
What does this measure?	Percentage of offensive graffiti removed within 24 hours
Update frequency	Quarterly
Direction of performance	A bigger number is better
Where does the data come from?	"Contender" database

How are we doing?

2010/11 Result	100%
2011/12 Result	99.05%
2012/13 so far - Result	100%
2012/13 so far - Target	100%
Last updated	Dec 2012
Status	Achieving target
Comparison	The same as 12 months ago
Benchmark	No reliable comparison available

KEY

- Latest result
- Target (where set)



Note: the graph shows the percentage of **all** graffiti removed in 24hrs

Comment: Offensive graffiti is defined as racist, abusive or homophobic graffiti. This forms a relatively small proportion of all graffiti incidents and all are cleared within 24 hours. Almost all graffiti incidents are also cleared within the target time.

Key Priority: Crime

Focus on;

- Residential Burglary
- Serious youth violence
- Violence with injury

Lead: Cllr. Hoar

Residential Burglary

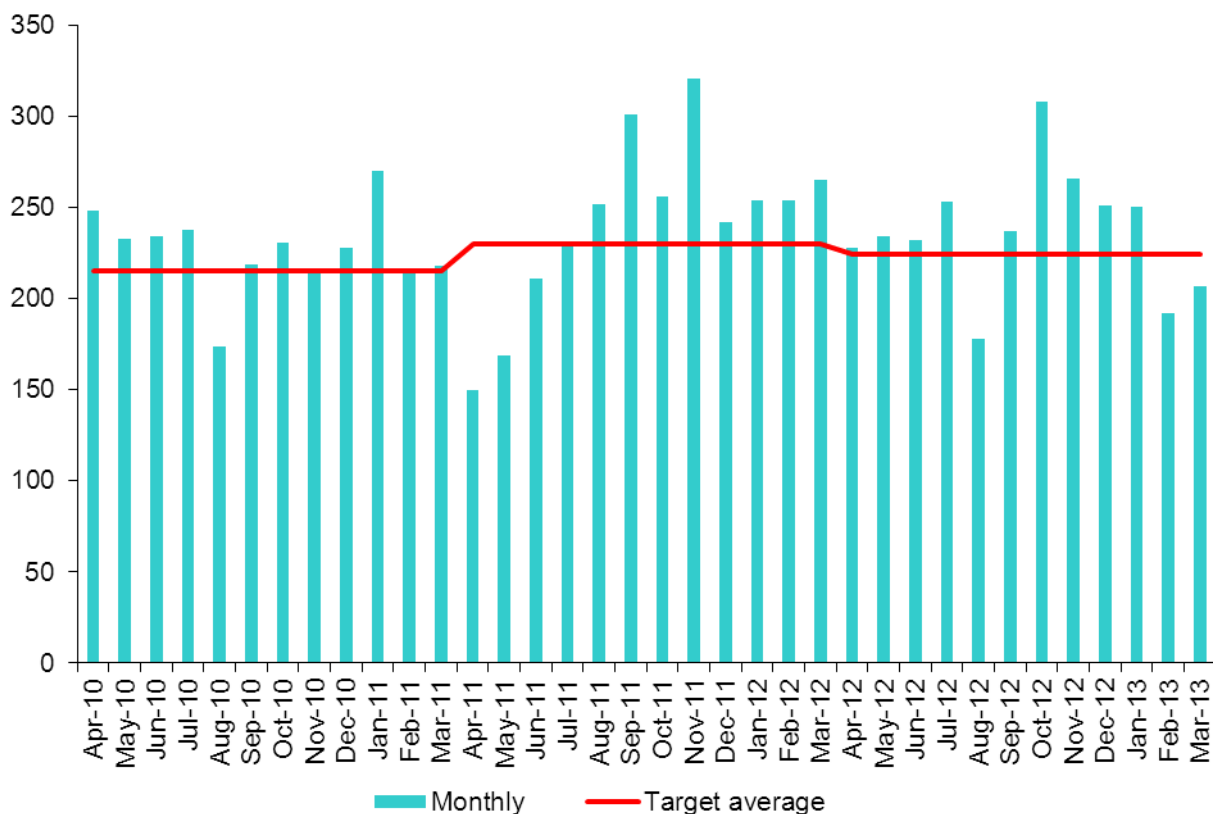
What does this measure?	The number of incidences of residential burglary recorded by police
Update frequency	Monthly
Direction of performance	A smaller number is better
Where does the data come from?	Metropolitan Police

How are we doing?

2010/11 Result	2,904
2011/12 Result	2,836
2012/13 so far - Result	2,909
2012/13 so far - Target	2,666
Last updated	Mar 2013
Status	Worse than target
Comparison	Slightly worse than 12 months ago
Benchmark	Worse than London average London Borough average of 1896 (Source: Metropolitan Police)

KEY

- Latest result
- Target (where set)



Graph: number of incidences of residential burglary recorded by police

NB – Target for 2012/13 is for a 5% reduction on monthly average for the previous year

Comment – The number of residential burglaries rose by 2.5% (financial year to date to March 2013) from 2,836 in the previous financial year to 2,909 this year. The Council continues to work in partnership with the Police to tackle this issue. Although Croydon has an above-average incidence of crimes of this type compared with other London Boroughs, it should be noted that Croydon also has the largest population of any London Borough.

Violence with injury

What does this measure?	The number of incidents of violence with injury recorded by police
Update frequency	Monthly
Direction of performance	A smaller number is better
Where does the data come from?	Metropolitan Police

How are we doing?

2010/11 Result	2,721
2011/12 Result	2,800
2012/13 so far - Result	2,118 (FYTD)
2012/13 so far - Target	1,962 (FYTD)

Last updated	December 2012
Status	Worse than target
Comparison	Better than 12 months ago
Benchmark	Worse than London average London Borough average of 1560 (Source: Metropolitan Police)

KEY

- █ Latest result
- Target (where set)



Graph: actual number of incidents of violence with injury recorded by
NB – Target for 2012/13 is for a 5% reduction on monthly average for the p

Comment – The rate of violence with injury fell by 2.2% (financial year to date to December 2012) from 2166 i
 has an above-average incidence of crimes of this type compared with other London Boroughs, it should be not
 London Borough.

Serious Youth Violence

What does this measure?	The number of serious youth violence offences recorded by police
Update frequency	Monthly
Direction of performance	A smaller number is better
Where does the data come from?	Metropolitan Police

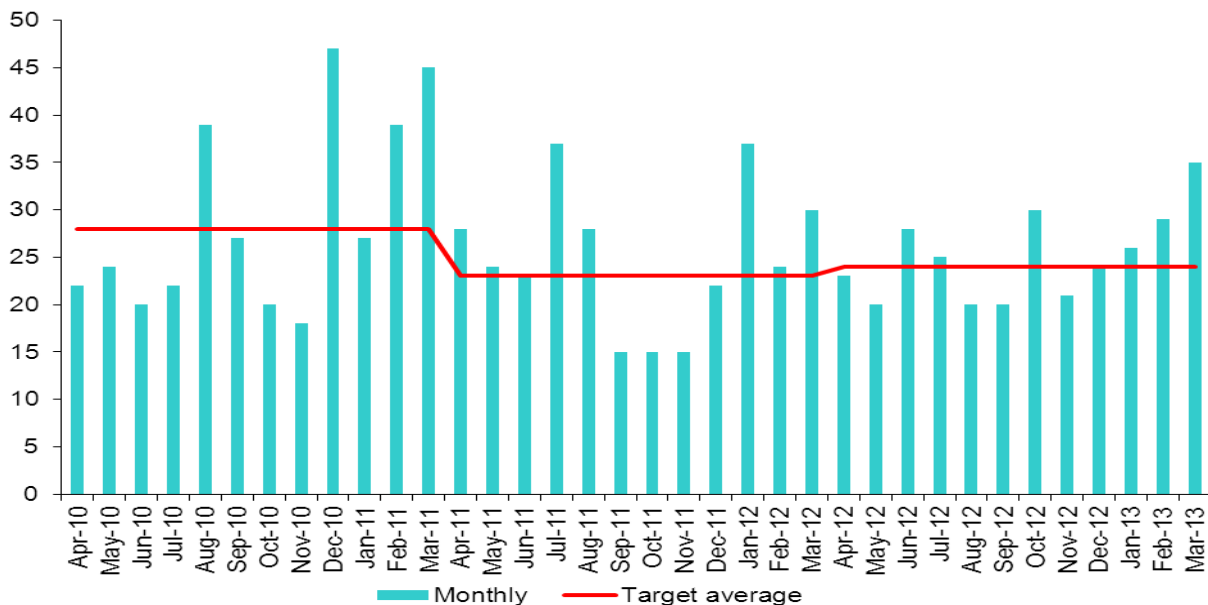
How are we doing?

2010/11 Result	298
2011/12 Result	301
2012/13 so far - Result	330
2012/13 so far - Target	288

Last updated	Mar 2013
Status	Worse than target
Comparison	Slightly worse than 12 months ago
Benchmark	No reliable comparison available

KEY

- Latest result
- Target (where set)



Graph: number of serious youth violence offences recorded by police

Comment – Serious Youth Violence figures have largely remained stable during 12/13 with a small increase of 29 offences when compared to the previous year. The Safer Croydon Partnership commissioned a number of projects through the Ending Gangs and Youth Violence programme, which helped increase capacity to target gang members with interventions to reduce offending. This has included developmental work within the voluntary sector that should help sustain activity now that the grant funding has ceased.

Key Priority: Young people and families

Focus on;

- Family Resilience Service
- Ofsted assessment of the quality of our schools
- Young people not in education, employment or training
- Young people entering the youth justice system

The following measures have not been included this quarter as no new data has been published since the last report;

- Educational attainment – GCSEs
- Educational attainment - Narrowing the gap

Lead: Cllr. Pollard

Croydon’s Family Resilience Service

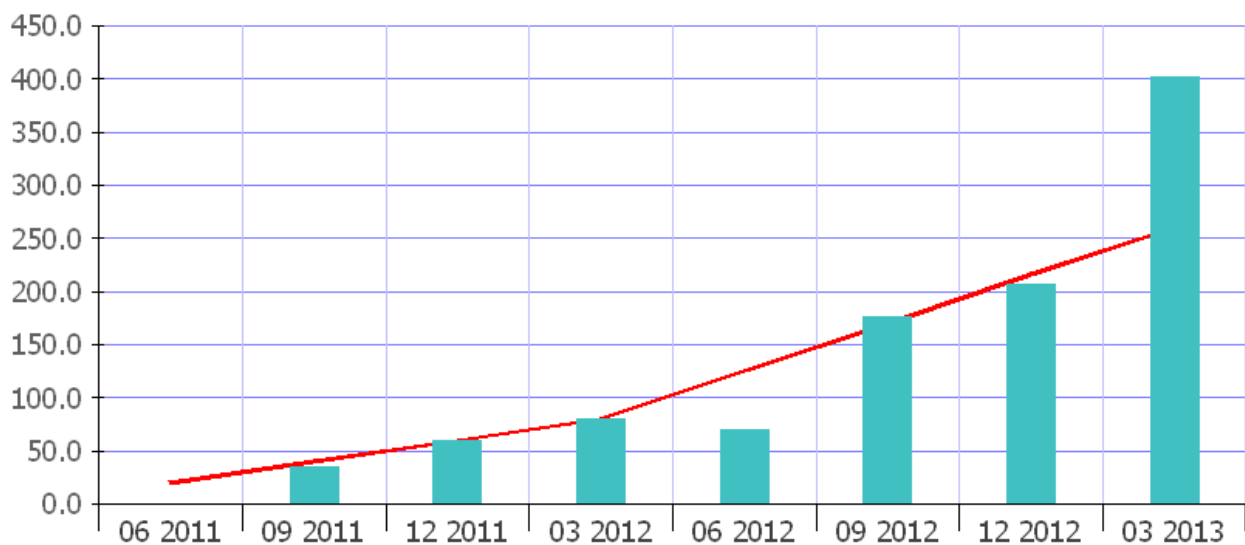
What does this measure?	Number of families receiving support from the Family Resilience Service
Update frequency	Quarterly
Direction of performance	A bigger number is better
Where does the data come from?	Family Resilience Service

How are we doing?

2010/11 Result	New Measure
2011/12 Result	80
2012/13 - Result	402
2012/13 - Target	260 by year-end

Last updated	Mar 13
Status	Better than target
Comparison	Better than 12 months ago
Benchmark	No reliable comparison available

KEY
█ Latest result
— Target (where set)



Quarterly actual - this includes those families engaged with through the Troubled Families initiative

Comment – The Troubled Families team had received and processed 850 referrals as at 31st March 2013. Of these 850 referrals, 412 households that have met the appropriate criteria and of these 166 are receiving the most intensive level of intervention.

Ofsted ratings for our schools

What does this measure?	The percentage of our primary and secondary schools given overall effectiveness rating by Ofsted of good or outstanding
Update frequency	Monthly
Direction of performance	A bigger number is better
Where does the data come from?	Ofsted

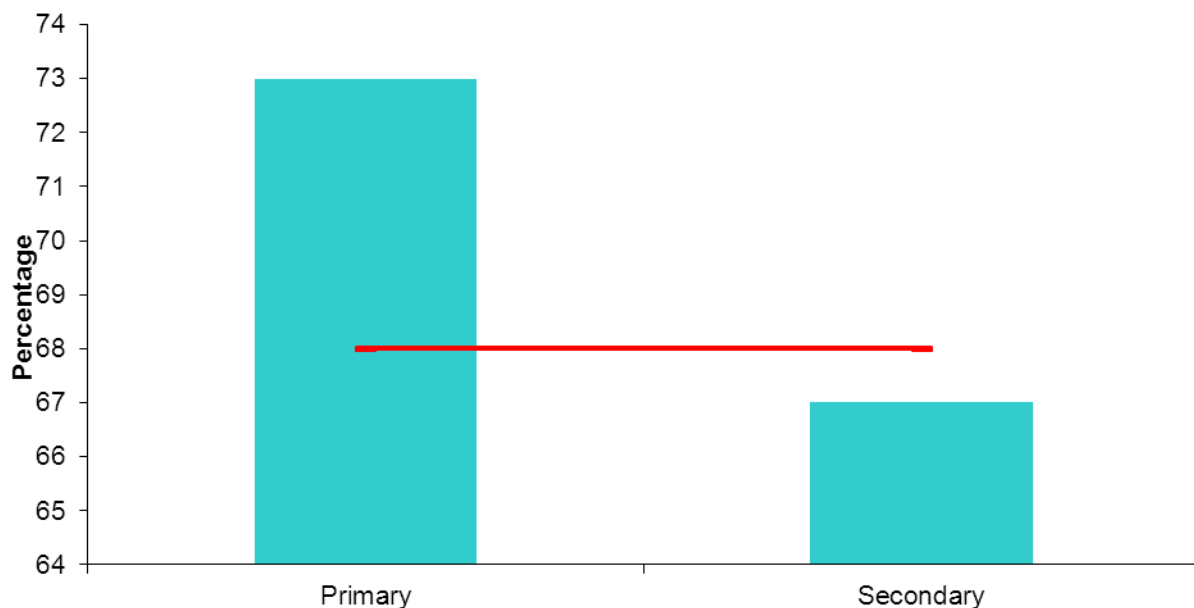
How are we doing?

	Primary	Secondary
2010/11 Result	56%	68%
2011/12 Result	63%	71%
2012/13 - Result	73%	67%
2012/13 - Target	68%	

Last updated	Mar- 13
Status	Primary: Better than target Secondary: Slightly under target
Comparison	Primary: Better than last year Secondary: Slightly worse than last year

KEY

- Latest result
- Target (where set)



Comment – As at the end of March 2013, 26 primary schools have been inspected since September 2012 under the new framework. Fourteen improved their grade, eight retained their grade and 4 dropped a grade. The percentage of primary schools judged to be good or better has risen from 63% in July 2012 to 73% at the end of March 2013.

Three secondary schools have also been inspected since September under the new framework. One school has retained its previous grade and 2 schools have dropped a grade. The percentage of secondary schools judged good or better has reduced from 71% in July 2012 to 67% at the end of March 2013.

Young people not in Education, Employment or Training

What does this measure?	The proportion of 16 to 18-yr olds within the borough who are not in education, employment or training (also referred to as NEETS)
Update frequency	Monthly
Direction of performance	A smaller number is better
Where does the data come from?	Croydon's Client Caseload Information System

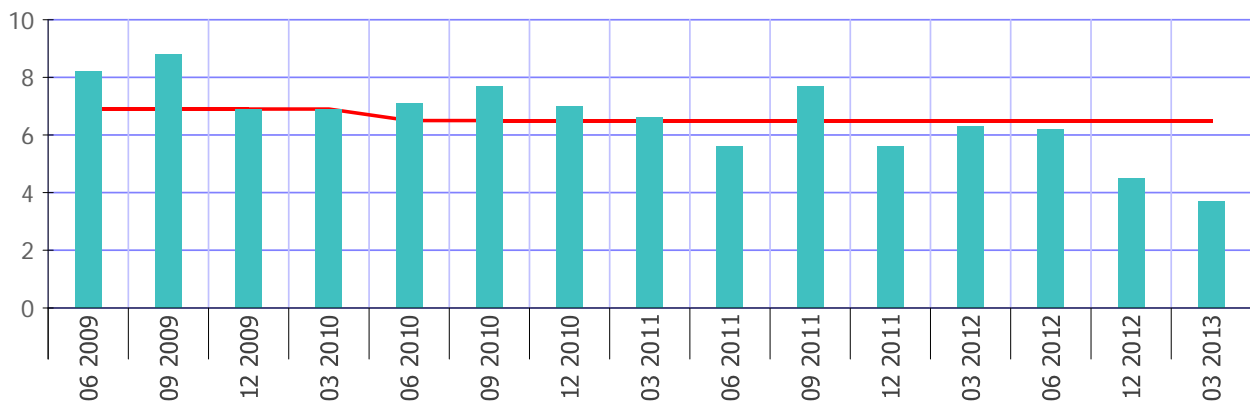
How are we doing?

2010/11 Result	6.6%
2011/12 Result	6.3%
2012/13 - Result	3.7%
2012/13 - Target	6.5%

Last updated	Mar 2013
Status	Better than target
Comparison	Better than 12 months ago
Benchmark	Better than London average London average at Dec 2012 = 4.7% Croydon result at Dec 2012 = 4.4% Source - DfE

KEY

- Latest result
- Target (where set)



Quarterly actual (the graph shows the latest NEET proportion as at the end of each quarter)

Comment: There was a decrease in adjusted NEET figures during March 13, which reflects the continuing reduction of the proportion of 16-18 year-olds whose current activity is not known. Services are working hard to deliver further reductions in this figure.

Latest benchmarking data from DfE shows that Croydon now compares favourably with the London average.

Lead: Cllr. Pollard

Young people entering the youth justice system

What does this measure?	The rate of first time entrants to the youth justice system per 100,000 young people aged 10-17
Update frequency	Monthly
Direction of performance	A smaller number is better
Where does the data come from?	Youth offending team

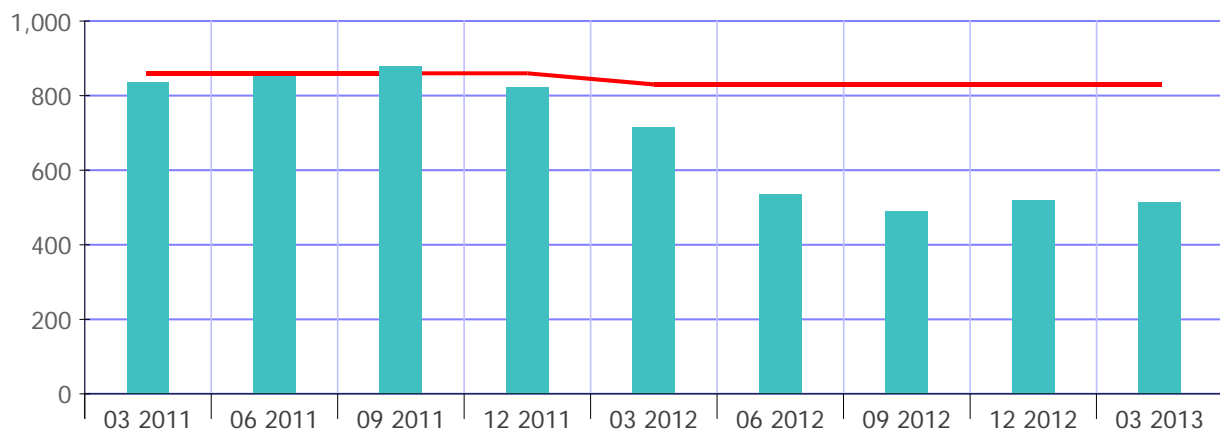
How are we doing?

2010/11 Result	-
2011/12 Result	3,267
2012/13 - Result	2,057
2012/13 - Target	2,490

Last updated	Mar 13
Status	Better than target
Comparison	Better than 12 months ago
Benchmark	Better than London average

KEY

- Latest result
- Target (where set)



Quarterly actual (the graph shows the latest rate for the rolling 4 quarter period)

Comment: The rate of young people entering the criminal justice system continues to show a reducing trend and a significant reduction over the last two years. Croydon’s figures also compare favourably to the London average.

Key Priority: Services to the most vulnerable

Focus on;

- Self-directed support for social care clients
- Children adopted from care

Self-directed support for social care clients

What does this measure?	The proportion of social care clients receiving Self Directed Support
Update frequency	Monthly
Direction of performance	A bigger number is better
Where does the data come from?	SWIFT system maintained by Adult Social Care

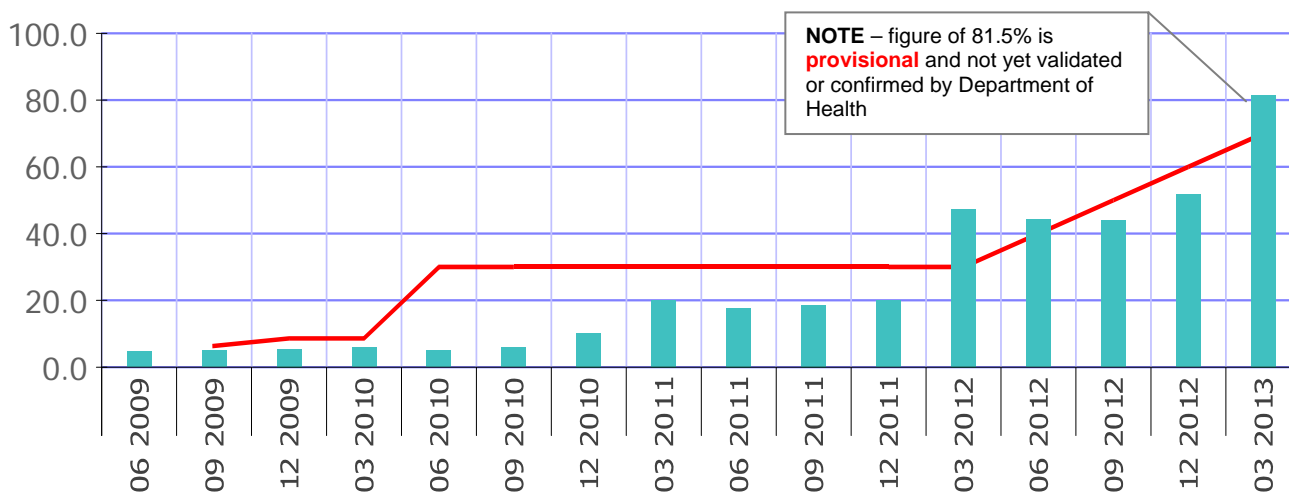
How are we doing?

2010/11 Result	20.18%
2011/12 Result	47.45%
2012/13 - Result	81.50% (provisional)
2012/13 - Target	70.00%

Last updated	Mar 2013
Status	Better than target
Comparison	Better than 12 mths ago
Benchmark	Better than London Average

KEY

- Latest result
- Target (where set)



Quarterly actual (the graph shows the latest proportion at the end of each quarter)

Comment: The government has revised this target for the number of people in receipt of personal budgets to 70% of all those people receiving Adult Social Care support.

Across all services all presenting clients with eligible needs, excluding those in emergency or undergoing reablement, are assessed utilising the single Resource Allocation System to provide an indicative budget. By routing all contacts through the contact centre, access to the full range of information and advice is now available across all services. This signposting includes links to service directories that list a range of services and providers. All client assessments are now subject to a check for informal care presence and accompanying assessment to ensure comprehensive support planning and appropriate service identification. The advocacy arrangements already in place with voluntary organisations are currently being reviewed to ensure their effectiveness and accessibility. Safeguarding remains central to all agreed support plans and the channelling of service contacts

through centralised duty ensures that the triage process operated there passes only appropriate cases on for full assessment. All training and information in respect of support planning is clearly focussed on improving the communication, planning and negotiation skills of the workforce to ensure the most appropriate outcomes for clients and the department

Lead: Cllr. Pollard

The number of children adopted from care

What does this measure?	The number of children adopted from care
Update frequency	Annual
Direction of performance	A bigger number is better
Where does the data come from?	Adoption service records

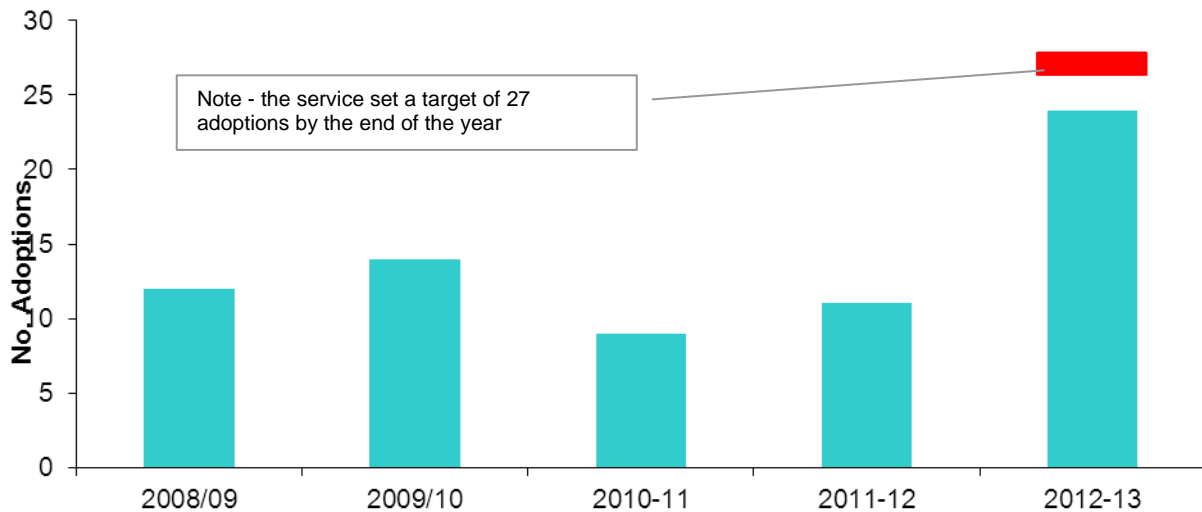
How are we doing?

2008/09 Result	12
2009/10 Result	14
2010/11 Result	9
2011/12 Result	11
2012/13 Result	24 by year-end
2012/13 Target	27 by year-end

Last updated	Mar 2013
Status	Slightly worse than target
Comparison	Better than 12 months ago
Benchmark	Worse than London average NB based on latest DfE data Nov 2012

KEY

- Latest result
- Target (where set)



Annual Result (the graph shows the number of children adopted each year)

Comment: Adoptions for 2012/13 fell slightly short of target but were far greater than for the previous two years combined.

Key Priority: Economic Wellbeing

Focus on;

- Young people on job-seekers' allowance
- Apprenticeships
- Creating affordable homes

Lead: Cllr. Mohan

Young people on Job Seekers' Allowance

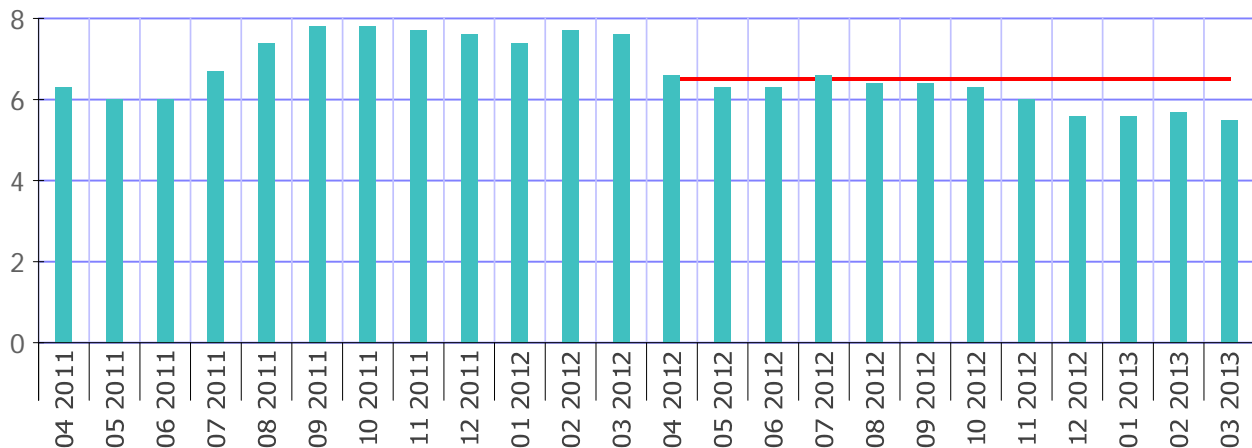
What does this measure?	The proportion of 16-24 year olds claiming Job Seekers Allowance
Update frequency	Monthly
Direction of performance	A smaller number is better
Where does the data come from?	NOMIS

How are we doing?

2010/11 Result	6.3%
2011/12 Result	7.6%
2012/13 - Result	5.5%
2012/13 - Target	6.5%

Last updated	Mar 2013
Status	Better than target
Comparison	Better than 12 months ago
Benchmark	Worse than London average 4.6% (London average) 5.6% (Great Britain average) Source: NOMIS Labour Market stats

KEY
 Latest result
 Target (where set)



Monthly actual (the graph shows the latest proportion at the end of each month) – NB a target was set for the first time for 2012/13

Comment: The trend for a gradual reduction in the number of young people claiming Job-Seekers Allowance continues. The number of claimants dropped from 2380 in December 2012 to 2310 in March 2013. Historic trends show that claimants fell by 1.1% from April 2012 to March 2013.

Lead: Cllr. Mohan

Apprenticeships

What does this measure?	Total number of apprenticeships beginning (all ages & groups) registered by participating organisations within Croydon
Update frequency	Annual
Direction of performance	A bigger number is better
Where does the data come from?	The Data Service - http://www.thedataservice.org.uk/About/

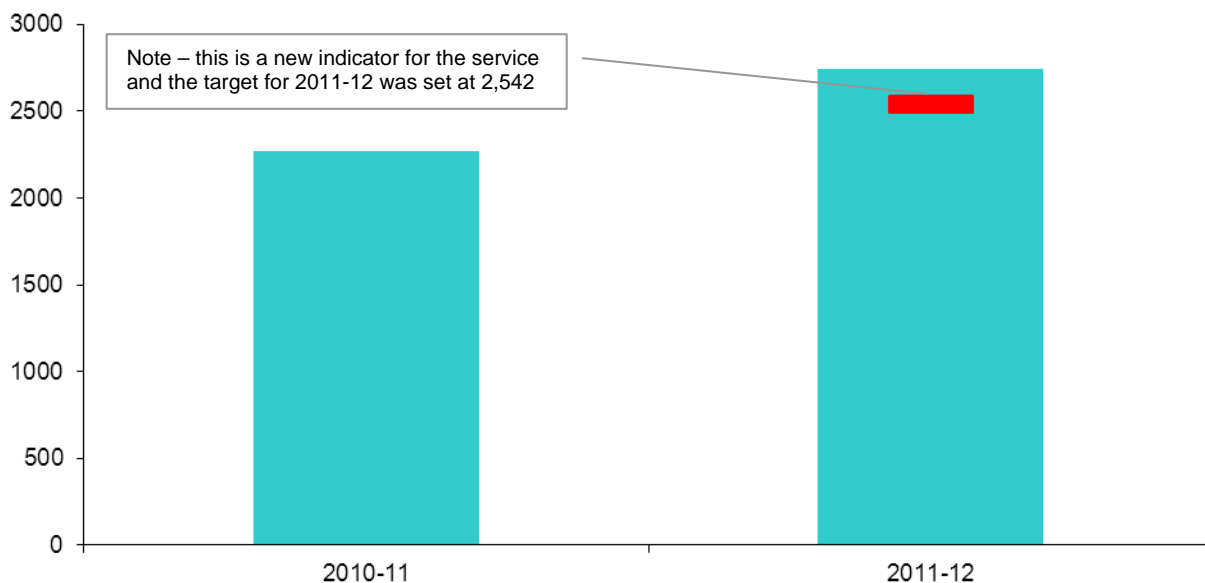
How are we doing?

2010/11 Result	2,270
2011/12 Result	2,740
2012/13 so far - Result	1,080 (part-year)
2012/13 so far - Target	TBC

Last updated	Jan 2013
Status	Better than target
Comparison	Better than 12 months ago
Benchmark	Better than London average Provisional data shows that 1,080 is the highest part-year figure for any London borough (as at Jan 2013)

KEY

- Latest result
- Target (where set)



Comment: The number of apprenticeship starts increased from 2,270 in 2010-11 to 2,740 in 2011-12 showing an increase and a positive trend. A provisional figure of 1,080 for the first part of 2012/13 shows this trend continuing.

Lead: Cllr. D. Mead

Creating affordable homes

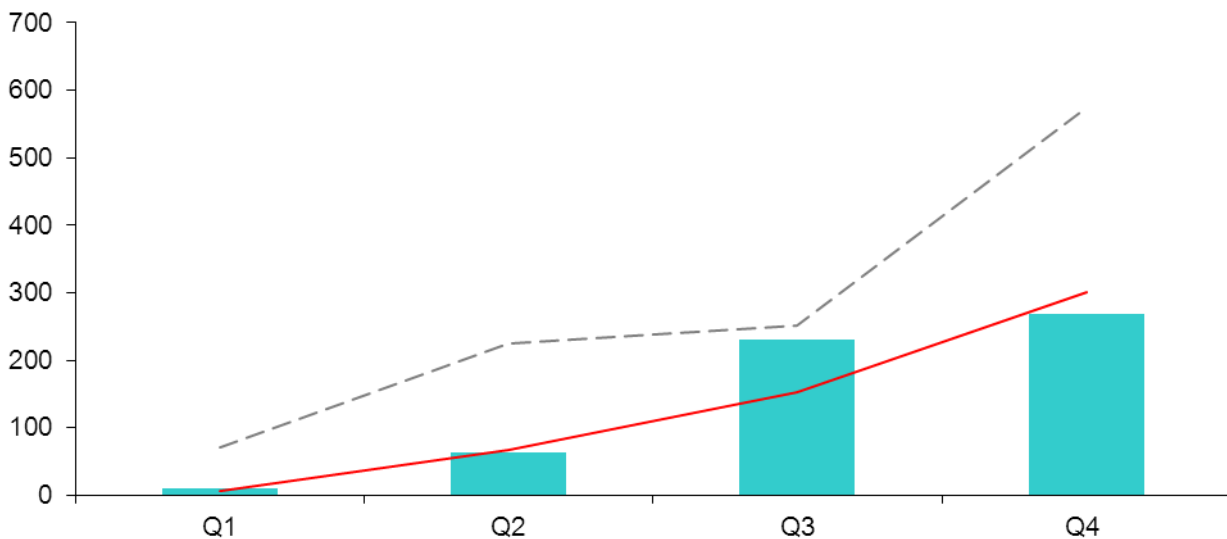
What does this measure?	Number of affordable homes delivered (gross)
Update frequency	Quarterly
Direction of performance	A bigger number is better
Where does the data come from?	Housing and Regeneration Statistical Return

How are we doing?

2010/11 Result	722
2011/12 Result	575
2012/13 so far - Result	268
2012/13 so far - Target	300
Last updated	Mar 2013
Status	Worse than target
Comparison	Worse than 12 months ago
Benchmark	Better than London average Based on latest data available for 2011/12 Croydon – 575 London average - 555

KEY

- Latest result
- Target (where set)
- Last year's results



Cumulative (each quarter shows the total number of affordable homes delivered to date during that financial year)

Comment In Quarter 4 a 10 unit affordable rent scheme was brought forward from 2013/14. There were also 19 First Buy completions and 8 completions under the Assisted Private Purchase Scheme, nevertheless the annual outturn of 268 new affordable housing completions fell short of the target of 300. The reason for the underperformance was due to a delay on two schemes, comprising total of 75 units, The delay was caused by a contractor going under & having to be replaced. This was outside of our control. The RP concerned has had difficulty in securing alternative contractors to complete the two developments which are now forecast to complete in 2013/14.