

Essex County Council
Annual Performance Report
2009/10



Essex County Council 2009/10 Annual Performance Report

Foreword

Welcome to our Performance Outturn Report for 2009/10. This report shows our progress in delivering against our EssexWorks priorities, our direction of travel and our performance in comparison to others.

Our ambition is to deliver the best quality of life in Britain and our first EssexWorks Corporate Plan introduced for the period 2008-2011 sets out the most important things we will do to improve Essex and the lives of our residents over three years. EssexWorks was based on extensive research and consultation activity and our ten EssexWorks priorities and the outcomes we have set ourselves are reflective of this and what we have agreed to deliver with our partners through the Local Area Agreement.

This Performance Outturn Report therefore assesses our performance in 2009/10 across two frameworks:

1. Our EssexWorks Corporate Plan priorities
2. Our Local Area Agreement indicators (including those which are not included in the EssexWorks Corporate Plan)

We are pleased with our performance in 2009/10. We have made significant progress over the last year across all our priority areas and delivered on our EssexWorks Pledges to Essex residents.

Key achievements in 2009/10 include: the successful take up of free Telecare equipment by those over 85 (80 with effect from December 2009 + other vulnerable groups), resulting in a total of 4176 residents benefiting from this one-year free service; our continued commitment to improving schools across Essex by completing 224 maintenance and refurbishment schemes and; the improvement of 120km of roads and footways through the highways maintenance programme, fulfilling our pledge to upgrade and refurbish local communities' roads and footways. Our Adult Social Care service has also been recognised as highly performing by independent assessors.

However, we recognise that 2010/11 is likely to be an increasingly challenging year given the environment we work within. It is vitally important that we continue to provide high quality services which deliver real value for money. Our successes over the last year demonstrate our innovative and pioneering approach alongside collaboration with partners which are vital if we are to deliver the best quality of life in Britain.

To be signed

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Key (to indicator tables)

NI Indicators prefixed 'NI' are part of the National Indicator Set (NIS) suite of performance indicators, first introduced in April 2008.

LI Indicators prefixed 'LI' are locally defined performance indicators, created to monitor delivery of the EssexWorks Corporate Plan or Local Area Agreement, where there was not an appropriate national indicator.



The 2009/10 result shows improved performance, when compared to the 2008/09 result

The 2009/10 result shows performance levels have been maintained, when compared to the 2008/09 result

The 2009/10 result shows a decline in performance, when compared to the 2008/09 result



The result has met or exceeded target



The result has not met target

Where possible, comparative data for 'NI' indicators has been taken from the Data Interchange Hub and compared against an appropriate 'Statistical Neighbour' group of authorities, producing a 'Rank' for Essex performance. This rank is displayed as follows:

X/Y where: **X** = the rank assigned to Essex (1 is best) and **Y** = the number of authorities compared against

The statistical neighbour group used for comparison is dependant upon the indicator, however it should be noted that the 2008/09 ranking has been carried out using newly defined statistical neighbour groups (defined as part of the Local Government Reorganisation in April 2009).

It is not possible to make comparisons for any 'LI' indicators as these have been locally defined.

Priority 1: Putting the Customer First



Essex County Council aims to deliver the best quality of life in Britain to the residents of Essex. Our EssexWorks priority 'Putting our Customer First' underpins everything we do.

As a Council, we believe that when people make contact with us and use our services, it is vital that they have the best possible experience. To help ensure this happens, in March 2009 we adopted a new customer Excellence Strategy to support the transformation of our systems and culture and ensure that the customer continues to be put at the heart of our work. In addition to this, we also appointed a new Director of Customer Services, reporting directly to the Chief Executive, reflecting our focus on further improving the levels of service our customers receive.

Recent consultation has shown that over 80% of Essex residents are satisfied with their local area as a place to live and although above target, we want to continually improve this figure. Essex residents' top five priorities remain unchanged (crime; health services; clean streets; education provision; and parks & open spaces) and all of these are captured under our priorities and objectives for 2010/11. While trends nationally have seen a decline in overall satisfaction with the council, likely influenced by national circumstances, Essex has one of the highest ratings amongst County Councils.

People in rural parts of Essex can find themselves being unable to gain full benefits from services and information available, due to isolation and lack of good transport links. As more than 70% of the county's land is rural this presented a significant challenge. We have implemented several schemes to improve access to services in rural areas, including new shopper bus services, community transport in Maldon and Colchester, the production of innovative route maps (showing how to access key services using existing public transport) and have worked with target parishes to promote services through their parishes. In October 2009 we also started the 'Village Agents' project where locally recruited service experts tour villages offering older people advice on accessing local services, arranging for appropriate services to contact individuals or groups to provide support.

Priority 1: Putting the Customer First

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 001) % of residents satisfied with the Council <i>Good performance is a high value</i>		Y	46.5% (+/- 3.4%)	52%	3/27	44.1% (+/- 1.1%)	56%	-	▼
(LI 010a) % of parishes with 3 out of 4 key services <i>Good performance is a high value</i>	Y	Y	32.2%	Not set	-	NA Biennial	Not Set	-	-
(LI 010b) % of parishes in rural areas with access to 5 key services <i>Good performance is a high value</i>	Y	Y	76.4%	Not set	-	NA Biennial	Not Set	-	-
(NI 004) % of people who feel they can influence decisions <i>Good performance is a high value</i>	Y	Y	27.1% (+/- 3.2%)	33%	22/27	26.9% (+/- 1.1%)	36.0%	-	▼
(NI 005) % of people satisfied with their local area as a place to live <i>Good performance is a high value</i>	Y	Y	85.2% (+/- 2.3%)	79%	11/27	81.9% (P) (+/- 0.9%)	80.0%	-	▼

Priority 2: Increasing Educational Achievement and Skills



Essex County Council is committed to improving schools across Essex to deliver a better education for all Essex children. We have delivered an ambitious reorganisation programme and have embraced the Academy programme. There has been considerable progress in working with lower performing schools and reducing the numbers of schools in OFSTED categories. We are confident that all of this, along with a range of targeted support work will, in time, help us deliver improved standards and address some of the challenges we have been facing.

We have continued to make progress with the Essex Building Schools for the Future programme and have delivered on our pledge to improve the quality of schools by investing an additional £10m in maintenance and refurbishments of school buildings. Following the acceleration of Central Government funding, Essex County Council's investment increased from £10m to £15m during 2009/10 enabling 224 schemes to improve the quality of school buildings to be completed. The majority of works were programmed to take place during school leave periods to ensure minimal disruption to children's education.

There has also been success at tackling those schools that for the last 4 years or more, have performed below the minimum standards. As a result of targeted interventions, the number of schools have been reduced from 10 to 7, of which 2 schools in the south of the county had been in the 'Hard to shift' category for 9 years. Essex has also been successful at 'narrowing the gap' in the performance of our lowest performing schools. The difference between the lowest performing 20% of Early Years pupils and the rest has fallen from 38% in 2006/07 to 34% in 2009/10, however we do recognise that there is still further work to be done in these areas.

A key part of improving educational attainment is developing the skills of our adult population. The Adult Community Learning service has built on its 2009 OFSTED inspection result of "outstanding" by retaining its Matrix accreditation and gaining "Beacon status", which places the service amongst the top 8% of all learning providers nationally.

To tackle the number of young people not in education, employment or training (NEET) we are introducing new apprenticeship places, increasing our target to 1750 by 2012. Additionally we are running several programmes aimed at engaging young people not in education, employment or training on pre-apprenticeship and level 1 work placements. 197 young people have so far been engaged on such programmes (ay May 2010), which will continue to run in 2010/11. The Council has also successfully piloted the Employability for Life charter across Castle Point and Rochford schools to raise the employability skills of young people at key stage 4 and is liaising with Integrated Youth Services, schools and colleges to ensure that at least 95% of school leavers have an offer of a post 16 learning place by 2010.

Priority 2: Increasing Educational Achievement and Skills

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 003) % of parents receiving their 1st or 2nd school choice in comprehensive school <i>Good performance is a high value</i>		Y	96.1%	96.0%	-	95.93% (P)	97%	-	▼
(NI 072) Early Years achievement for all children aged 5 <i>Good performance is a high value</i>	Y	Y	43%	46.0%	10/11	45%	48.5%	10/11	▲
(NI 073) % of pupils achieving level 4+ in English and Maths at Key Stage 2 <i>Good performance is a high value</i>	Y	Y	73%	74.0%	8/11	72%	80.0%	7/11	▼
(NI 075) % of pupils achieving 5 A*-C grades at GSCE (inc. English & Maths) <i>Good performance is a high value</i>	Y	Y	49%	50.9%	9/11	50.2%	53.4%	8/11	▲
(NI 078) No. of schools where fewer than 30% of pupils achieve 5 A*-C grades at GCSE (inc English & Maths) <i>Good performance is a low value</i>	Y	Y	9	13	-	6	13	-	▲
(NI 079) % of young people achieving level 2 qualifications by age 19 <i>Good performance is a high value</i>	Y	Y	73%	Not Set	-	76%	73%	-	▲
(NI 087a) % of persistent absentees in secondary schools <i>Good performance is a low value</i>	Y	Y	5.8%	6.7%	-	5.0%	6.1%	-	▲
(LI 087b) % of persistent absentees in primary schools <i>Good performance is a low value</i>	Y	Y	1.5%	1.5%	-	1.4%	1.5%	-	▲
(NI 089a) Number of schools in special measures <i>Good performance is a low value</i>		Y	3	0	-	2	0	-	▲
(NI 093) % of pupils making 2 levels progress in English between Key Stage 1 and 2 <i>Good performance is a high value</i>	Y	Y	81.4%	88.3%	6/11	81%	90.0%	4/11	◀▶
(NI 094) % of pupils making 2 levels progress in Maths between Key Stage 1 and 2 <i>Good performance is a high value</i>	Y	Y	78.2%	83%	4/11	80%	88.0%	4/11	▲

Priority 2: Increasing Educational Achievement and Skills

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(NI 099) % of looked after children achieving level 4+ in English at KS2 <i>Good performance is a high value</i>	Y	Y	38.5%	58%	4/8	42.9%	59.3%	3/6	▲
(NI 100) % of looked after children achieving level 4+ in Maths at KS2 <i>Good performance is a high value</i>	Y	Y	46.2%	50%	3/8	46%	61.1%	3/7	◀▶
(NI 101) % of looked after children achieving 5 A*-C GCSEs inc English & Maths <i>Good performance is a high value</i>	Y	Y	8.1%	6.78%	-	13.0% (P)	17.3%	-	▲
(NI 117) % of 16-18 year olds who are not in Education, Training or Employment (NEET) <i>Good performance is a low value</i>	Y	Y	6.7%	5.4%	10/11	6.9%	5.3%	-	▼
(NI 163) % of adults with qualifications at Level 2 or higher <i>Good performance is a high value</i>	Y	Y	66.6%	Not Set	23/27	Avail Aug 2010	Not Set	-	-
(NI 164) % of adults with qualifications at Level 3 or higher <i>Good performance is a high value</i>	Y	Y	43.8%	Not Set	24/27	Avail Aug 2010	Not Set	-	-
(NI 165) % of adults with qualifications at Level 4 or higher <i>Good performance is a high value</i>	Y	Y	25.2%	Not Set	24/27	Avail Aug 2010	Not Set	-	-

Priority 3: Promoting Health and Leisure



Promoting Health and Leisure is a high priority for Essex County Council and we are committed to reducing childhood obesity by promoting healthy eating and participation in sport. We have made progress among reception age children with only a minority (8.2%) defined as obese in 2009/10 and have encouraged participation in sport through the Essex Carrying the Flame project. Under this scheme, Essex County Council has worked in partnership to hold a series of sports events in local schools in Harlow and Tendring, giving hundreds of pupils the opportunity to try new sports such as boccia, judo and wheelchair basketball. The team has also worked with Essex Boys and Girls Clubs to promote rowing amongst young people and supported the County Primary Sportshall Athletic finals. We will be continuing our focus on reducing childhood obesity on 2010/11.

We have continued to encourage active citizenship by promoting community learning, the use of libraries and engagement in arts and culture. Our libraries service has continued to perform well following improvement at Brentwood

and the development of a new library in Dunmow, with service satisfaction increasing. Essex has the highest proportion of its population with active library memberships, plus the highest annual total of library visits and loans.

Additionally in 2009 we pledged to promote an Essex “Year of Culture” to increase tourism and inward investment. To deliver this pledge, we initiated the Essex Summer of Art, a groundbreaking partnership project designed to bring together the extensive series of Arts and Cultural trails taking place every summer in Essex, plus new ventures. Thirteen separate Art trails, plus exhibitions, opens studios, lectures and community arts events took place May to October 2009. The East of England Tourism Authority estimated that Summer of Art generated £756,581 for the Essex economy and created the equivalent of 10.32 full time jobs. For the 2010 Summer of Art we have attracted 18 trails and open studios to join the campaign.

Essex County Council has also worked with partners to promote regular volunteering across the county, with initiatives being led by local Volunteer Centres to promote volunteering amongst groups such as young adults, the retired, the unemployed, as well as to prepare for the likely volunteering needs of the 2012 Olympic Games. Internally, the Council has also done its bit, by launching its own employee volunteering programme, *Essex Volunteers*, which allows staff to take up to two days of paid leave each year to engage in volunteering and we expect these activities will have an impact in 2010/11 on numbers of people actively engaged in volunteering.

Priority 3: Promoting Health and Leisure

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 037) Number of athletes supported through grant aid schemes <i>Good performance is a high value</i>		Y	72	72	-	TBC	70	-	-
(LI 120) Average mortality rate from all causes, at all ages, per 100,000 population (in the lowest performing area) <i>Good performance is a low value</i>	Y		694.71	705.46	-	Avail Jan 2011	691.35	-	-
(NI 006) % of people participating in regular volunteering <i>Good performance is a high value</i>	Y	Y	24.0% (+/- 3.0%)	Not set	17/27	22.7 % (P) (+/- 1.0%)	24.5%	-	▼
(NI 008) % of adults participating in sport and recreational activities <i>Good performance is a high value</i>	Y	Y	21.6% (+/- 1.2%)	21.8%	22/27	Avail Jan 2011	23.2%	-	-
(NI 009) % of adults using public libraries <i>Good performance is a high value</i>		Y	49.2% (+/-1.8%)	Not set	9/16	50.2%(P) (+/-1.2%)	Not Set	-	▲
(NI 011) % of adults engaged in the arts <i>Good performance is a high value</i>	Y	Y	43.5% (+/-1.8%)	Not set	24/27	44.6% (+/-1.2%)	44.5%	20/27	▲
(NI 055a) % of primary school children in reception who are obese <i>Good performance is a low value</i>	Y		8.7%	Not set	7/11	8.2%	8.1%	4/11	▲
(NI 056a) % of primary school children in year 6 who are obese <i>Good performance is a low value</i>	Y	Y	15.9%	15.3%	4/11	16.0%	15.3%	4/11	▼
(NI 057) % of children and young people participation in PE and sport <i>Good performance is a high value</i>	Y	Y	83%	Not set	3/11	87%	84%	3/11	▲
(NI 123) 4 week smoking quitters, per 100,00 population (16yrs+) <i>Good performance is a high value</i>	Y	Y	927	840	-	Avail Aug 2010	850	-	-

Priority 4: Supporting Vulnerable People



Improving safeguarding remains a key priority for Essex County Council and we continue to place significant time and effort on protecting vulnerable children, both through the creation of stronger communities and through targeted improvement in our social care service. A new 'Initial Response Team' to cover all parts of the county has been formed and in the future, all new referrals for vulnerable children and children in need will be routed through this team, ensuring those in greatest need will receive services promptly and efficiently.

In 2009/10 the Council introduced several schemes to improve the employment prospects of its disabled population. The Council has developed schemes such as the Mindful Employer Network, launched in North Essex in February 2010, which provides advice to employers, employees and job applicants with the aim of increasing the recruitment and retention of staff with mental health problems. By March 2010, 664 people using Mental Health services had been supported into employment, education or training. Additionally, Essex Cares

has signed up as one of only 7 delivery sites for JobsFirst, a Department of Health initiative. The company will work with the Learning Disability Transitions service to ensure that employment goals are prioritised for young disabled people as they make the transition to adulthood, preventing young people with learning difficulties becoming dependent on benefits

Supporting vulnerable adults is also a significant priority for us and in 2009/10 we achieved a fantastic result in our Adult Social Care inspection. We are now seen as one of the highest performing in the country and only the second authority, and the largest, to have achieved a 'performing excellently' for the safeguarding of vulnerable adults.

To help us support the vulnerable adults in Essex we developed a range of schemes aimed at providing personalised care and promoting independence. To ensure that people can remain independent for longer, Essex County Council pledged in 2009/10 to offer free Telecare equipment to all residents over the age of 85 (80 with effect from December 09 + other vulnerable groups). This proved a big success, with monthly take-up targets being exceeded, resulting in a total of 4176 residents benefiting from this service.

Essex County Council has also funded the General Practitioners Care Adviser service, in partnership with North East Essex PCT, to enable more potentially vulnerable people to remain in their own homes. Under the scheme GPs, social workers, community matrons and nurses and other Health and Welfare organisations can refer patients for a check-up from a care adviser, who visits or telephones the patient to ascertain their needs. Over the last 12 months, 2353 patients have been seen by a Care Adviser.

Priority 4: Supporting Vulnerable People

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 005) % of people 65+ who say they receive the info, assistance & support to live independently <i>Good performance is a high value</i>	Y	Y	26.5%	Not set	-	Avail Sep 2010	30%	-	-
(LI 006) Looked after children receiving timely medical & dental checks <i>Good performance is a high value</i>		Y	85.7%	Not set	-	75% (P)	90%	-	▼
(LI 007) No. of people with Mental Health problems helped into employment or education <i>Good performance is a high value</i>	Y	Y	296	152	-	664	222	-	▲
(LI 009) % of children with disabilities who had a transition plan to move between children and adult services <i>Good performance is a high value</i>		Y	93.75%	90%	-	95.3%(P)	95%	-	▲
(LI 038) Number of 14-17 year olds in care <i>Good performance is a low value</i>		Y	509	421	-	Avail Aug 2010	408	-	-
(NI 046) % of young offenders in suitable accommodation <i>Good performance is a high value</i>		Y	94.5%	95%	-	97.1% (P)	95.0%	-	▲
(NI 051) Effectiveness of child and adolescent mental health services <i>Good performance is a high value</i>	Y	Y	9	9	10/10	11	11	10/10	▲
(NI 059) % initial assessments for children's social care carried out within 7 days of referral <i>Good performance is a high value</i>	Y	Y	75.4%	75%	5/11	48.7% (P)	80%	-	▼
(NI 060) % of core assessments for children's social care carried out within 35 days of their commencement <i>Good performance is a high value</i>	Y	Y	80.8%	75%	6/11	48.5% (P)	80%	-	▼
(NI 062) % of looked after children with 3+ placements <i>Good performance is a low value</i>		Y	10.0%	11%	4/11	8.2% (P)	11.0%	-	▲
(NI 064) % of children with child protection plans lasting 2 years + <i>Good performance is a low value</i>	Y	Y	6.6%	Not set	6/9	5.8% (P)	6.0%	-	▲

Priority 4: Supporting Vulnerable People

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(NI 065) % of children becoming the subject of a child protection plan for a second or subsequent time <i>Good performance is a low value</i>	Y		19.6%	Not set	11/11	14.1% (P)	17.0%	-	▲
(NI 066) % of looked after children who had a review within timescales <i>Good performance is a high value</i>		Y	92.2%	96%	10/11	Avail Aug 2010	97.0%	-	-
(NI 092) % gap between the lowest achieving 20% at early years and the rest <i>Good performance is a low value</i>	Y	Y	35.9%	31%	9/11	34%	31.0%	8/10	▲
(NI 111) Rate of first time entrants to the Youth Justice System per 100,000 pop (aged 10-17) <i>Good performance is a low value</i>	Y	Y	1,750	2,000	9/10	Avail Feb 2011	1932	-	-
(NI 112) % change in under 18 conception rate, compared to 1998 baseline <i>Good performance is a low value</i>	Y	Y	-15.6%	-20%	3/11	Avail Feb 2011	-30.0%	-	-
(NI 134) Number of emergency bed days per head of weighted population <i>Good performance is a low value</i>	Y	Y	32,358	33,000	-	32,853	33,000	-	▼
(NI 135) % of carers receiving an assessment or review and a specific carer's service or advice & info <i>Good performance is a high value</i>	Y	Y	25.2%	26%	6/14	30.0%	28.0%	-	▲
(NI 141) % of vulnerable people achieving independent living <i>Good performance is a high value</i>	Y	Y	75.26%	74%	5/15	Avail Aug 2010	77.00%	-	-
(NI 147) % of care leavers in suitable accommodation <i>Good performance is a high value</i>		Y	95.7%	75%	-	Avail Aug 2010	80.0%	-	-
(NI 156) Number of households in temporary accommodation <i>Good performance is a low value</i>	Y		1180	1368	-	936 (P)	1234	-	▲

Priority 5: Improving Transport



We have continued to build upon work undertaken in partnership to successfully improve road safety and reduce congestion on Essex's roads. In order to continue this improvement and tackle public perceptions around the county's main arterial road, the A12, the Council has entered into an innovative partnership with Essex Police, forming the A12 Alliance, funding enhanced road patrols to deal with incidents quickly and ensure that congestion is kept to a minimum.

As part of the Alliance, a project group was established to review, make recommendations and implement a "Traffic Officer" service for the A12. The service became operational in 2009 and the results of the first 5 months of operation have shown improvements to casualty reduction and journey times.

Additionally this year, the Essex Casualty Reduction Board Intervention Plan has evidenced a significant reduction in KSI casualties, contributing to the large downturn seen in Essex on the network as a whole (from 706 in 2008 to 658 in 2009). The Plan is being updated for 2010/11 and will give increased focus to motor cycle casualties with an increased intensity and continuing to target young drivers and their passengers. The safety of children and young people will also be emphasised in the new plan.

To fulfil our pledge to upgrade and refurbish local communities' roads and footways, Essex County Council in total injected an additional £10.2m into the highway maintenance programme during 2009/10. In all, 120km of improvements to roads and footways have been made and local satisfaction ratings with the work carried out have exceeded the target at 8.7 out of 10. We responded quickly to the severe winter damage that occurred in 2009/10 and are focusing on addressing areas of the highway network which have been significantly effected.

We have also continued our work to look at school travel. In Essex 51% of primary and secondary pupils walk to school, but 28% still travel by car, even when they are within reasonable walking distance. To make it easier for these children to become less car dependent, a range of initiatives are being undertaken to engage with schools, pupils and parents to improve understanding and awareness of travel choices. The Super Traveller initiative is an extension of the traditional 'walk to school week' and takes place over the course of a term and is aimed at developing long lasting behavioural change in travel choices. This initiative helps to promote the use of sustainable school travel and an evaluation of the scheme revealed that there was an impressive 77% reduction in car use over the period of the survey.

Priority 5: Improving Transport

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 047) Number of people killed or seriously in road traffic collisions <i>Good performance is a low value</i>	Y	Y	706	799	-	658	755	-	▲
(NI 168) % of principal roads not in good condition <i>Good performance is a low value</i>		Y	5%	4%	9/14	6%	4%	-	▼
(NI 177) Number of bus passenger journeys <i>Good performance is a high value</i>		Y	45,662,712	40,500,000	-	44,222,444	40,300,000	-	▼
(NI 198) % of children travelling to school by car <i>Good performance is a low value</i>	Y	Y	28.1%	28.9%	-	Avail Oct 2010	28.9%	-	-
(NI 167) Congestion – average journey time per mile during the morning peak <i>Good performance is a low value</i>	Y	Y	2 Minutes 11 seconds	Not set	-	2 Minutes 11 seconds	2 Minutes 11 seconds	-	◀▶

Priority 6: Promoting Sustainable Economic Growth



Essex's economy is dependent upon the 50,000 small and medium-sized enterprises (SMEs) which make up 99% of businesses based in the county. The Council is committed to supporting local businesses and has introduced a series of innovative measures to help them through the economic downturn.

Banking on Essex was launched in April 2009 to provide loan facilities to SMEs requiring credit during the economic downturn. The range of services on offer was expanded in January 2010 with the introduction of a new overdraft facility. The initiative was recognised within the 'Innovation' category at the LGC Awards 2010, where the municipal banking facility for local small and medium sized businesses made it through the finals. The loans provided have enabled Essex businesses to expand by opening new branches and employing additional members of staff, helping to offset the effects of the economic slowdown on the local economy.

In addition, our 2009/10 EssexWorks pledge to support a range of Essex attractions during the economic downturn has provided those attractions

experiencing severe financial difficulty, as a result of the recession, a financial life raft to ensure their continuation. To date over £350,000 in grants has been allocated to support 15 viable Essex attractions. A second round of funding for the three-year programme is planned for October 2010.

As well as local businesses, the Council has been proactive in working with regional and national bodies to facilitate our plans for long term economic regeneration of the county. The Council has been instrumental in influencing national guidance around the Local Economic Assessments (LEAs), and, at a regional level, has championed a consistent approach to all East of England LEAs.

Following on from the trade mission last year, we have continued to strengthen international links with China. In April 2009, the Vice-Governor of Jiangsu and the Director-General of the Jiangsu Tourism Bureau visited Essex to discuss promoting exports from Essex and Essex as a holiday destination. While the world economy is slowing down, China is still expected to show strong growth in the next two years, making this link extremely beneficial for the county.

Priority 6: Promoting Sustainable Economic Growth

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 015) Number of jobs created and saved as a result of foreign direct investment in Essex <i>Good performance is a high value</i>	Y	Y	629	389	-	231	453	-	▼
(LI 017) Number of companies helped to trade internationally <i>Good performance is a high value</i>		Y	231	150	-	380	300	-	▲
(LI 039) Number of affordable houses built and acquired <i>Good performance is a high value</i>	Y		983	Not set	-	Avail Oct 2010	1095	-	-
(LI 018) Tourism spend generated that contributes towards Essex's economy <i>Good performance is a high value</i>		Y	£2.573bn	£2.507bn	-	Avail Sept 2010	£2.557bn	-	-
(NI 151) % of the working age population who are in employment <i>Good performance is a high value</i>	Y		77.4%	77.4%	23/25	75.9%	76.3%	-	▼
(NI 154) Increase in dwelling stock (Basildon, Chelmsford, Colchester & Harlow only) <i>Good performance is a high value</i>	Y		Avail July 2010	2398	-	Avail Jan 2011	1710	-	-
(LI 019) % of milestones met for the Essex 2010 Games legacy Action Plan <i>Good performance is a high value</i>		Y	100%	100%	-	100% (P)	100%	-	◀▶
(NI 166) Median weekly pay of full time employees. <i>Good performance is a high value</i>	Y	Y	£468.50	Not set	11/34	£491.90	£485.73	8/27	▲
(NI 171) Rate of business registrations per 10,000 population (16+) <i>Good performance is a high value</i>	Y	Y	105.9% RA* (rate of 59.7%)	103.5% RA*	7/41	Avail Jan 2011	103.8% RA*	-	-

* RA = % of Regional Average

Priority 7: Delivering Value for Money



With the significant financial pressures we are facing, we have recognised that to deliver our EssexWorks programme we have to work innovatively and do things differently. During 2009-10 we embarked on our transformation programme and appointed IBM as our partner to help us deliver this programme and support us as we strive to release £300million for investment in front line services. This work has included establishment of the first ever local authority trading company – EssexCares, which has provided significant savings by changing the way we provide adult social care and ensuring that as many people as possible continue to live independently.

Essex County Council has a strong focus on value for money in everything it does and has made significant progress in generating additional savings by identifying a range of non-cashable efficiencies and ceasing low value activities. These savings have supplemented the progress we have made our goal of finding £300 million of cashable, ongoing savings.

Council procurement is improving, and we have introduced several schemes which will make significant savings in the coming years. Our ‘Purchase to Pay’ scheme (centralising invoices and e-invoicing) is one of the best in the country, and our Shared Services team was awarded a Government Business Award for the scheme, which is estimated to be saving taxpayers £500,000 a year.

Priority 7: Delivering Value for Money

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 020) Savings from improved procurement <i>Good performance is a high value</i>		Y	£6.59m	£10m	-	Avail Aug 2010	£15.00m	-	-
(LI 021) Value of Capital Receipts <i>Good performance is a high value</i>		Y	£21.58m	£40m	-	£2.25m	£40.00m	-	▼
(LI 023) % reduction in Property floor space <i>Good performance is a high value</i>		Y	0.76%	TBC	-	3.83% (P)	TBC	-	▲
(LI 024a) Progress on major capital programmes: Waste infrastructure <i>Good performance is a high value</i>		Y	On Track	On Track	-	Avail Aug 2010	On Track	-	-
(LI 024b) Progress on major capital programmes: Secondary school rebuilding <i>Good performance is a high value</i>		Y	On Track	On Track	-	Avail Aug 2010	On Track	-	-
(LI 024c) Progress on major capital programmes: Primary school <i>Good performance is a high value</i>		Y	On Track	On Track	-	Avail Aug 2010	On Track	-	-
(LI 024d) Progress on major capital programmes: Early Years infrastructure <i>Good performance is a high value</i>		Y	On Track	On Track	-	Avail Aug 2010	On Track	-	-

Priority 8: Protecting the Environment



All our survey work suggests Essex residents value their county's natural environment. In April 2009, Essex County Council pledged to improve the appearance of Essex's coastal paths, gateways and verges. By March 2010 improvements had been made to 37.5km of pathways, exceeding our target of 30km. One of the improved areas, near St. Peter's Church in Bradwell, featured in the Telegraph as one of the UK's top secret places to walk. The Council also exceeded its target for improving access to Essex's special verges, bringing improvements to 55.5km of special verges.

The Council also delivered on its pledge to improve the appearance of five areas around Essex's A-roads, so-called gateways where people enter the county. To build on the success of the scheme, a 5-year plan for Cleaner, Greener, Safer communities has been agreed by Essex and the districts to prevent fly tipping and ensure that the appearance of these areas is maintained.

Climate change is one of the great challenges for both local and national government. Local authorities are uniquely placed to reduce CO₂ emissions by raising awareness and influencing local behaviours. Essex County Council has successfully implemented schemes to reduce carbon emissions, such as School Travel Plans and more efficient travel by Council workers.

Essex County Council has also been named as having the greenest public sector fleet of vehicles at the 2009 Green Fleet Awards. The award, Public Sector Fleet of the Year (over 500 vehicles), recognises our progress across a host of areas in reducing business mileage and the environmental impact of travel. Initiatives such as interest free season ticket loans, car sharing services, cycle hire and increased teleconferencing have all helped reduce our impact on the roads and our CO₂ output. The vehicles we use are environmentally friendly, which helps to keep our CO₂ emissions at the lowest possible levels while also providing a cost effective service. It is predicted that all of our initiatives together will lead to an annual seven per cent reduction in CO₂ emissions.

Priority 8: Protecting the Environment

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 028) CO ₂ emissions arising from ECC activity <i>Good performance is a low value</i>		Y	Avail Sep 2010	Not set	-	Avail Sep 2011	67,387 t	-	-
(LI 040) Number of living landscapes areas with a Management vision <i>Good performance is a high value</i>	Y		9	9	-	28	25	-	▲
(NI 186) % reduction in the per capita CO ₂ emissions in the LA area <i>Good performance is a high value</i>	Y	Y	Avail Sep 2010	Not set	-	Avail Sep 2011	6.3t/capita (-6%)	-	-
(NI 188) Assessment of preparedness to manage climate risks and opportunities (level achieved out of 5) <i>Good performance is a high value</i>	Y		Level 1	Level 1	2/16	Level 2	Level 2	-	▲
(NI 195a) Street and environmental cleanliness - litter <i>Good performance is a low value</i>	Y	Y	6%	21%	-	6% (P)	19%	-	◀▶
(NI 195b) Street and environmental cleanliness - detritus <i>Good performance is a low value</i>	Y	Y	10%	25%	-	11% (P)	23%	-	▼
(NI 197) % of local site sites where possible conservation management has taken place <i>Good performance is a high value</i>	Y	Y	4%	Not set	16/16	29%	21%	-	▲

Priority 9: Reducing and Recycling Waste



The Council continue to exceed recycling and waste minimisation targets through close partnership working with Essex's district and borough councils. Over the past year we have seen a 9% reduction in household waste produced in Essex.

The first year of our three year pledge to increase recycling of waste to over 50% has exceeded target for year one. All Essex Councils have improved performance over the last 12 months and District and Borough Councils have increased participation in existing recycling services and rolled out new services such as food waste recycling, with the assistance of funding from Essex County Council.

We are exceeding our targets thanks to a combination of increased public awareness and participation in the services provided by Essex authorities, and the development of new service provision for the Essex resident. The development of services in 2009/10 and agreed plans for the next 18 months will ensure that we remain on track to achieve our goal of recycling and composting over 50% of waste within the next two years.

Priority 9: Reducing and Recycling Waste

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(NI 191) Number of kg of residual household waste collected per household <i>Good performance is a low value</i>	Y	Y	644kg	712kg	20/34	586kg (P)	685kg	-	▲
(NI 192) % of household waste sent to refuse, recycling or composting <i>Good performance is a high value</i>	Y	Y	42.96%	40.25%	14/34	46.24%	41.25%	-	▲

Priority 10: Making Communities Safer



Whilst crime levels in Essex continue to be low compared to the rest of the UK, feeling safe in their communities remains a top priority for our citizens. Over the last year there were 8000 fewer crimes and this has made a positive contribution towards making Essex safer for all residents, with Essex being in the top 10 of safest areas to live in England.

We have seen consistent improvements in the number of residents feeling safe with 59% of residents saying they feel safe where they live and only 15% feeling that Anti-Social Behaviour is a problem in their area. We have continued to work with our partners to deliver an integrated approach to reducing alcohol and substance misuse and have continued to work to reduce drug use across the county.

Essex County Council continue to deliver diverse projects which maintain the reduction of the sale of alcohol to minors. The “Challenge 25” initiative is being rolled out across Essex, district by district, providing support to businesses who wish to trade within the law. We continue to build our partnership activities with both Essex Police and district councils, which has led to our test purchase enforcement activity being entirely intelligence-led.

In 2009/10, we pledged last year to deliver, with Essex Police and Partners, ten local targeted operations to reduce crime and anti-social behaviour in 2009/10. These included operation ‘Christmas Cracker’, which brought about a 33% reduction in acquisitive crime including robbery and theft in operational areas in December 2010 compared to the previous year. Another operation which had considerable impact is the Operation at the ‘Stow’ in Harlow to reduce anti-social behaviour (October 2009 until February 2010). This area, which has suffered from high levels of crime and anti-social behaviour and where fear of crime was high amongst residents, saw an 86% reduction in the number of reports of anti-social behaviour following the operation.

Tackling domestic abuse remains a priority for us. Whilst domestic abuse has previously been highlighted as an area of concern, continued monitoring suggests that although there remained an increase in the number of repeat incidents of domestic abuse this now appears to be levelling out.

Priority 10: Making Communities Safer

Indicator	LAA	CP	2008/09			2009/10			Direction of travel
			Result	Target	Rank	Result	Target	Rank	
(LI 029) % of residents who feel safe outside after dark <i>Good performance is a high value</i>	Y	Y	56.9% (+/-3.3%)	46.9%	-	58.6% (+/-1.1%)	48.8%	-	▲
(LI 030) Essex ranked as safest County in England within 5 years <i>Good performance is a low value</i>		Y	Indicator to be replaced by LI57 - Overall number of crimes per 1,000 population						
(LI 031) % of traders selling age restricted goods to underage customers <i>Good performance is a low value</i>		Y	26.2%	15%	-	9.8%	13.5%	-	▲
(NI 017) % of residents who feel that anti-social behaviour is a problem <i>Good performance is a low value</i>	Y	Y	16.5%	Baseline year	17/27	15%	15.7%	-	▲
(NI 018) Adult re-offending rates for those under probation supervision <i>Good performance is a low value</i>	Y		7.9%	Baseline year	-	TBC	7.7%	-	-
(NI 020) Assaults causing injury , per 1,000 population <i>Good performance is a low value</i>	Y	Y	4.8	Not set	11/34	Avail Aug 2010	4.6	-	-
(NI 032) Repeat Domestic Violence (cases previously reviewed at MARAC within the last 12 months) <i>Good performance is a low value</i>	Y	Y	N/A	Not set	-	TBC	Not set	-	-
(NI 039) Rate of alcohol related hospital admissions per 100,000 population <i>Good performance is a low value</i>	Y	Y	1179	1192	3/16	Avail Sep 2010	1245	-	-
(NI 115) % of young people reporting substance misuse <i>Good performance is a low value</i>		Y	10.9%*	Baseline year	6/10	10.3(P)	10.5%	6/10	-

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