

For General Release

REPORT TO:	CABINET 19 JANUARY 2015
AGENDA ITEM:	10
SUBJECT:	Ambitious for Croydon – key outcomes and performance measures
LEAD OFFICER:	Nathan Elvery - Chief Executive
CABINET MEMBER:	Cllr. Tony Newman – Leader of the Council Cllr. Simon Hall – Cabinet Member for Finance & Performance
WARDS:	All
CORPORATE PRIORITY/POLICY CONTEXT: This report proposes a new set of corporate priority outcomes and the performance measures that will evidence their delivery.	
AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS: This report sets out the Ambitious for Croydon framework in order to set the strategic direction and priorities for the Council.	
FINANCIAL IMPACT: There is no financial impact arising directly from this report	
KEY DECISION REFERENCE NO: this is not a key decision	

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;

- Endorse the Ambitious for Croydon outcomes as setting the strategic direction for the borough; and
- Adopt the proposed outcome framework including an indicative set of key performance indicators as the basis for measuring progress in an open and transparent way.

2. EXECUTIVE SUMMARY

- 2.1 The purpose of this report is to summarise the outcomes that this Council is seeking to achieve for the borough and its residents, which flow from the commitments set out in the Administration's "Ambitious for Croydon" election manifesto.

- 2.2 Furthermore, the report proposes a suite of key performance indicators that will enable the Council and the public to track progress and success in a way that promotes openness, transparency and accountability.
- 2.3 Subject to Cabinet agreeing these outcomes and key performance indicators, a full performance report for the period April to December 2014 will be presented to Cabinet in April 2015 and quarterly thereafter.
- 2.4 The adoption of these key outcomes will in turn shape the revised Corporate Plan 2015-18 and three supporting strategies, Growth, Independence and Liveability.
- 2.5 Appendix 1 of this report provides a summary of the Ambitious for Croydon outcomes and KPI framework, it also shows those measures which are yet to be developed.

3. DETAIL

3.1 Ambitious for Croydon Outcomes

The outcomes that the administration are seeking for the borough and its residents are summarised in the table below. These are firmly rooted in the Administration's "Ambitious for Croydon" election manifesto commitments. In order to ensure these key outcomes are achieved for our residents and to shape the direction and structure of the council, three principle strategic priorities are proposed for adoption, creating growth in our economy; helping our residents to be as independent as possible; and creating a welcoming, pleasant place in which local people want to live.

The role of the Council is to enable these outcomes to be delivered and the organisation must be fit for the purpose of doing so – hence a further five outcomes with regard to Croydon's "enabling core".

If endorsed by Cabinet the outcomes and the proposed indicative set of performance indicators will form the basis of council's new corporate plan. The council recognises that it makes an important contribution to a range of borough-wide indicators as well as direct responsibility for others and where appropriate the new corporate plan will make reference to these different responsibilities in particular those that relate to the Local Strategic Partnership. The council's new corporate plan is scheduled for presentation at cabinet in June and as a result of its development some of the proposed indicative indicators may need to change which will involve consultation with the relevant cabinet member.

GROWTH	INDEPENDENCE	LIVEABILITY	Enabling Core
To create a place where people and businesses want to be	To help families be resilient and able to maximise their life chances and independence	To create a place that communities are proud of and want to look after as their neighbourhood	To be innovative and enterprising in using available resources to change lives for the better
To enable more local people to access a wider range of jobs	To help people from all communities live longer, healthier lives through positive lifestyle choices	To make parks and open spaces a cultural resource	To drive fairness for all communities, people and places
To grow a thriving and lively cultural offer which engages communities and supports regeneration	To protect children and vulnerable adults from harm and exploitation	To create a place where people feel safe and are safe	To be digital by design in meeting the needs of local people
To enable people of all ages to reach their potential through access to quality schools and learning	To help families and individuals be more financially resilient and live affordable lives	To build a place that is easy and safe for all to get to and move around in	To be open and transparent and put communities at the heart of decision-making
To provide a decent, safe and affordable home for every local resident who needs one	To prevent domestic and sexual violence where possible, support victims and hold perpetrators to account	To improve wellbeing across all communities through sport and physical activity	To have the right people with the right skills in the right jobs

3.2 Measuring our success

The Council will measure progress and success in delivering these outcomes through a robust and comprehensive performance framework. In proposing this framework, the key principles are as follows;

- **Openness, transparency and accountability.** The ambitious for Croydon performance framework will be clear about the challenges facing the borough and give a balanced and honest view of our progress in tackling them.
- **A focus on real outcomes for local people.** The performance framework will measure whether or not local people's lives are being changed for the better.
- **A focus on fairness.** The wide disparity in outcomes and opportunities across our Borough will be recognised and measured - these differences will not be averaged out and ignored.

The full set of proposed key performance indicators is included as **Appendix 1**. The set contains a number of new indicators which are not currently reported and are marked as 'new measure to be developed'. The corporate performance team is currently working with colleagues to ensure that data for these indicators is available in order that they can be measured. If Cabinet endorses this performance framework, a full performance report will be provided to Cabinet in April 2015. Included in the report will be a full update on those new performance indicators.

4. CONSULTATION

4.1 No consultation has been undertaken by the council.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

5.1 There are no financial considerations arising directly from this report.

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

6.1 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 & Monitoring Officer.

7. HUMAN RESOURCES IMPACT

7.1 None.

8. EQUALITIES IMPACT

8.1 One of the key Ambitious for Croydon outcomes is to "drive fairness for all local people, communities and places". To support this, the proposed performance

framework has been designed to measure the disparities in outcomes and opportunities across the borough. Our performance framework has been designed to measure the disparities in outcomes and opportunities across the borough.

9. ENVIRONMENTAL IMPACT

- 9.1 There is no environmental impact arising directly from this report, however the Ambitious for Croydon outcomes reflect the Council's aspirations to create a place that communities are proud of, and in which people and businesses want to be.

10. CRIME AND DISORDER REDUCTION IMPACT

- 10.1 There is no specific crime and disorder impact arising from this report, however the administration makes a commitment to ensure that local people are safe, and feel safe.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 11.1 To provide the strategic framework for the Council and its partners.

12. OPTIONS CONSIDERED AND REJECTED

- 12.1 Not applicable

CONTACT OFFICER: Sarah Ireland, Director of Strategy, Commissioning, Procurement & Performance

BACKGROUND PAPERS - LOCAL GOVERNMENT ACT 1972: None