

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Self-Regulation Select Commission
2.	Date:	5 September 2013
3.	Title:	Corporate Plan Outcomes – Outturn 2012-13
4.	Directorate:	NAS – Performance & Quality

5. Summary

This report provides an analysis of the Council's current performance against the 29 key delivery outcomes contained within the Corporate Plan. It is an Outturn and/or current position statement based on available performance measures for all outcomes together with an analysis of progress on key projects and activities which contribute to delivery of the plan.

The report also aims to highlight the various economic and political influences including changes in national policy and funding which are already, or could potentially impact, on the performance of our corporate plan outcomes.

As a result of service reductions the Council's ability to deliver all the corporate plan objectives is a high risk. The potential for under performance as a result of budget reductions highlights the importance of integrating performance, risk and financial reporting.

The current position is:

Red	2 outcomes requiring major intervention at SLT level
Amber	8 outcomes requiring intervention at Directorate level
Green	19 outcomes requiring no intervention at this time
N/A	0 outcomes which cannot be assessed at this time

The direction of travel between March 2012 and this April 2013 has been positive with a decrease in the number of Red & Amber rated outcomes, therefore demonstrating that effective performance management processes and procedures are in place across the authority. A recent Investors in People (IIP) external review saw the authority retaining 'gold' standard, and reinforces that officers see our performance to our customers is of utmost importance.

Work has now begun to review the Council's Corporate Priorities and a revised version of the Corporate Plan on a page has been developed and is attached as an appendix to this report. The revised plan is now going through a period of consultation and has already been to the overview and scrutiny management board (OSMB). As part of the consultation process, OSMB recommended that members of the self-regulation select committee be asked to examine how the new priorities and commitments will be delivered through the council's service plans and key strategies i.e. the "golden thread". A separate session will be arranged to facilitate this.

6. Recommendations

That Self-Reg:

- Agree the current position against each of the Corporate Plan outcomes, ensuring implementation of the proposed interventions and corrective actions.
- Keep any performance issues under close review to prevent green/amber outcomes becoming rated red.
- Note that the corporate plan outcomes are currently being reviewed and undergoing a consultation process. The outcome of this will influence future performance reporting. The Self-Regulation Select Commission will be consulted through this report and/or under separate cover on the developing outcomes and its performance management.

7. Proposals and Details

7.1 Approach

This performance report provides an analysis of the Council's current performance on the **29 key delivery outcomes** contained within the Corporate Plan.

Achievements against delivery of the outcomes are rated as follows:

Red	Not meeting targets; adverse Direction Of Travel; actions giving cause for concern; requires major intervention by SLT level.
Amber	Slight variation from targets; some actions behind program; requires minor intervention Directorate level.
Green	Meeting or exceeding targets; actions progressing well; no intervention required at this time.
N/A	Cannot be assessed e.g. due to lack of data

Assessment is based on data currently available for:

- Indicators/targets
- Customer perception
- Progress against key actions and outcomes
- Status of financial and operational risks
- National Policy

7.2 Corporate Plan Score Card – Outturn 2012-13

Our Vision for Rotherham is:	Rotherham is a prosperous place and Rotherham people have choices and opportunities to improve the quality of their lives. Rotherham communities are safe, clean, and green where everyone enjoys a healthy and active life.									
The most important things that we do are:	Making sure no community is left behind.		Providing quality education; ensuring people have opportunities to improve skills, learn and get a job.		Ensuring care and protection are available for those people who need it most.		Helping create safe and healthy communities.		Improving the environment.	
What we want to achieve is:	01	Fewer children are living in poverty. <i>Joyce Thacker</i>	06	More people have formal qualifications and skills. <i>Dorothy Smith</i>	13	All children in Rotherham are safe. <i>Clair Pyper</i>	18	People feel safe where they live. <i>Dave Richmond</i>	24	Rotherham is prepared for present and future climate change. <i>Colin Earl (David Rhodes)</i>
	02	Everyone can expect to live longer lives, regardless of where they live. <i>John Radford (NHS)</i>	07	There are more successful new businesses. <i>Paul Woodcock</i>	14	Vulnerable people are protected from abuse. <i>Shona McFarlane</i>	19	Anti social behaviour and crime is reduced. <i>Dave Richmond</i>	25	Clean streets. <i>David Burton</i>
	03	The gap in average earnings is reduced. <i>Paul Woodcock</i>	08	More people come to the Town Centre for work, shopping and for things to do and see. <i>Paul Woodcock</i>	15	People in need of support and care have more choice and control to help them live at home. <i>Shona McFarlane</i>	20	People are able to live in decent affordable homes of their choice. <i>Dave Richmond</i>	26	Safer and well maintained roads. <i>David Burton</i>
	04	Less people struggle to pay for heating and lighting costs. <i>Dave Richmond</i>	09	More people are in work or training and less are living on benefits. <i>Paul Woodcock</i>	16	People in need get help earlier, before reaching crisis. <i>Clair Pyper / Shona McFarlane</i>	21	More people are physically active and have a healthy way of life. <i>John Radford</i>	27	Reduced CO2 emissions and lower levels of air pollution. <i>Ian Smith (David Rhodes)</i>
	05	More people in our poorest communities are in work and training. <i>Paul Woodcock</i>	10	All 16-19 years olds are in employment, education or training. <i>Dorothy Smith</i>	17	Carers get the help and support they need. <i>Shona McFarlane</i>	22	People from different backgrounds get on well together <i>Dave Richmond</i>	28	More people are recycling. <i>David Burton</i>
			11	Babies and pre school children with a good start in life. <i>Dorothy Smith</i>			23	People enjoy parks, green spaces, sports, leisure and cultural activities. <i>David Burton / Paul Woodcock</i>	29	More people are cycling, walking or using public transport. <i>Paul Woodcock</i>
			12	Higher paid jobs. <i>Paul Woodcock</i>						

Trend Analysis - The table below demonstrates the changes over time in the R.A.G status against each outcome.

Outcome	Baseline March 2011/12	Period 1 July 2012	Period 2 Oct 2012	Period 3 Feb 2013	Period 4 / current position 12/13
1) Fewer children living in child poverty	Red	Red	Red	Red	Red
2) Everyone can expect to live longer lives regardless of where they live	Amber	Amber	Amber	Amber	Amber
3) The gap in average earnings is reduced	Green	Amber	Amber	Green	Green
4) Less people struggle to pay for heating and lighting costs	-	Green	Green	Green	Green
5) More people in our poorest communities are in work and training	Amber	Amber	Red	Red	Red
6) More people have formal qualifications and skills	Red	Amber	Amber	Amber	Amber
7) There are more successful new businesses	Amber	Amber	Amber	Green	Green
8) More people come to the Town Centre for work, shopping and for things to do and see	Red	Amber	Green	Green	Green
9) More people are in work or training and less are living on benefits	Red	Red	Amber	Amber	Amber
10) All 16-19 years olds are in employment, education or training	Green	Amber	Amber	Amber	Amber
11) Babies and pre-school children with a good start in life	Green	Green	Green	Green	Green
12) Higher paid jobs	Green	Amber	Amber	Green	Green
13) All children in Rotherham are safe	Amber	Green	Green	Green	Green
14) Vulnerable people are protected from abuse	Green	Green	Green	Green	Green
15) People in need of support and care have more choice and control to help them live at home	Green	Green	Green	Green	Green
16) People in need get help earlier, before reaching crisis	Red	Green	Green	Green	Green
17) Carers get the help and support they need	Amber	Green	Green	Green	Green
18) People feel safe where they live	Amber	Green	Green	Green	Green
19) Anti-social behaviour and crime is reduced	Amber	Green	Green	Green	Green
20) People are able to live in decent affordable homes of their choice	Green	Green	Green	Green	Green
21) More people are physically active and have a healthy way of life	Green	Red	Red	Red	Amber
22) People from different backgrounds get on well together	-	Amber	Amber	Amber	Green
23) People enjoy parks, green spaces, sports, leisure and cultural activities	Amber	Amber	Amber	Amber	Green
24) Rotherham is prepared for present and future climate change	Amber	Amber	Amber	Amber	Amber
25) Clean Streets	Green	Amber	Amber	Amber	Green
26) Safer and well maintained roads	Red	Amber	Amber	Amber	Amber
27) Reduce CO2 emissions and lower levels of air pollution	-	Green	Amber	Green	Green

28) More people are recycling	Amber	Green	Amber	Green	Amber
29) More people are cycling, walking or using public transport	-	Unrated	Green	Green	Green

7.3 Corporate Plan Outcomes – Outturn and/or current position 2012-13

Priority 1 – Making sure no community is left behind

Outcome 01 – Fewer children are living in poverty Owner – Joyce Thacker

As previously reported the council and partners are working on a number of initiatives to try and mitigate the impact of child poverty and ensure it does not increase further (see examples below). It should be emphasised though, that much activity is primarily concerned with mitigating the effects of poverty and intervening early to help children and families. Achieving significant reductions in poverty levels is, realistically, a longer term aim, particularly during an economic downturn.

Using the annual outturn of NI 116 - the overall proportion of children living in child poverty in Rotherham measure - child poverty levels have decreased locally, showing a positive direction of travel in 2010 to 22.6% of children in Rotherham living in a household with relative low income, down from 23.3% in 2009.

Child poverty levels remain higher than the target of 21.6% and the national rate of 20.6%, but are still lower than both the statistical neighbour average of 24.7% and the South Yorkshire figure of 23.7%.

Ongoing activity

- Rotherham's *families for change* work has engaged 245 families and will work with a further 365 in the next financial year. As part of this programme, there is now an employment support officer in post (seconded from DWP) to provide dedicated support for families to seek and sustain employment. Families in Rotherham who will be affected by the benefit cap have all been contacted and advice has been provided through a known contact (through families for change work or children's centres) where possible. Children's centres also offer employment advice and – through the families information service – can help eligible families claim tax credits to pay for childcare costs.
- The council has recently agreed a number of proposals to provide advice and support for tenants affected by benefit changes. This includes the establishment of a comprehensive money advice service; targeted ICT skills training; recruiting an employment solutions officer to be based in Key Choices Property Shop; and offering incentives for people to open bank or credit union accounts.

We are also providing targeted support to EU migrants and new arrivals. Ongoing activity includes:

- REMA are providing a drop in service for EU migrants / Roma at the Unity Centre, offering support on producing a CV, translating letters and communicating with CAB, housing benefit and council tax departments and DWP.
- As part of the Roma Matrix programme, a series of workshops will be delivered with members of the Roma community on employment / employability skills and entrepreneurship. Further elements of the programme include mentoring in public services, workshops with employers and work experience opportunities.
- We are also continuing to develop children's centre activities to support EU Migrant families in Coleridge, Broom Valley and Ferham.

SLT ACTION: to continue to drive coordinated action to tackle child poverty, ensuring the various strategies and initiatives are aligned and resources are utilised effectively.

Outcome 02 – Everyone can expect to live longer lives, regardless of where they live

Owner – John Radford

Following revised population estimates, the current provisional data suggests the following:

- The 3-year average 2009-2011 for life expectancy at birth is 77.8 years for males and 81.65 years for females (both provisional)
- This is an increase of around 0.5 years for both males and females over the 2008-2010 figures of 77.3 years (males) and 81.2 years (females)

Outcome 03 – The gap in average earnings is reduced

Owner – Paul Woodcock

National survey data published annually suggests that average earnings in Rotherham are now 92.1% of the UK national average 89.8% in 2011. This is above the target to achieve 90% of the national average.

Outcome 04 – Less people struggling to pay for heating and lighting costs

Owner – Dave Richmond

It has been a very successful year and we have supported over 4,000 customers with fuel poverty. As part of the programme with Carbon Emissions Reduction (CERT) we have:

- Insulated 9684 lofts saving residents a total of £1,675,322.0 and 697,248 Kg of CO₂; year-end performance data 9756 lofts saving residents 991,255 Kg and a total of £1,678,032.00
- Filled 15381 cavities saving residents a total of £2,076,435.0 and 8,456,473.0 Kg of CO₂ provided external cladding to 23 properties saving householders £8,855 and 43.7 T of CO₂;
- Carried out 455 external wall insulations, saving householders £206570.0 and 1904.07 KG of CO₂.

All council properties receive some form of central heating with the bulk (93%) receiving it through gas. In the Private sector we have cumulatively to date:

- Insulated **70,818** lofts saving householders **£12,747,240** and 51,697,140 KgCO₂;
- Delivered **31,178** cavity wall insulations saving householders **£4,364,920** and 17,459,680 KGC0₂

This marks the end of CERT insulation programs in the UK Green Deal & ECO now replace CERT. ECO and Green Deal applications will be lodged on the Land Mark register any assess to this information in the future to monitor private household take up on energy efficiency will have to be paid for. There will be data available from utilities possibly at the end of first phase ECO 2015. Year-end performance data see above statement no further installers have been added to central register by installers to date.

Outcome 05 – More people in poor communities are in work and training

Owner – Paul Woodcock

The target to achieve 9.5% gap or less in the out of work claimant rate between the 20% most deprived parts of the borough and the whole borough rate was missed. The gap reported in December 2012 is 10.1% with around 25% of the working age population in the more deprived areas claiming out of work benefits compared with 15% across the borough as a whole.

This outcome was the subject of a special report to the council's **Self-Regulation Commission** on March 28th 2013.

The report highlighted previous and current Council led initiatives or work with local partners and agencies to improve local employment and employability including:

- Job Centre Plus programmes
- The Work Programme –

- Skills Made Easy
- Rotherham Investment & Development Office (RiDO) initiatives
- Work Linking deprived areas and people to employment
- Talent Match (A Big Lottery programme targeting 18-24 year olds)

Action: To ensure that this outcome continues to be monitored closely to establish any further impact on the local community. Looking forward the council's Economic Development Team is developing a 'Growth Plan' for Rotherham which will contribute to council priorities for stimulating the local economy and helping people into work, nurturing local business and marketing Rotherham as an attractive business location.

Priority 2 – Providing quality education; ensuring people have opportunities to improve skills, learn and get a job

Outcome 06 – More people have formal qualifications and skills

Owner – Dorothy Smith

As previously reported the Key Stage 2 final National Curriculum Assessment results for 2012 were published on the 13th December. The Key Stage 4 final results for 2012 were published on the 24th January 2013. The data below was published on the DfE research and statistics website.

EYFS

- Rotherham's performance has been above both the national and Yorkshire and Humberside averages in 2010, and above regionally in 2011. In 2012, performance at this level has increased by 1.7% to 60%. However, national averages increased by 5%. The gap to the national average is 4%.

Key Stage 2 outcomes for Rotherham improved in all indicators 2011-2012

- Key Stage 2 L4+ English & mathematics combined increased by 5.7% to 75%. National averages increased by 5% to 79%. The gap to national averages was reduced by 1% but remains too wide at 4%.
- KS1-KS2 progress measures in English increased by 6% to 86%. National averages increased by 5% to 89%. The gap to national averages was reduced to 3%.
- KS1-KS2 progress measures in mathematics increased by 5% to 84%. National averages increased by 4% to 87%. The gap to the national average was reduced to 3%.

Key Stage 4 outcomes for Rotherham improved in all indicators 2011-2012

- 5+A*-C including English and mathematics increased by 3.3% to 60% against a increase in the national averages of 0.5% to 59.4% Rotherham LA average is 0.6% above the national average. Rotherham averages have exceeded the national average for the first time for this threshold.
- The 5+A*-C indicator increased by 2.1% against a national average increase of 2.3%. 83.9% of pupils achieved 5+A*-C against a national average 81.8%. Rotherham LA average is 2.1% above the national average. This is the second year Rotherham averages have exceeded national averages for this threshold.
- KS2-KS4 progress by 3 levels in English remained at 73%. National averages declined by 3.8% to 68.0%. The Rotherham average is 5% above the national average in 2012.
- KS2-KS4 progress by 3 levels in mathematics increased by 6.9% to 66.9%. National averages increased by 3.9% to 68.7%. Rotherham has reduced the gap to national averages to 1.8%.

Results for 2013 are currently being validated and will feature in a future report.

Outcome 07 – There are more successful new businesses
Owner – Paul Woodcock

There is on-going activity promoting and encouraging the creation of new businesses in Rotherham. In May the Council Rotherham has won a national award of 268,000 from the Government's High Street Renewal Fund in recognition of recent achievement attracting new retail businesses to the town centre.

All key indicators concerned with numbers and survival rates of businesses are currently assessed green.

Outcome 08 – More people come to the town centre for work, shopping and things to do and see
Owner – Paul Woodcock

Council surveys have recorded increased foot flow in the town centre. 2012/13 quarterly estimates between 4% and 9% are above the equivalent for quarters in 2011/12. Foot flow has particularly increased in the college street area following the opening of Discount UK, Greenwoods and the relocation of Internationale.

As previously reported The Association of Town Centre Management (ATCM) Springboard National High Street Index indicates that positive foot flow in Rotherham town centre is increasing against national and regional trends. Figures for July 2012, for example, indicated a local 4.1% annual increase compared to a regional (North and Yorkshire) decline of -2.4% and a national (All Towns and Cities) decline of -7.3%.

Outcome 09 – More people are in work or training and less are living on benefits
Owner – Paul Woodcock

The Rotherham out of work claimant rate has stabilised at around 15% of the working age population. The current 2.4% gap against the regional rate of 13% is within the target range to achieve a gap of 2.5%.

Data for year ended December 2012 indicates the overall employment rate for Rotherham actually improved by 0.3% but the gap to the region widened slightly from 0.8% to 0.9%. The target to achieve a 0.5% gap to the regional (Yorks & Humber) average was missed.

The Amber rating takes into consideration the overall positive direction of travel achieved since March 2012 with the gap against the region closing (this was recorded as -0.5% in March 2012) and the stabilisation of the claimant rate.

ACTION: To ensure that this outcome continues to be monitored closely to establish any further impact on the local community. Looking forward the council's Economic Development Team is developing a 'Growth Plan' for Rotherham which will contribute to council priorities for stimulating the local economy and helping people into work, nurturing local business and marketing Rotherham as an attractive business location.

Outcome 10 – All 16-19 year olds are in employment, education and training
Owner – Dorothy Smith

The three month rolling average outturn for 2012-13 was 7.4%, just 0.3% below the target of 7.1%. Rotherham has increasing numbers of academic age year 13 NEET, the majority of who have finished one year learning programmes and not progressed into employment.

Rotherham has developed new working practices to address the NEET issue as below:

- The IYSS has restructured into locality teams to provide a closer relationship with schools and to work with young people NEET more locally. Each school and college has a designated worker for transition working with the most vulnerable young people identified through the Risk of NEET Indicator. The whole cohort are supported beyond transition by the locality team so if a young person is at risk of or drops out of learning they can be offered support from a local team through accessing their local IYS centre.

- Developed targeted support teams through ESF and Youth contract to work with the most vulnerable young people NEET across the borough
- Work with our post 16 providers to reflect upon the current offer for Rotherham learners and to develop new opportunities for the hardest to place.

The 3 month average position of 7.7 % for 2013/14 Q1 shows an increase from the 7.5% return for the same period in 2012/13. This increase can be explained in part by the change to counting mechanisms enforced by DoE in April 2013. This change means that NEET destinations no longer have a currency attached to them, and therefore the adjustment factor of the NEET % has also changed. In Q1 of 2012/13 Rotherham showed an average of 71 young people lapsed from NEET, of which 42% would have been assumed to be EET. This assumption is no longer made and therefore all are included in the NEET count.

The average number of academic age 16 -18 NEET for Q1 is 725 (compared to 665 for the same period last year which is an increase of 60). This breaks down to actual age figures of:

- 40 16 year olds (6%)
- 215 17 year olds (30%)
- 278 18 year olds (38%)
- 192 19 year olds (26%).

This breakdown demonstrates that 64% of the NEET cohort is aged 18+ - a group that prove hard to engage with and primarily will meet with JC+.

The number of actual age 16-18 NEET at the end of June 2013 is 503 compared to 495 for the same period in 2012, although again the largest element of this group are 18 (270 or 54%). The numbers of actual age 16 and 17 year olds has reduced from the same period last year by 32.

The June 2013 figure for Not Known stands at 4.0% which is a significant reduction on last year's figure of 5.1%.

The mean for statistical neighbours NEET at the end of June 13 matched that of Rotherham's at 7.6%. The June 13 figure for Rotherham Not Known stands at 4.0% which is significantly lower than that for statistical neighbours which stands at 7.9%. This demonstrates the significant efforts made by Rotherham to ensure that destination data for our cohorts is as robust and current as it can be.

Outcome 11 – Babies and pre-school children with a good start in life **Owner – Dorothy Smith**

Outcomes of Children Centre Ofsted inspections January – March 2013 show that Rotherham's performance (Good or better) for 11 Children's Centres remained at 90.9% however current performance shows that 16 Children Centre's have been inspected and the percentage of good or better has increased to 93.8%. This is well above the national average of 69%* and the statistical neighbour average of 64.1% in the same period when Children Centres inspections were first implemented.

The profile of child-minder inspection shows a continued improvement on baseline albeit a slight drop in this report, and as at the 19th of June this stands at 67.2% good or better up from 56% in August 2011.

Of all 3 & 4 year olds in Rotherham 98% are benefiting from an early education place prior to starting full-time school. This is a year on year increase of 2% since 2010 and above the England Average of 96%.

The 2012-13 year end performance statistics show that a total of 23,416 children have registered with Rotherham's Imagination Library since the scheme was launched in 2007. 13,945 children were receiving books each month (as of March 2013) which is 87% of Rotherham's under-five population. 9,472 children have now 'graduated' i.e. reached the age of five and automatically left the scheme.

Outcome 12 – More higher paid jobs

Owner – Paul Woodcock

This data is published annually so there is no change to the position report for the 3rd quarter. At December 2012 Median average earnings in Rotherham were £465.80 which was above the target of £460.00 and above the regional average of £464. 70. This outturn is positive.

The measure is based the latest national Annual Survey of Hours and Earnings (ASHE) which can be subject to large fluctuations year on year due to sample sizes used. Subsequent ONS Annual Survey of Hours and Earnings (ASHE) surveys will confirm whether current data is indicative of a long term trend.

Priority 3 – Ensuring care and protection are available for those people who need it most

Outcome 13 – All children in Rotherham are safe

Owner – Clair Pyper

Inspectors from OFSTED came in to inspect our Fostering Service from lunchtime on Monday 1st July through to Thursday of that week. The Fostering service was well-prepared for the inspection and hopes to be able to demonstrate many areas of good practice when the report becomes public at the end of August. Early signs are that it was a productive and positive week with feedback reporting that children in foster care in Rotherham feel safe.

A Performance and Quality Improvement plan is in place to address the indicators of highest concern (Assessments, Stability of Placements and Adoptions). However this is now to be expanded to include findings from quality assurance activity, key inspection preparation requirements and customer feedback.

Due to recent national and local developments a review of the performance information currently included within its Performance Management Framework has been initiated. The aims of this would be to;

- Bring measures in line with the DfE safeguarding performance information dataset
- Delete old NI's which are no longer meaningful and not included within the above dataset. Or consider amending them to be more meaningful locally.
- Include Early Help and other emerging key issues (legal, runaways, CSE etc)
- Ensure the framework is inclusive of the whole child's journey
- Incorporate quality assurance, customer feedback and child's voice measures
- Establish clearer lines and levels of accountability
- Establish targets for all agreed key measures

Ofsted will be launching their new framework for inspecting Childrens services in September. This will include Child Protection, Early Help, Looked after Children (including Adoption and Fostering) and Leaving Care. It is envisaged that inspections will commence in the late autumn. Work is now underway to prepare for this extensive new framework.

Outcome 14 – Vulnerable people are protected from abuse

Owner – Shona McFarlane

Based on South Yorkshire Police statistics, repeat incidents of domestic abuse have an outturn of 21% for year-end. This represents good performance and achieves the re-aligned target (following receipt of definition interpretation clarifications) and is 7% lower than the national average for our type of authority.

Performance for Adults receiving a social care review of their care/support plan during the year had an outturn of 93.1% meeting 93% target. This is equivalent to close to maximum possible score when assessed against numbers of service users who we were eligible to be reviewed in year, national analysis now shows us 20% above comparators.

Safeguarding alerts allocated to a manager within 24 hours had an outturn of 100%, meeting 99% year-end target. Through continuing to respond quickly to alerts we are helping people to feel safe. We have reported improvements through the user survey results for 2013 across both ASCOF measures regarding customer's perception of 'feeling safe'.

A review of the Safeguarding Service began in December 2012 Work took place to review all open safeguarding cases and to streamline the process, to reduce length of time for investigations. The Safeguarding team has been supported by the Performance & Quality team to successfully performance manage the volume of through put and recording, with significant improvements being evidenced.

Seven of the eight Rotherham MBC Care Quality Commission registered service providers have been inspected during 2012/13 and have been found to be meeting their essential minimum standards and assessed (or re-assessed in year) as fully compliant. NAS continue to support all services via their on-going Quality Assurance programme and have supported for example CQC registered services, found not fully compliant on initial inspection to achieve full compliance on re-inspection (e.g. Quarry Hill and Netherfield Court). Non-registered services have also been supported to achieve improvements e.g. Rothercare.

Outcome 15 – People in need of support and care have more choice and control to help them live at home
Owner – Shona McFarlane

The user experience survey which provides insight into how much service users feel they have choice and control to live at home, has shown improvements from the 12/13 survey across six of the national ASCOF measures and in particular the following for outcome 15.

Benchmarking against last year's 11/12 survey results we have seen the following:

- Social care related quality of life - 19.2 achieving top quartile nationally and has improved from 19.1,
- How much control customers have over their daily life - 81.8% achieving top quartile nationally and improved from 76.7% and ranking up to 2nd from 8th in Y&H region.
- Overall satisfaction with the care and support services customers receive - 73.3% achieving top quartile nationally and improved from 72.5%, however lost top Y&H ranking falling to 2nd, due to a reported 89.8 (outlier score) submitted by one council.

The number of customers being supported through personalisation has continued to show excellent results in Rotherham with the national measure ASCOF 1C(1) "people in receipt of self-directed support (SDS)" has improved to an outturn of 80.14%. This smashes the national target and we are well ahead of our comparator authorities who range between 52% and 59%. This shows more people are able to make choices and organise their support to best meet their needs. This can be evidenced in the significant improvements that have also been seen in relation to the number of people accessing SDS via a direct payment which out turned at 16.07% to enable them to retain or pick the provider of their choice, up from 10.3% last year. This national benchmarked performance shows Rotherham better than Y&H and CIPFA comparators.

Actions to provide alternative community based services, which include our home enabling service, increased capacity of step up / step down beds and better use of Assistive Technology to enable customers to have greater choice and control have had a positive impact, with 78 fewer admissions to residential care for those aged over 65 (69 fewer) and those aged 18-64 (9 fewer) when compared to last year.

Outcome 16 – People in need get help earlier, before reaching crisis

Owner – Shona McFarlane / Clair Pyper

Step improvement reported on the proportion of Adult Social Care new assessments completed within 28 days, 93.72% achieved by outturn, improving significantly on previous year score of 83.21% and reflects excellent performance. This outturn moves Rotherham's Yorkshire & Humber ranking up from 7th to 1st of 15 based on the last available national 11/12 benchmarking data (no longer collected).

Similarly, performance in respect of proportion of adult social care packages of care in place within 28 days had an outturn of 97.6%, achieving 97.5% target. Ensuring timely provision of services to meet customer's assessed needs.

Early Help provision in Children & Young People's services continues to expand. An Early Help Assessment Team has been established, to provide a mechanism for coordinating support where contacts have been made to social care but the threshold for statutory intervention has not been met. As of July 2013, 175 Family CAFs are open providing support to 486 children. Performance targets are currently being set by the Local Authority for measuring the effectiveness of Early Help, and these will be monitored on a regular basis and fed into the Local Safeguarding Children Board as part of revised statutory duties following the publication work Working Together 2013. A cycle of quality assurance of Family CAF is also being established, to ensure that the quality of assessment and planning is suitably high and matched to achievable outcomes.

Access routes to Rotherham's Family Recovery Programme have been re-allocated earlier in the continuum of need to ensure that intensive whole family work is targeted at vulnerable families before needs escalate to child protection thresholds. Department for Education grant funding has also been awarded to scope out the potential for developing Multi-Systemic Therapy provision in the borough, which should help reduce the requirement to place children and young people outside their family environment.

Targeted early help via the Troubled Families initiative, has seen successful payment results drawn down for 88 families in July 2013, and this is forecast to almost double by the next claim window (October 2013). Engagement figures are in line with Department for Communities and Local Government targets, and additional services have been commissioned to improve support to families. Work with EU migrant families in Rotherham has been aligned to the work of the Families for Change delivery plan (Rotherham's local name for delivery of the Troubled Families programme), and one of the seven Families for Change Coordinator posts has been appointed to with a requirement for language skills and experience of working with the Roma peoples. This work is one component of the Community Cohesion team led Roma Matrix project.

Outcome 17 – Carers get the help and support they need

Owner – Shona McFarlane

Performance on services for carer's achieves 42% target. Outturn of 42.02% will keep Rotherham in top four Yorkshire & Humberside ranking (based on available national 2011/12 data) for providing advice and support for carers. The 2012/13 national Carer's survey results, show improvements in like for like results when compared to the last survey results from 2009/10, including :

Carer reported quality of life. (8.8) – The results were excellent and a substantial improvement on the previous survey. This has improved on 2009/10 score of 8.4 and achieves 12/13 ranking of 2nd in Y&H region and top quartile nationally. The score is based on the answers to 5 questions in the survey, including questions asking how much choice and control a carer has over their daily life, do they feel safe and social contact. We scored particularly for the questions relating to choice and control, carers in Rotherham feel that they exercise a substantial amount of control over their daily lives and are doing the things that they most value and enjoy.

Overall how satisfied are you with the support or services you and the person you care for have received from Social Services in the last 12 months? (56.51%) – This has improved on 2009/10 score of 55.17%. and achieves 12/13 ranking of 1st in Y&H region and top quartile nationally. Again these are excellent

results for Rotherham; the score is based on those who are extremely or very satisfied. There were only 3% of carers who indicated that they were dissatisfied. Further context for these results is that the average score for England is 42.7%.

In the last 12 months, do you feel you have been involved or consulted as much as you wanted to be, in discussions about the support or services provided to the person you care for? (81.68%) – this measure compares to 2009/10 score of 81.88% and achieves 12/13 ranking of 3rd in Y&H region. Again these are very positive results for Rotherham; the average in England is 72.8%.

In the last 12 months, have you found it easy or difficult to find information and advice about support, services or benefits? (Combined service user and carers score 80.8%) – This has improved on 2009/10 score of 75.00% and achieves 12/13 ranking of 3rd in Y&H region and top quartile nationally. These results reflect the improvements in this area over the last three years, the availability of information in all formats, and through the assessment process. It also gives an indication of the gains made in this area by Carers Corner, underlining its achievements for carers in Rotherham.

We have launched a Carers Charter in 2012/13 which includes our partner agreed 4 priority themed areas that were validated and ranked by the public during carers' week 2012. One theme supports carers to access a range of flexible services that are appropriate to their needs; as a result we reviewed our services and are increasing the range of services we offer via our carers centre. These actions will improve the overall performance indicator but we estimate will also allow us to increase the proportion of 'services provided' (rather than information and advice provided) performance by 13/14; which has been highlighted as an area for development from our sector led improvement assessment.

Priority 4 – Helping create safe and healthy communities

Outcome 18 – People feel safe where they live Owner – Dave Richmond

The 2012/13 target for % of ASB cases closed or resolved was 93%. Improved performance in this area resulted in a year end 'out-turn' of 95.8%.

Every Area Assembly area now has a dedicated, named ASB officer working closely with Housing Champions and local Police resulting in an improved joined up approach and previously stated improved performance.

During 2012/13, ASB and most categories of reported crime were significantly reduced compared to 2011/12.

The Adult Social Care User Survey in 2012/13 underlines these improvements. More Adult Social Care service users felt safe that in the previous years the survey has taken place. In 2011-12 60.7% of customers said they felt safe, this has risen to 67.4% in 2012-13.

A joint RMBC/South Yorkshire Police Vulnerable Persons Unit has been established, currently based at Main Street Police Station.

Outcome 19 – Anti-social behaviour and crime is reduced Owner – Dave Richmond

During 2012/13, Serious Acquisitive Crime overall reduced by 4% (387 offences) compared to 2011/12. Although significant improvement had been made towards the end of the year, the target for violent crime was not achieved, ending at +3% (58 more offences) compared to 2011/12.

Analysis indicates that the vast majority of offences of violence that affected this indicator were classed as 'violence without injury' Although not achieving the target, Rotherham was the third best performing Community Safety Partnership of its most similar group of 13 partnerships.

The Criminal Damage target was achieved - 8% reduction (267 fewer offences) compared to 2011/12 Anti-Social Behaviour' incidents reduced by 20% compared to 2011/12. (3337 fewer reported incidents)

Housing Services in conjunction with Performance and Quality continue to actively resolve risks and support the operational management arrangements with regard to ASB casework management.

The number of ASB Housing long standing cases has reduced by more than 50% during the last 6 months of the year. The percentage of ASB cases resolved was 95.45% at the end of March 2013 against a target of 93%.

Outcome 20 – People are able to live in decent affordable houses of their choice Owner – Dave Richmond

The total number of affordable homes delivered across the borough was 104 in 2012/13. This figure is lower than in the previous year.

Build rates have slowed considerably since 2008 due to a lack of buyers for new homes and some developments being "mothballed". Whilst the number of planning applications has increased over the past year although they have not reached the levels of 2006, when the greatest number of applications were submitted.

Nationally, since the introduction of the government's austerity measures in 2010 there has been a 66% reduction in the level of grant available for Affordable Housing schemes. This percentage decrease has been reflected in Rotherham's delivery of grant funded units including National Affordable Housing Programme, Specialist housing units, Kick-start funding and Local Authority New Build.

In line with our strategic objectives we have purchased more new homes from a developer to add to the Council's stock and there are more strategic Acquisitions in the pipeline.

As at 31st March 2013, a total of 106 properties have been made decent through the internal refurbishment programme and as such the percentage of non-decent properties reported at 0.0%.

In regard to the Repairs and Maintenance Partnership all indicators achieved their year-end performance targets, the best ever performance in this area. The customer satisfaction cumulative year end outturn level was high at 99.57% and more repairs have been completed right first time with over 99% carried out within the target timelines.

The number of voids coming through the service reached a year-end total of 1727; this compares to 1793 last year. The year-end re-let time for Empty Homes was 28.89 days which was within the revised target of 28 days. A dramatic decrease from 2011/12 figure of 39.49.

Ongoing improvement initiatives include:

- Revising the property standard – and Price Per Void Property (PPV)
- Introducing a void utilities management service for gas and electric
- Forward dating of tenancies to improve the customer journey and minimise rent allowances
- Introducing multiple viewings for hard to LET properties

Some of these initiatives until fully introduced could affect on the re-let time – however this will be countered by having a positive impact on the customer journey and drastically reduce the amount of rent allowances provided, saving on council expenditure.

Outcome 21 – More people are physically active and have a healthy way of life Owner – John Radford

Active People Survey 6 published its findings in December 2012. The reported 20% was slightly down on last year but was not statistically significant (i.e. was within the margin of statistical error). This indicates that participation rates in Rotherham are static.

The Healthy Weight Management Framework continues to provide a range of services for children and adults to reduce overweight and obesity. A national conference was held in Rotherham in January 2013 to showcase the services.

Based on the data, Rotherham has made good progress between 2010-11 and 2011-12:

For 4-5 year olds (Reception year) percentages for 2011-12 are lower than Yorkshire & Humber and England for both % Obese and for % Excess Weight

Rotherham now ranks as 4th best of 326 local authorities for Overweight and Obese combined (34th best for Obese alone)

Rotherham percentages are also statistically significantly lower than England.

For 10-11 year olds (Year 6) percentages for 2011-12 are higher than Yorkshire & Humber and England for % Obese but lower for % Excess Weight

Rotherham has improved its rank for both % Obese and % Overweight and Obese combined. It now fits in the middle quintile for % Overweight and Obese (but in the second worst for % Obese alone).

Rotherham percentages are now (2011-12) not statistically significantly different to England for both % Obese and % Overweight and Obese.

Outcome 22 – People from different backgrounds get on well together

Owner – Dave Richmond

Life Style Survey – This is an annual survey for Year 7 and Year 10 pupils. The number percentage of pupils who have been bullied because of race/disability/sexuality shows a rise from 10% in 2011 to 15% in 2012.

Initiatives being developed to help tackle bullying in schools include;

- Schools have signed the national Anti-Bullying charter
- Anti-bullying strategies and toolkit in schools
- An Anti-Bullying Standard that 49 schools have signed up to work towards. To date 2 schools have achieved Bronze standard, 6 Silver standard and 7 gold standard

Hate Crime and Incidents - There have been 51 incidents of Hate Crime recorded in quarter 1, 40 in quarter 2, 39 in quarter 3, and 30 in quarter 4 which were classed as “criminal offence” by South Yorkshire Police (SYP). This represents a total to date this year of 160.

In addition 174 incidents were reported in Rotherham schools and a further 16 incidents through council directorates over quarters 1, 2, 3 and 4 of 2012/13.

In response to the Equality and Human Rights Commission report “Hidden in Plain Sight” on disability related hate crime, the publication of the Government’s Plan to “Tackle Hate Crime, Challenge it, Report it, Stop it”, and the development of a National Hate Crime Strategy, the Council and SYP have reviewed our approach and a dedicated “Vulnerable Persons Unit” has been established from existing staffing resources.

Based within Main Street Police Station this is a multi-agency team aims to improve the coordination of all strands of work around vulnerable individuals (intelligence, prevention, intervention and enforcement), including those subject to ASB, hate crime, domestic violence, mental health, sexual exploitation, community cohesion.

This new approach will lead to identifying and intervening much earlier in many of these risk areas to prevent escalation of harm and increased demand.

Outcome 23 – People enjoy parks, green spaces, sports leisure and cultural activities

Owner – David Burton / Paul Woodcock

Visits to libraries and sports facilities have an upward trend. Visits to the Civic Theatre were fewer than last year due to a six period of closure for refurbishment.

Priority 5 – Improving the environment

Outcome 24 – Rotherham is prepared for present and future climate change

Owner – Colin Earl

Rotherham MBC; Bradford CC and University of Sheffield (UoS) are still collaborating in climate change adaptation measures, even though the previous bid for EU funding was unsuccessful. An additional bid for EU funding is being reviewed.

The Adaptation gap analysis is complete and the subsequent report has been submitted to Environment and Climate Change Group/Asset Management Senior Management Team. As a result of the report an action plan will be developed to improve adaptation measures by the Adaptation Working Group.

The refreshed Environment and Climate Change Strategy and action plan was sanctioned by Cabinet in May 2013 and Cabinet agreed to sign up to Climate Local. Climate Local is an LGA initiative to drive, inspire and support Local Authorities to reduce carbon emissions and improve resilience to the effects of our changing climate.

Outcome 25 – Clean Streets

Owner – David Burton / Paul Woodcock

Local surveys completed during 12/13 recorded levels of street cleanliness within the annual targets. This measure is therefore assessed Green

Outcome 26 – Safe and well maintained roads

A) Well maintained roads

Owner – David Burton / Paul Woodcock

Dept. of Transport benchmarking data for 11/12 suggests that the condition of Rotherham's Principal and Non Principal; roads is holding up well against national and regional averages. The overall Amber rating is due to a deterioration on the condition of unclassified roads which comprise the largest part of the borough's road network. The service is utilising surface treatments and targeting these on the unclassified network. They are also trying new innovations such as the "Multihog" for small patching works. They will continue to collect condition data, which will allow prioritisation of the limited resources available.

Outcome 26 – Safe and well maintained roads

B) Safer roads and casualty reduction

Owner – David Burton / Paul Woodcock

The key high level measures of trends in road traffic casualties are former national indicators 47 and 48. These indicators use an analysis of the numbers killed and seriously injured (KSI) presented as a rolling average over the preceding 5 calendar years (i.e. January – December).

The five year rolling average for all Rotherham KSI reported for 2012 was 84. This indicated a decline over the 90 reported for 2011. This represents a 7% reduction which meets the target for an annual decrease of 4%. Since 2009 the cumulative reduction has been 15.2%.

The five-year rolling average for children and young people (0-17yrs) KSI in Rotherham followed a similar pattern. This reduced from 17.8 in 2011 to 17.0 in 2012 thereby meeting the annual target for a 5% reduction, although the cumulative reduction since 2009 was 22.7%.

The current rolling average is however being skewed downwards due to the exceptionally low numbers of KSI reported during 2010. Recent trends in actual numbers of KSI are giving rise to concerns. 86 were reported for 2012 compared with 85 for 2011 and 59 for 2010. 19 KSI involving children and young people were reported for 2012 compared with 18 for 2011.

Analysis of 2012 road accident data found no specific concentrations KSI or accident blackspots. Ongoing actions to address road safety and reduce KSI's include school and college based road safety education and training initiatives, projects which aim to reduce the number of collisions involving young drivers and completing road safety audits on all proposed road schemes.

Outcome 27 – Reduce CO2 emissions and lower levels of air pollution
Owner – Colin Earl

CO2 emissions for RMBC building energy use and street lighting are reported annually at the end of July (in line with CRC reports and DEFRA Green House Gas Report) using verified data.

The annual target of 2% year on year reduction has been exceeded in 2012/13 achieving a 7.2% reduction on 2011/12. DEFRA have changed the conversion factors and categories so an exact comparison is not 100%, but it does give a good indication of the direction. Further changes between DECC & DEFRA are expected in the next 12 months. Numerous activities to reduce carbon emissions; reduce fuel consumption and therefore reduce costs continue.

Outcome 28 – More people are recycling
Owner – David Burton

Performance against *ex NI 192 % of household waste sent for reuse (recycling and composting)* declined during the second half of the year. This was primarily due to the ending of the Sterecycle contract as the company went into receivership.

The initial end of year 'stretch' target based on the on-going availability of Sterecycle was subsequently revised downwards from 57.6% to 42.15%. End year cumulative performance was 41.75%, just below the revised target.

Composting tonnages continue to show a marked improvement over last year (8.4% higher). Kerbside paper and card tonnage is almost exactly the same as last year (3 tonnes higher). However, Blue box figures (4.6% lower) and HWRC recycling figures (1.6% lower) are lower than in 2011/12. It is predicted that recycling tonnages may fall in coming years as there is evidence food and drinks manufacturers are using lighter materials for packaging and sales of newspapers decline as people increasingly turn to electronic media. These concerns will be reflected in target setting for 2013/14.

Third quarter performance against *Ex NI 193 % of municipal waste landfilled* was better than the target (cumulative performance to the end of March is 31.21%). This included waste being recycled and composted plus residual waste diverted away from landfill as part of the interim waste treatment and disposal contract prior to the demise of Sterecycle. The service has since been able to secure enough additional capacity at the Sheffield energy recovery facility to keep this indicator ahead of target

This outcome is overall rated amber due to the recycling outturn being only marginally below the revised target and on-going good performance against landfill targets. Work is still in progress to identify a suitable replacement for Sterecycle.

Outcome 29 – More people are walking, cycling or using public transport
Owner – Paul Woodcock

No change over the position reported for the third quarter. PTE surveys completed during November 2012 indicate around 24% of journeys being undertaken via more sustainable modes of public transport, cycling or walking. These findings indicate an on-going improvement over the 2010/11 baseline of 18-19%.

National data collection around journeys to school has ceased but locally collected data (CYPS 'Lifestyle Survey') found that the around 15% of pupils travel to school by car with the remaining 85% either walking (65%) or using various modes of public transport or cycling. Numbers walking increased to 73% for return journeys with 9% travelling home by car.

This outcome is therefore currently assessed as Green.

7.4 **High Level Outcome Measures**

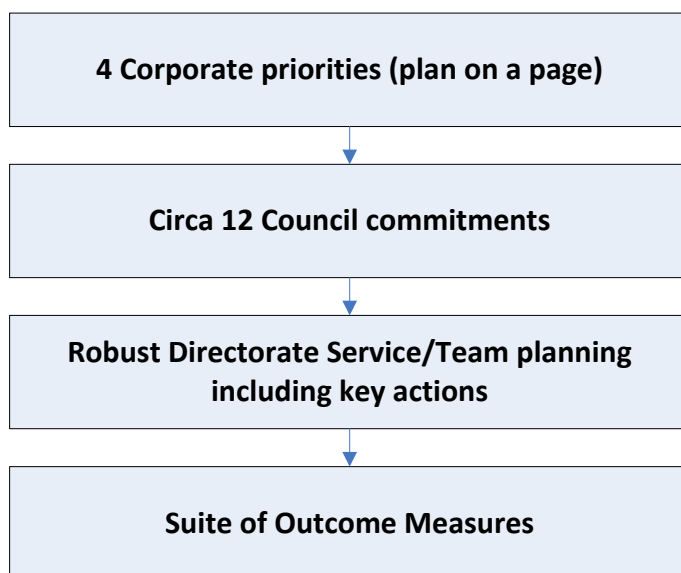
Performance is measured against agreed high level measures for each outcome. These are a combination of former statutory national indicators and local indicators.

7.5 **Developments**

Since the last report developments with reporting against our priorities include:

- Work has begun on reviewing the Councils Corporate Priorities and a revised version of the Corporate Plan on a page has been developed and is currently undergoing a period of consultation.

As part of the refresh it is important to be able to ensure that robust performance management processes are in place and a clear golden thread is visible. This will be achievable by ensuring that the following is in place:



- Rotherham's Joint Health and Wellbeing Strategy is well into the implementation phase. The strategy includes six strategic priority themes, which are being delivered through a set of workstreams, each one having an identified lead officer from the council, public health and Clinical Commissioning Group (CCG). The six strategic leads have produced actions plans which demonstrate the work being delivered, or required, to meet the desired outcomes of the strategy. Each of the leads has attended the Health and Wellbeing Board (HWBB) individually to present their workstream plan, including what the issues are and current challenges, what work is being done locally to address the issues and how the HWBB can contribute to delivery of their plan.

Along with the six workstreams, the HWBB agreed six locally determined priorities, identified from the JSNA. A lead officer for each of the priorities has been attending the board to assist the members in considering the challenges being faced locally and how best to address them.

By October the HWBB will have received all presentations in relation to the workstreams and locally determined priorities, at this point an annual report will be produced to enable the board to evaluate and review progress of the strategy one year on.

- Cabinet Member, Strategic Director Leads and Area Coordinators have been identified for each of the eleven deprived neighbourhoods. Area Coordinators have developed rich pictures and action plans and significant progress continues to be made in all eleven neighbourhoods. In each area between 4 and 7 priority areas have been identified, and Coordinators are working corporately to ensure interagency commitment and progress on these priorities.

8. Finance

It is known that as a result of service reductions the Council's ability to deliver all the corporate plan objectives is a high risk. The potential for under performance as a result of budget reductions highlights the importance of integrating performance, risk and financial reporting. This emphasises the need for regular monitoring of team plans within Directorates and a potential revisit of the Corporate Plan priorities.

9. Risks and Uncertainties

Ongoing changes to national policy and funding continue to impact on delivering our outcomes and in some areas could further deteriorate performance. The rationalisation of the Government's performance regime has taken the focus away from the previously strong performance management culture within the organisation. Implementation of a revised performance outcome framework is required to reinstate embed performance management within the organisation. This involves ensuring targets for all corporate plan measures need to be firmly embedded and the reporting timetable is also adhered to.

10. Policy and Performance Agenda Implications

This report assesses the progress being made in delivering the outcomes of the key policy and performance agendas as set out in the Council's Corporate Plan. The current government's Welfare Reform proposals have been identified as certain to have a major impact on Council service delivery and on service users and residents. The key issues are set out below.

Impact of the Government's Welfare Reforms and Local Response

The Government's Welfare Reform Act 2012 is now being implemented and further changes were made in the Autumn Statement in December 2012. Changes to welfare benefits have been affecting Rotherham residents for some time and Rotherham Partnership has been co-ordinating the local response from the Council, VAR, DWP and other partners. The scale of impact increased in April 2013 and continues to grow. The full impact of welfare reform will not be felt until 2015/16.

Using the methodology developed by CRESR at Sheffield Hallam University in April 2013, changes to the benefits system resulting from welfare reform are estimated to create a loss of £91 million per year by 2015/16. The impact will be greatest in the Borough's most deprived communities. In Rotherham 17.3% of the working age population live in the 11 most deprived neighbourhoods but they face 27% of the annual loss, estimated at £24.5 million lost as a result of welfare reform.

As previously reported, Welfare reform will also impact on a number of our corporate plan outcomes.

Potential Impacts

Increased demand for Council Services – There is increased demand for support and advice from families affected by loss of income. Income generation is likely to be affected, particularly in those delivering 'afford to pay' services. The end of full council tax benefit in April 2013 is causing arrears to increase significantly which is expected to reduce income to the Council. External providers such as Citizens Advice and debt counselling services have seen a marked increase in the number of people in difficulty accessing their services.

Health – People's health is likely to suffer as a result of welfare changes. These may impact on lifestyles if lack of disposable income results in less exercise and poorer diet which are key mitigating factors for

issues such as heart disease and obesity. Being in work rather than on benefits can be beneficial to mental and physical health. However, being unable to find work and facing a squeeze in income is likely to exacerbate poor mental and physical health for workless people. There is a high risk that levels of stress, anxiety and depression will increase, particularly for disabled people.

Housing - Changes to Housing Benefit mean that many tenants are facing a reduction, notably due to changes in Local Housing Allowance and the application of size criteria to social housing ("bedroom tax"). Rent arrears are growing as a result and there is a growing risk of evictions or other legal action. A shortage of smaller council properties severely limits the options for those wishing to downsize and some may be forced into the private sector. The impending payment of Universal Credit direct to households is a further concern for all landlords with low income tenants. This change is expected to increase rent arrears and could lead to more evictions and homelessness.

Financial Exclusion - Low income households have long suffered from financial exclusion as they are not attractive to mainstream financial services and often have to pay more for services as a result. The squeeze on incomes resulting from welfare reform is causing demand for sub-prime (high interest) lending to rise and also growing use of pawnbrokers. Evidence suggests that levels of personal debt in low income households are rising as people borrow to pay bills, but this often leads to people being trapped in debt. A significant number of people do not have a bank account despite plans to pay benefits into such accounts.

Digital Exclusion - One element of welfare reform is a drive to move services online and to make application for benefits, notably Universal Credit, digital by default although there will always be some people who cannot access this method. People on low incomes are less likely than average to have access to the internet at home and may struggle to use online services if they are not familiar with them or have poor levels of literacy. Younger people are increasingly accessing the internet on small screen devices which are unsuitable for use in applying for benefits.

Crime – It is not possible to provide a direct correlation between economic conditions and crime, or how welfare changes directly contribute. Despite the worsening economic position between April 2009 and March 2011 overall crime in Rotherham fell by 11% and Serious Acquisitive Crime (including Domestic Burglary, Robbery and Vehicle Crime) fell by 15%. There is likely to be a time lag between rising hardship and crime levels. Overall crime Acquisitive offences showed increases in 2011/12 and small rises in 2012/13 including Burglary Dwelling (3%) and Burglary Other (4%). A particular concern is shoplifting which increased by 27.5% in 2012/13 and by 33% over the year to July 2013. Concerns have also been expressed about increased risk of domestic violence and abuse related to welfare reforms including Universal Credit being paid to one household member.

Partnership Response

Rotherham Partnership has co-ordinated a strategic steering group and task group for welfare reform. These have overseen a range of actions taken to mitigate the impact of welfare reform on local people, including the following:

- Benefit Changes Leaflets and Booklets produced & distributed at events & locations to the public, staff & Members
- Staff Guides produced to assist front line staff
- Training of front line staff to raise awareness and signpost people
- Interim funding for advice services (2013) before Lottery funding started
- Development of a local council tax reduction scheme to limit payments by those on the lowest income to 8.5% of their council tax bill.
- Development of the Fund for Change to provide interest free loans, grants and crisis provision in place of the DWP Discretionary Social Fund
- Festive Food Fund interest free loans for food over Christmas
- Universal Credit Support Partnership being developed in anticipation of the launch of Universal Credit.

11. Background Papers and Consultation

The performance data contained within this report has been provided by Directorates following approval from their Directorate Management Teams.

Contact:

Sue Wilson, Performance and Quality Manager, ext 22511

Dave Roddis, Performance and Quality Manager, ext 23781

Rotherham Council Corporate Plan 2013-16

Priority 1: Stimulating the local economy and helping local people into work

- *We will use the council's buying power and influence to increase the use of the local supply chain and local labour*
- *We will market Rotherham as an attractive business location by investing in initiatives to promote business growth*
- *We will focus on lifelong learning to improve the qualifications, skills and economic wellbeing of children, young people and their families*

Priority 2: Protecting our most vulnerable people and families, enabling them to maximise their independence

- *We will intervene early to prevent problems developing and protect children, young people, families and vulnerable adults from all forms of abuse, violence and neglect*
- *We will ensure that all adults in need of support and care get help early and have more choice and control to help them live at home*

Priority 3: Ensuring all areas of Rotherham are safe, clean and well maintained

- *We will make sure that Rotherham's roads and footpaths are safe to use and that their condition is at least as good as the national average*
- *We will improve the quality of public spaces through better management of street cleansing and grounds maintenance*
- *We will reduce anti-social behaviour and crime and ensure people feel safe where they live*

Priority 4: Helping people to improve their health and wellbeing and reducing inequalities within the borough

- *We will work with communities to deliver services that are tailored to local conditions*
- *We will respond quickly to people's needs, mitigating the effects of poverty and helping them to thrive*
- *We will ensure that people are able to live in decent affordable homes*

The way we will do business

- *Talking and listening to all our customers and treating everyone fairly and with respect*
- *Supporting and enabling our communities to help themselves, whilst meeting the needs of the most vulnerable*
- *Getting it right first time, reducing bureaucracy and getting better value for money*
- *Working with partners to ensure people get the services and support they need as early as possible*
- *Having the right people, with the right skills, in the right place, at the right time*