

Corporate Performance Report Q3 – Appendix 1

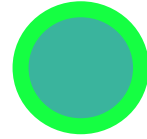
25th February 2021



Appendix Context

- The following slides detail the performance of each corporate outcome, supported by the individual measures agreed in the Thematic Strategies
- An overhaul of the performance measures reported has taken place, to ensure that we are only reporting performance related to the corporate plan
- Focus should begin at the outcome level summary, which leads to individual indicator level detail if required.
- The narrative against each outcome indicates if the measures are illustrating the correct direction of travel.
- Where challenges or concerns have impacted the outcomes performance, this will be highlighted in the outcome summary, along with any supporting action if required.

Visual Key

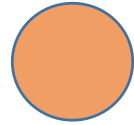


On Track or On Track – All Elements

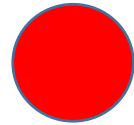


On Track – Conditional Elements

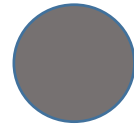
Note: Conditional elements of `On Track` meaning: not all data received due to frequency, or progress happening but awaiting data conformation



Under Review









At Risk



Not Started

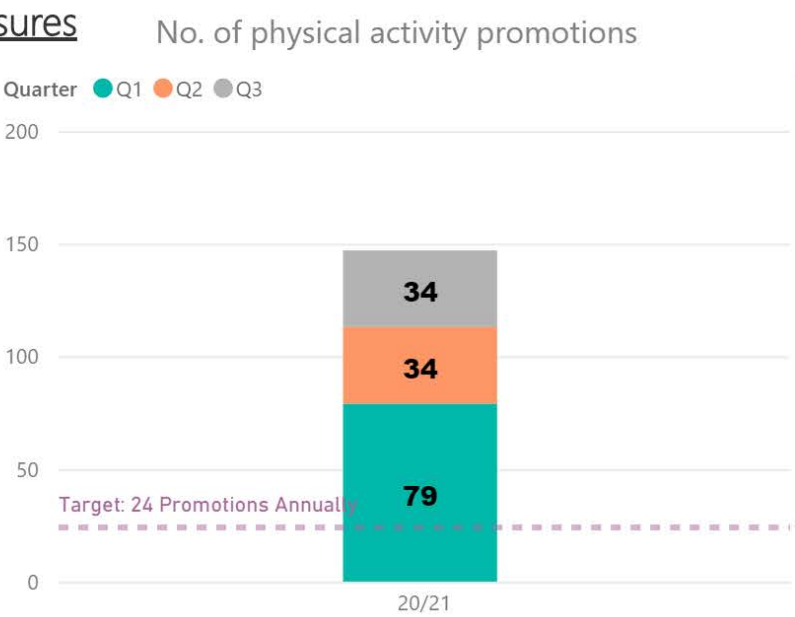
Community Strategic Performance

Community Outcomes

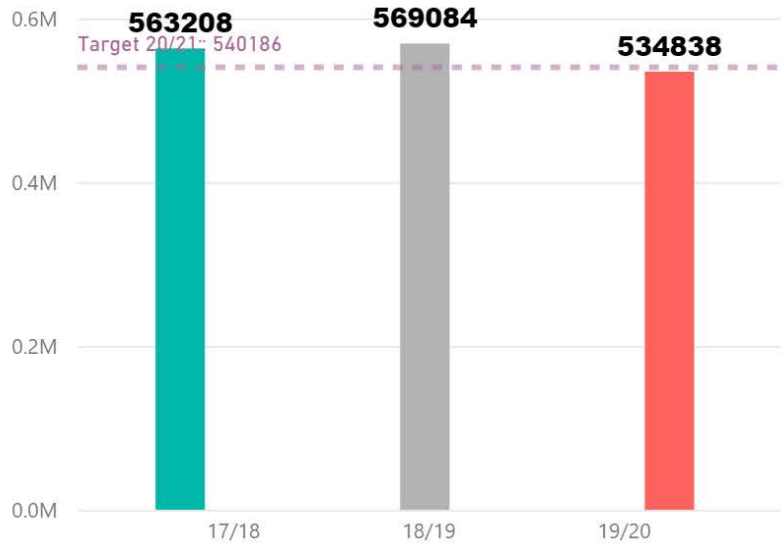
Reference	Title	Status	Commentary
A 	Working with communities and partners to support our health and wellbeing priorities: Obesity	Ontrack - Conditional Elements	Q3 - The target to increase weight management provision in the District will need to be reviewed. There is still no ambition from the commissioner at ECC to increase the number of sessions in the District. We have continued to surpass our annual target of 24 physical activity promotions. We have worked with our partners throughout the pandemic to interact and engage with our residents virtually, and promote physical activity and wellbeing through local, regional and national campaigns.
B 	Working with communities and partners to support our health and wellbeing priorities: Mental Health	Ontrack - Conditional Elements	Q3 - Due to COVID-19 work has been put on hold which would ensure progression towards the outcome. Throughout the pandemic there has been a huge amount of collaboration with partners to insure we have supported our residents mental health.
C 	Working with communities and partners to support our health and wellbeing priorities: Social Isolation & Loneliness	Ontrack - Conditional Elements	Q3- We have continued to exceed our target for promoting social isolation initiatives. Partnership working with the CVS has been sustained during this time to tackle social isolation and loneliness. Shielding measures have been implement and we have continued to work with our local partners to support our residents.
D 	Working with communities and partners to support our health and wellbeing priorities: Older peoples health	Under Review	Q3- Maldon District Dementia Alliance is currently working to populate an action plan to take forward, MDC continues to be an active member of the group. 6 Members and 1 Director received Dementia Friends Training by the Alzheimer's Society.
E 	Partnership working to safeguard vulnerable adults, children & families	Ontrack - Conditional Elements	Q3- Work towards this corporate outcome continues to perform and progress
F 	Effective engagement to support strong and resilient communities	Ontrack - Conditional Elements	Q3- Some of the work to support this outcome has been put on hold through COVID-19. ABCF has not been operating throughout this time. However, we have surpassed our targets for the number of engagements with Parish and Town Councils. A large majority of the COVID work which has been carried out will have supported the corporate outcome.

Community Performance Measures

A) Obesity

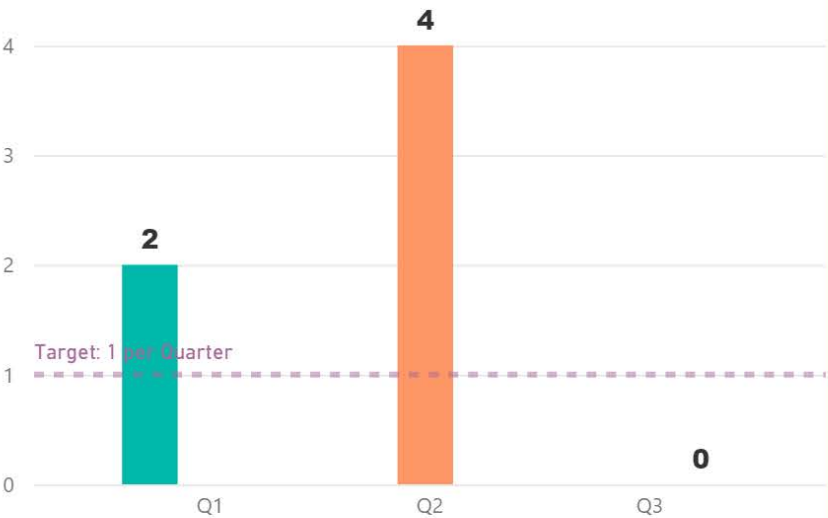


Participation at Maldon leisure centres



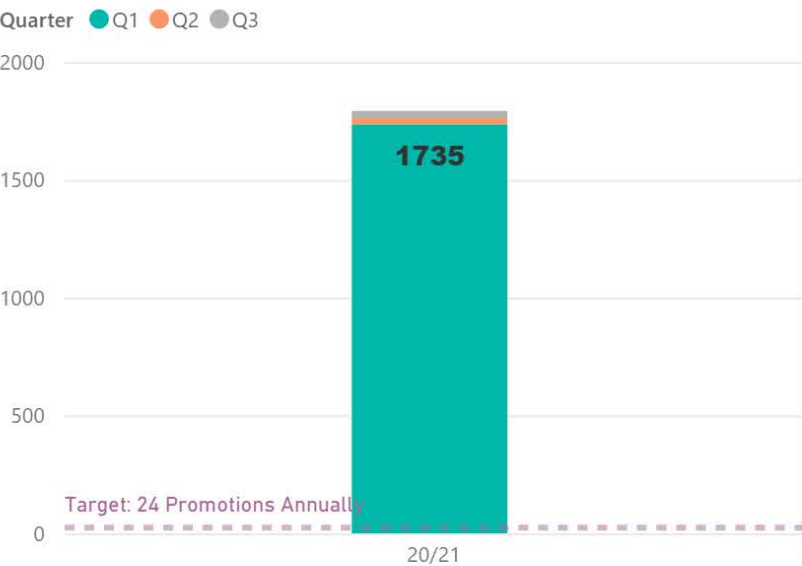
B) Mental Health

Targeted MAC* (Multi Agency Centres) supporting vulnerable residents



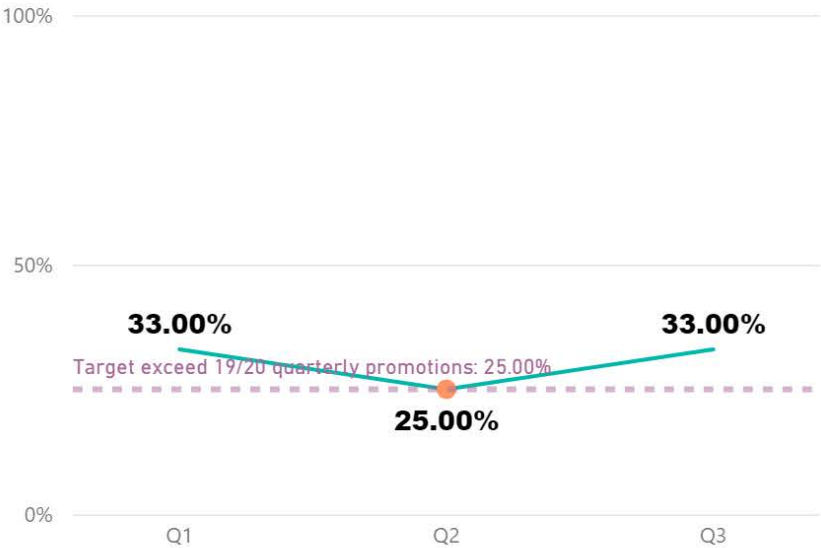
C) Social Isolation/Loneliness

Promotion of social isolation initiatives



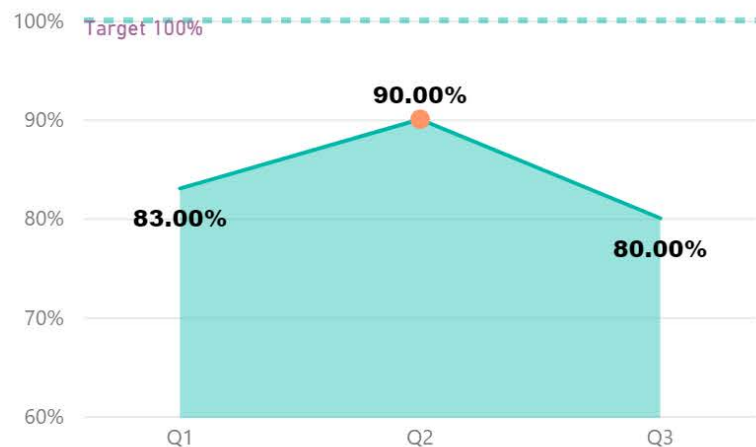
D) Older Health

% of known Maldon District dementia friendly groups/ services promoted



E) Partnership working to safeguard

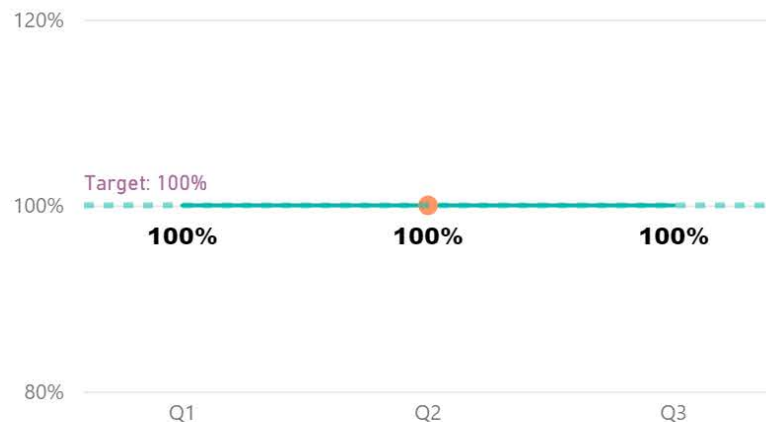
% of customer facing staff who have received MECC* training



Staff completion of e-learning modules on Safeguarding and GDPR

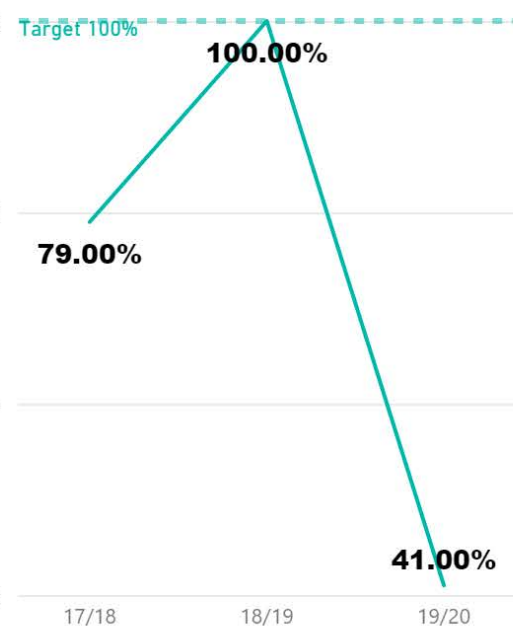


% of safeguarding cases are dealt with in accordance of Southend, Essex and Thurrock (SET) guidelines for adults and children

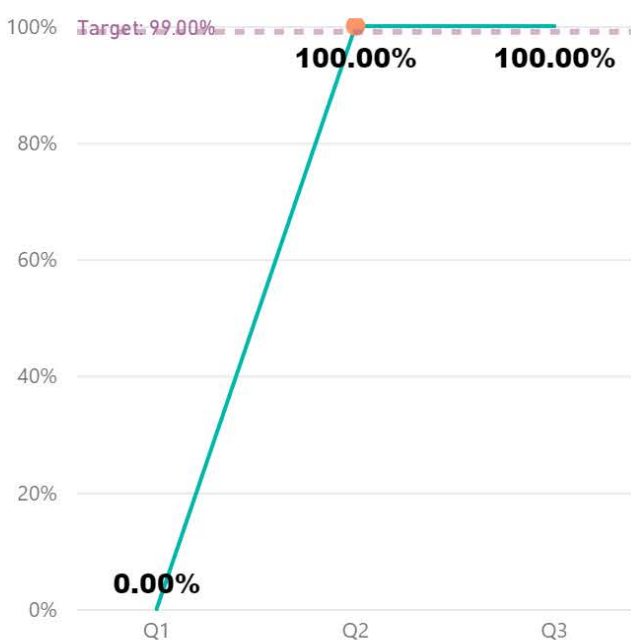


F) Community Engagement

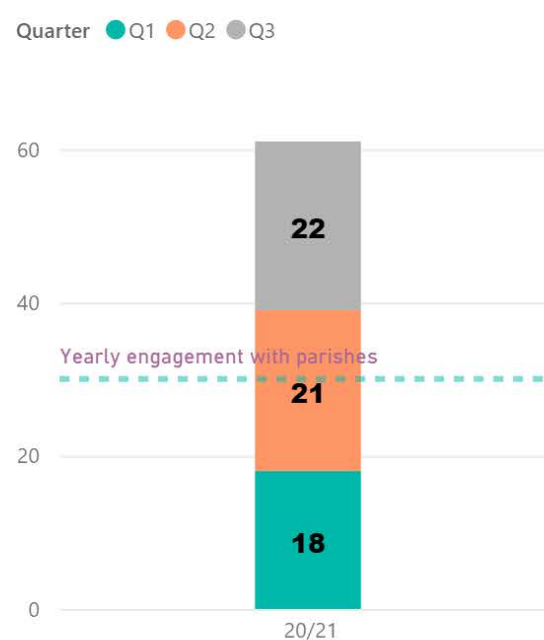
Annual Better Care Fund spend



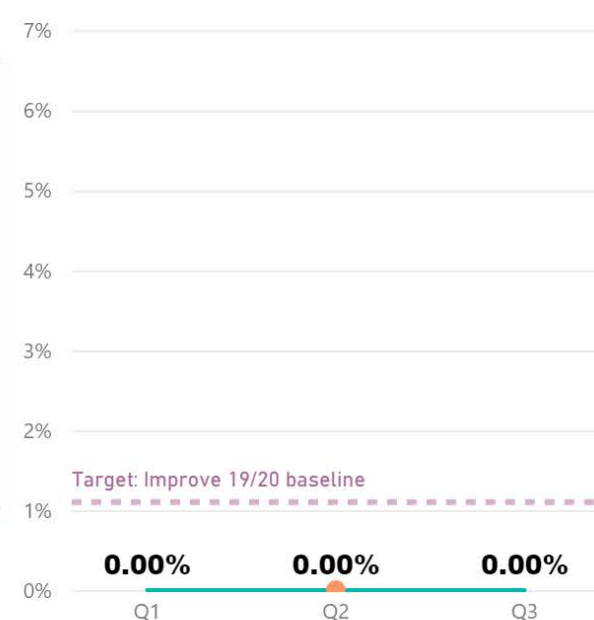
Customer evaluation survey (MDC) – private sector housing grants/ loans









No. of Parish and Town Council engagements by Community team



MDC assistance to use digital service/ payment at Council Offices













Community Supporting Plans

Supportive Outcome	Community Actions Plans	Status	Highlights/Low Lights	Target
A) Support health and wellbeing priority: Obesity	Campaign delivery for physical activity	Target Met 	Q3 - We have continued to surpass our annual targets of 24 physical activity promotions. Throughout the pandemic, we have worked with our partners to interact and engage with our residents online through promotions of local, regional and national campaigns. We have also shared links with our residents via our COVID-19 Community Pack to promote physical activity and wellbeing.	2 Campaigns per year
A) Support health and wellbeing priority: Obesity	Parishes covered by community weight management sessions	Under Review 	Q3 - The target to increase weight management provision in the District will need to be reviewed. There is still no ambition from the commissioner at ECC to increase the number of sessions in the District.	Support existing weight management sessions
B) Support health and wellbeing priority: Mental Health	Primary Schools supported by MDC Y6 transition template	On Track 	Q3 - There was a children's board meeting with Essex County Council in November, where MDC and partners delivered a presentation on the use and findings of the transition template. We are still awaiting to see if the transition template will be adopted across Mid-Essex.	To onboard 2 new schools per year
C) Support health and wellbeing priority: Social isolation/loneliness	Campaign delivery for social isolation	Target Met 	Q3 - We have continued to exceed our target for promoting social isolation initiatives. We have been working in partnership with our partners to tackle social isolation and loneliness. Since the shielding measures have been implemented we have offered support and guidance through our COVID-19 Community Pack and via our social media channels.	1 Campaign per year
C) Support health and wellbeing priority: Social isolation/loneliness	The number of intergenerational projects in the District	At Risk 	Q3 - The data is unavailable due to the post not being filled. Casting an eye towards the future we could potentially look to take intergenerational projects virtually.	1 new school participating in intergenerational projects per year
D) Support health and wellbeing priority: Older people's health	Health drop-ins for older people's groups provided	At Risk 	Q3 - Due to COVID-19 measures this has been put on hold.	To increase older health drop in sessions, 1 per quarter



Place Strategic Performance

Place Outcomes

Reference	Title	Status	Commentary
A 	A clean and tidy District	Ontrack - Conditional Elements	Q3 - Decrease in flytipping probably due to Tier restrictions and lockdown on travel. Clean up on target. No concerns for Q4.
B 	Reduced Household waste	Ontrack - Conditional Elements	Q3 - Increase in recycling to exceed target and decrease in residual waste to exceed target substantially for Q3. On track for Q4.
C 	Our open spaces maintained for the enjoyment of all	On hold	Q3 - Volunteering activity recommenced in Q3 but affected again by Tier and Lockdown restrictions implemented. End of year target will be affected. Management Plans on hold.
D 	Improved air quality	Ontrack - Conditional Elements	Q3 - Action Plan completed. AQMA Action Plan measures progressing and continue to be aligned with High St recovery, CAMP High St improvements and sustainable modes of transport considerations.
E 	Partnership working to protect our countryside and coastline	Ontrack - Conditional Elements	Q3 - Progress continues despite difficult times. On track.
F 	Sound and tested environmentally friendly initiatives delivered	Ontrack - Conditional Elements	Q3 - Environmental campaigns continue to be Covid-19 focussed. Climate Change Statement prepared.
G 	A five -year housing land supply maintained	Under review	Q3 - HDT passed at 121% for 2020. 5YHLS not maintained (4.9 years).
H 	Strategic sites delivered in accordance with the Local Development Plan bought forward	Under review	Q3 - Strategic site delivery behind in relation to LDP housing trajectory. LDP Review a probability.
I 	Affordable housing targets in the Local Development Plan achieved	Ontrack - Conditional Elements	Q3 - On track to meet 20/21 target.
J 	Section 106 planning agreements are effectively discharged	Ontrack - Conditional Elements	Q3 - s106 monitoring and reconciliation progressing.

Place Strategic Performance

Place Outcomes

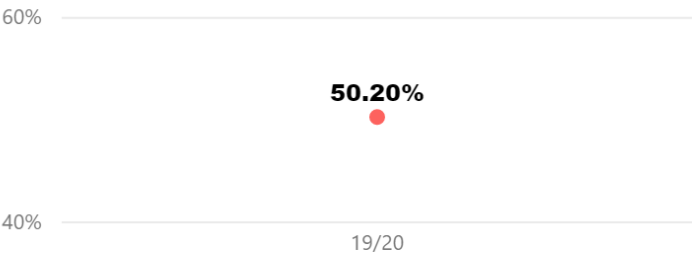
Reference		Title	Status	Commentary
K		Partnerships are developed to maintain coastal defences	Ontrack - Conditional Elements	Q3 - Dialogue continues with flood risk partners. Flood projects continue or are under review.
L		Improved access to Superfast Broadband across the District	Ontrack - Conditional Elements	Q3 - On track and progressing.

Place Performance Measures

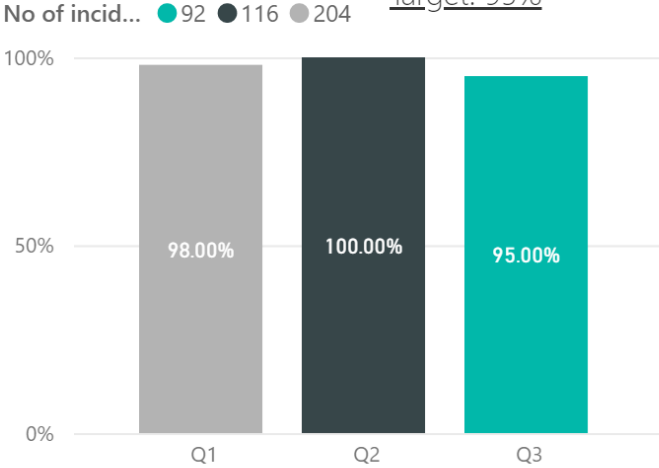
A) Clean and Tidy District

Public satisfaction to cleanliness & tidiness of the District

Target: Improve baseline

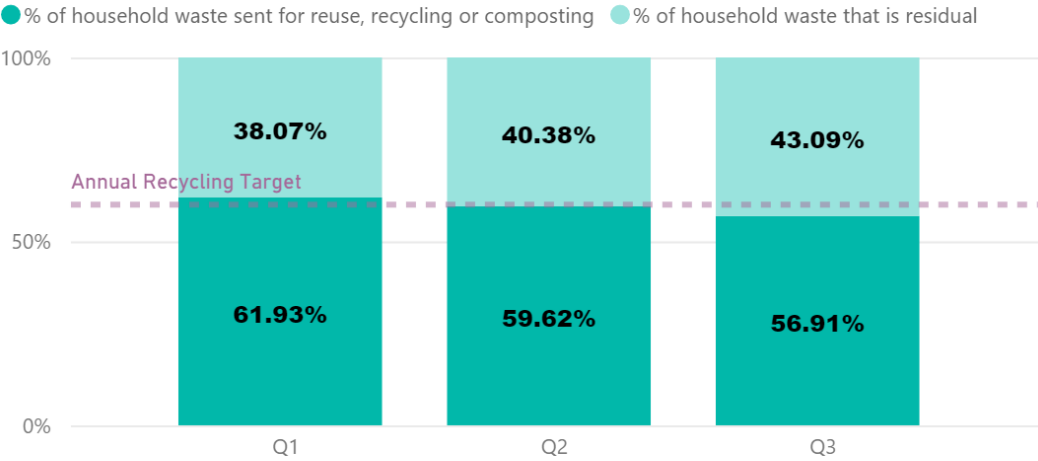


% Fly Tips Removed within 24hrs & No of fly tipping incidents



B) Household Waste Reduction

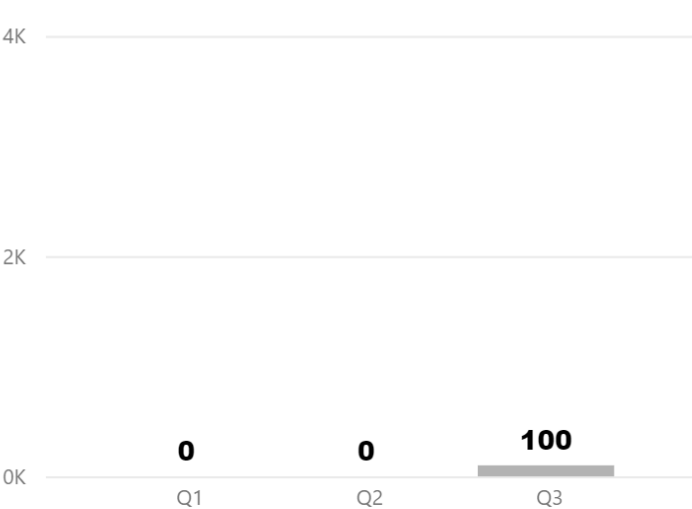
Residual Waste V Recycled Waste



C) Open Spaces

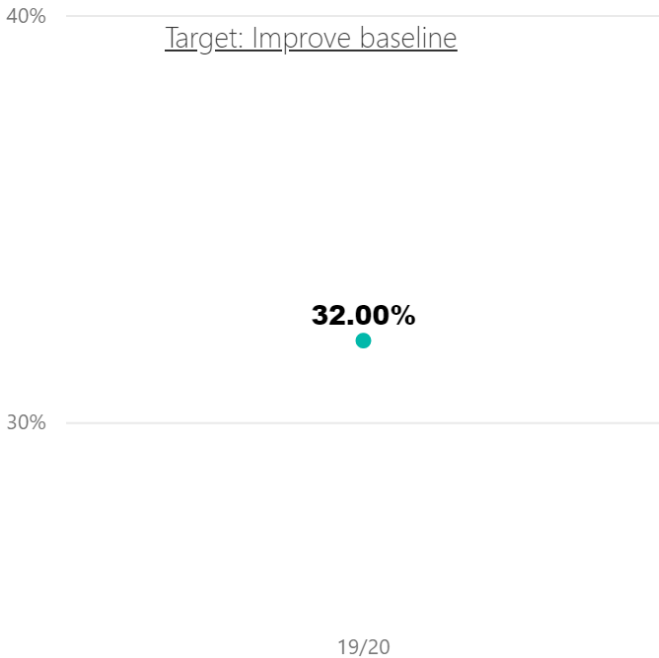
Local volunteering activity facilitated/organised by MDC(Hrs)

Annual Target: 5000



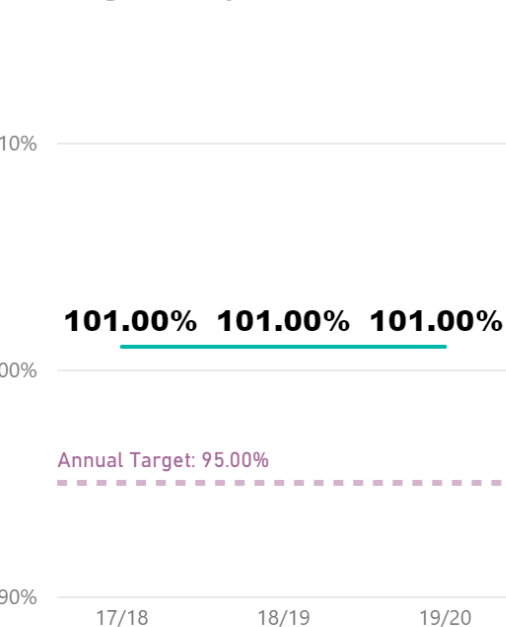
Public satisfaction to Flagship open spaces

Target: Improve baseline



G) Housing Land Supply

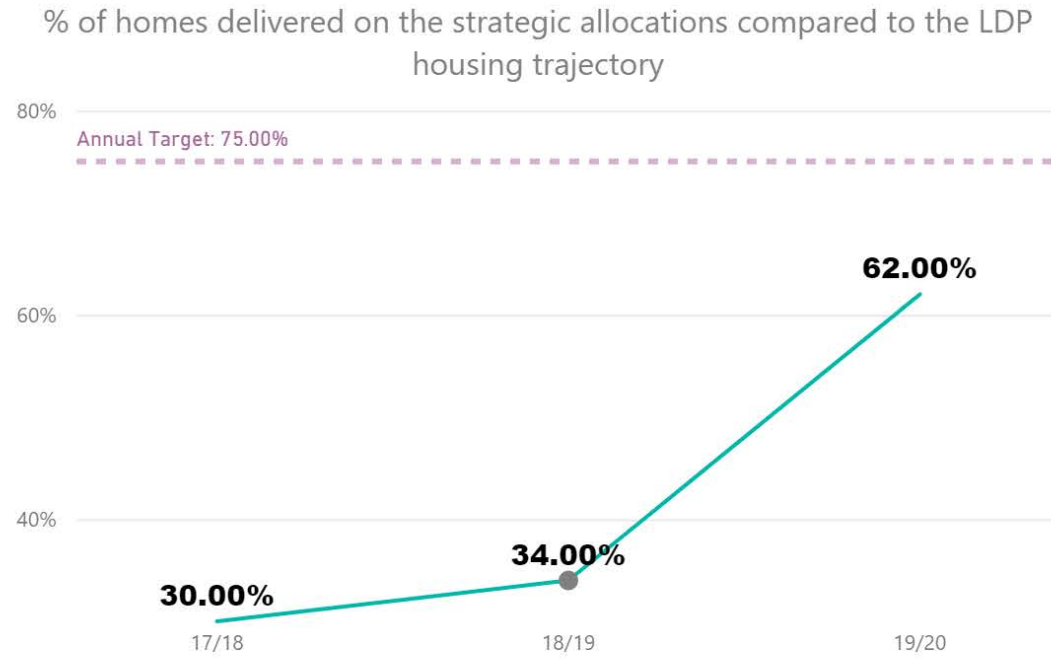
Housing Delivery Test (HDT*) result



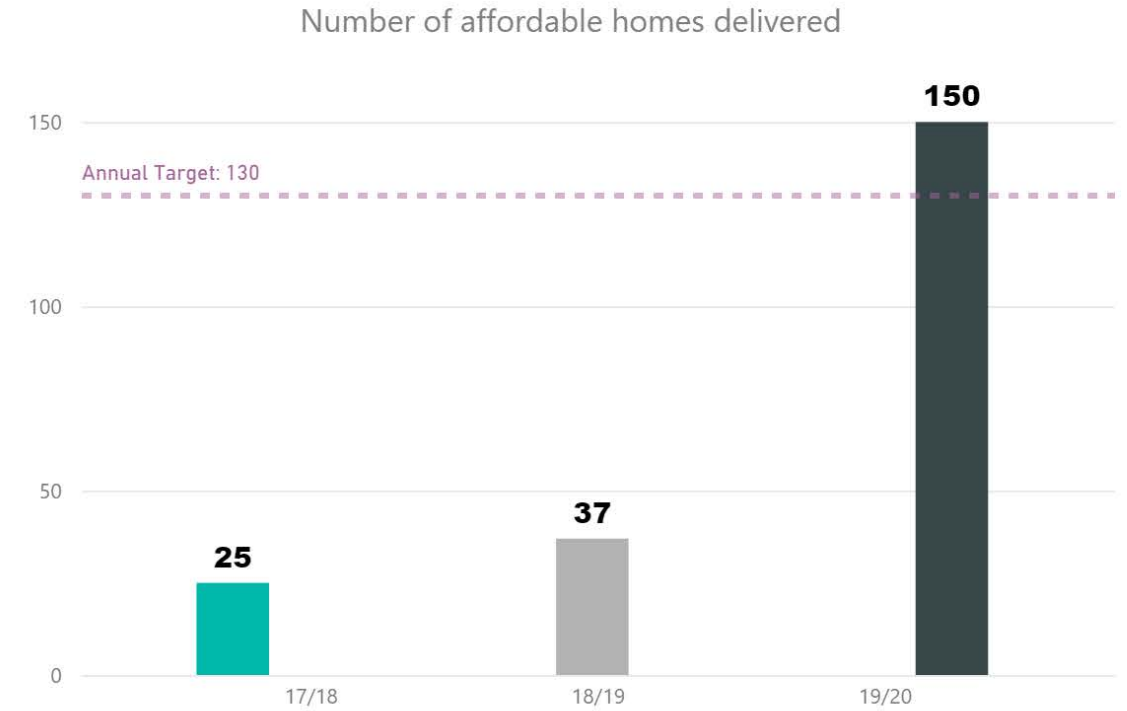
5Yr housing land supply








H) Strategic Site Development








I) Affordable Homes



Place supporting plans





Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
C) Maintaining open spaces	Keep Britain Tidy 'Green Flag' award (well managed parks and open spaces)	At Risk 	Q3 - Service priority on Covid-19 and BAU. Green Flag requires Management Plans for sites to be submitted to award scheme, no candidate sites have up to date Plans that can be submitted for the 21/22 'round' of awards.	Two applications submitted
C) Maintaining open spaces	Progress implementation of the Green Infrastructure Strategy [GINS] findings / projects - adopted by Council May 2019	On Track 	Q3 - As per Q2 linking GI Projects with other strategic plans (e.g CAMP, BrB etc.) Q2 - GI projects being linked to CAMP, BrB and Health & Wellbeing projects. Proposed meeting with National Trust has not taken place due to ongoing Covid-19 (and particularly wide-ranging impacts on BAU and NT/Charity sector as a whole) Greenways/ex-railway related projects slowly developing, particularly around "re-use your railway" funding bid in relation to the Blackwater Rail Trail (ex- Maldon to Witham LNER line)	Progress priority approach to Green Infrastructure project delivery, with the support of Infrastructure Delivery Plan(IDP review/CIL funding)
D) Improved air quality	Development of AQMA Action Plan	Target Met 	Q3 - The Air Quality Action Plan public consultation has been completed. Work has now moved to delivery of the various schemes. The main scheme which has progressed slowly is the intention to create a one way system for Market Hill. Work on this is dependant on a traffic flow assessment which ECC need to carry out. However, this can only be done when traffic levels are typical and thus work is in abeyance. Public communications regarding the project has been sent to Market Hill as per Councillors request	Council adoption in 2020
D) Improved air quality	Implementation of AQMA Action Plan measures	On Track 	Q3 - There are various schemes within the AQMA. these are all at various stages of completion. Therefore this is called as AQMA work as being on track.	Implemented in accordance with agreed action plan time table.
E) Protect our countryside and coastline	Development of a Blackwater Nature Conservation Strategy	On Track 	Q3 - As per Q2; November partnership meeting took place. Natural England have brought forward an 'Opportunity Mapping' project to take place around the Blackwater, in conjunction with key partners, to be discussed January 2021. general impacts of Covid on partner organisations & staff (i.e. furloughing) has meant BAU has been a priority, however has also highlighted the benefit of this overarching Partnership development in achieving progress in difficult times.	TBC

Place supporting plans

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
F) Environmental Initiatives	Successfully deliver promotional campaigns to support a sustainable Place	On Track 	Q3 - Covid-19 has continued to dominate our Communications activity. we have managed to deliver and support a wide range of National and Local campaigns using our social media channels and website, some of which are Covid-19 ongoing activity. However, we have continued to support neighbourhood plans, waste promotions, community safety comms and general digital comms	Deliver three campaigns annually
H) Strategic sites development	Infrastructure delivered in relation to the strategic allocations in accordance with Policy S3 and S4 and the negotiated and signed S.106 agreements	Under Review 	Q3 - Despite curtailed site visiting arrangements and the furlough of key contact staff on the developers side, there is continuing evidence of the completion of infrastructure being delivered by the key strategic sites as part of development. Returns from Essex County Council and our own visits indicate that the major sites have delivered their on site provision in accordance with approved plans and their s106 agreements. Other more major packages of infrastructure such as the South Maldon Relief Road which require the pooling of funds from several sites have been disrupted as the ""trigger"" points for some developer payments have not been achieved - this being dependent on build out rates that have been slowed by the pandemic working arrangements. As the period for the collection of funding is being extended by agreement (and the funding is not ""lost"" to the system - i.e. it has not being collected yet) delivery is not considered to be at risk at this stage. For this reason progress is categorised as under review.	Delivery in accordance with the Infrastructure Delivery Plan
J) Section 106 planning agreements effectively discharged	All s106's are monitored in accordance with the signed legal agreement	On Track 	Q3 - A reconciliation project has been completed to update the s106 record for end of Q3 - all clauses are under review and the monitoring officer is working with developers to ensure no delays in draw down of funds or delivery of expected facilities.	100% implementation
K) Maintaining coastal defences	To monitor delivery of the agreed 2019 Maldon District Strategic Flood Projects and Maintenance Partnership Plan and maximise grant opportunities towards local coastal defences.	Under Review 	Q3 - Flood projects continue to be monitored by MDC. An officer has re-joined on a p/t temporary basis and is able to assist in the monitoring of the delivery of the various projects. Resource issues have contributed to the downturn in monitoring. We are due to engage with ECC to check progress on The Causeway projects and look at what works remain outstanding.	80% of works/maintenance projects put forward annually are completed in accordance with the project timescales
L) Improved access to Superfast Broadband	To work with Partners to accelerate and maximise the rollout of Superfast Broadband across premises in the District.	On Track 	Q3 - Delivery progressing within the District. As at 3 December 2020 the Superfast Essex Broadband Steering Group reported 98.7% premises reached as planned in the District.	99% superfast broadband coverage by December 2021.


Prosperity Strategic Performance

Prosperity Outcomes

Reference	Title	Status	Commentary
A	 Delivery of strategic employment sites in accordance with the Local Development Plan	At Risk	Q3 - Delivery has been delayed as resources have been diverted to the Covid response. The future of inward investment work by ECC remains unclear but enquires have been dealt with on a case by case basis. However, work has now been scoped for the development of a Maldon District Investment Prospectus encouraging new investment in the Maldon District, aligned with local strategic plans and the District's approved Local Development Plan for employment land sites. Supporting commercial opportunities that enrich the economic landscape and 'Place'. This is aligned with additional Place Strategy Outcomes and the Sense of Place Plan. The outcome remains 'At Risk' owing to existing delays, covid and limited plans from ECC.
B	 Partnership working to provide an Enterprise Centre	Under Review	Q3 - Outcome remains under review in line with Corporate Plan review and covid recovery planning.
C	 Rural business and diversification supported	On Track - Conditional Elements	Q3 - Activity remains on hold as resources have been diverted to the Covid response. However, work has now been scoped for the development of a Maldon District Business Network. Establishment of a business network and partnership with rural businesses which will develop and deliver a strategy to support rural business growth, diversification and enabling local businesses to benefit from future opportunities and trends. This includes supporting local business to access the Bradwell B supply chain to support the construction of the new power station at Bradwell. This is aligned with the Sense of Place Plan.
D	 Tourism supported and encouraged	On Track - Conditional Elements	Q3 - While 'normal' promotional activity is again on hold owing to response to COVID19, The tourism team have established the Maldon District Tourism Group on social media and progressed targeted campaigns intended to inform and enable residents to enjoy local open spaces. Funding has been secured from DCMS/Lottery for the employment of a Heritage and Culture recovery Coordinator to specifically support this sector.

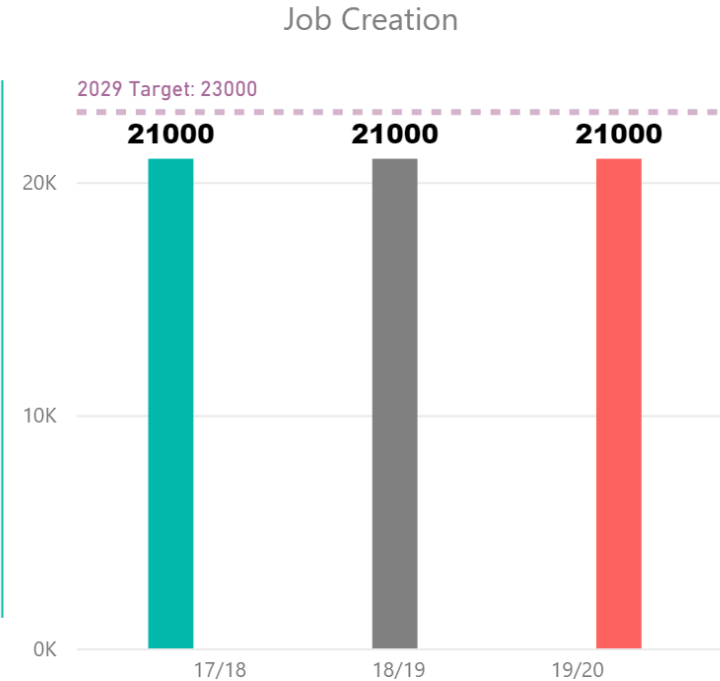
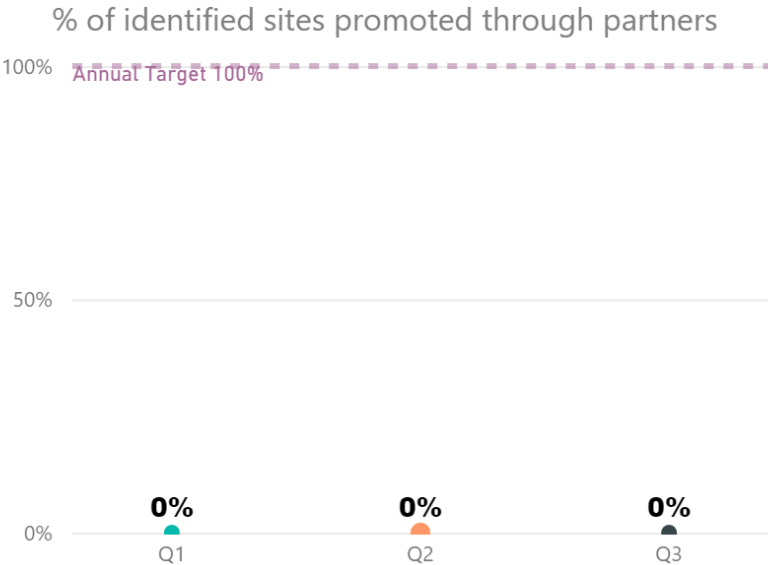
Prosperity Strategic Performance

Prosperity Outcomes

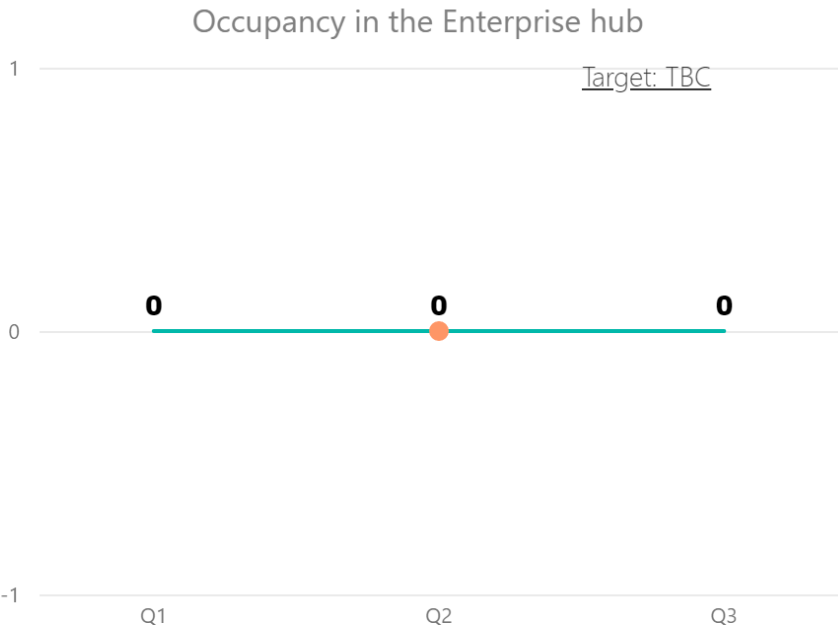
Reference	Title	Status	Commentary
E	 Efficient and effective engagement with businesses	On Track - Conditional Elements	Q3 - The Maldon Business Board and Sense of Place have been critical in steering and supporting the Covid recovery. Work is once again underway to develop the Maldon District Business Network via linked groups and social media. Progress has been slowed by Covid but will continue and will support economic recovery and transformation. Work is progressing with strategic and key partners, and business groups.

Prosperity performance measures

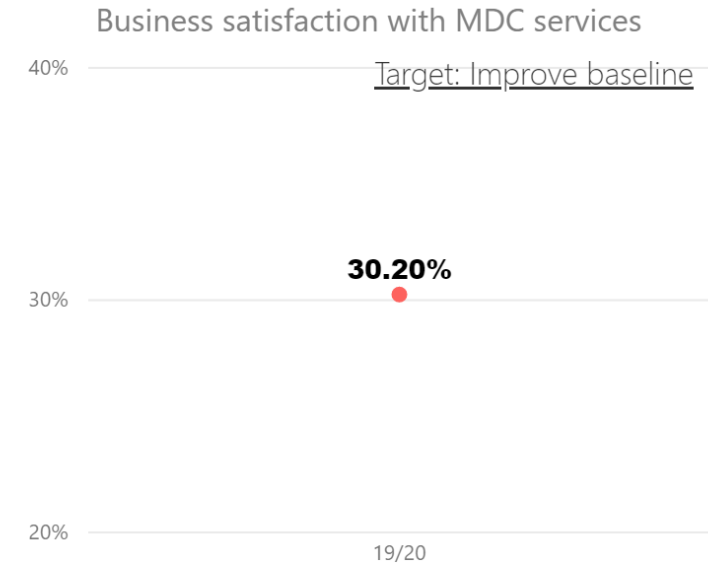
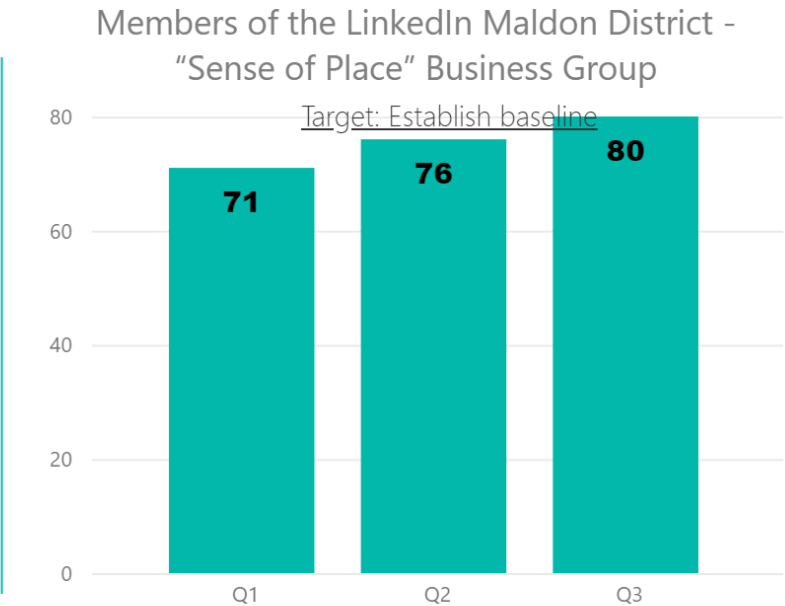
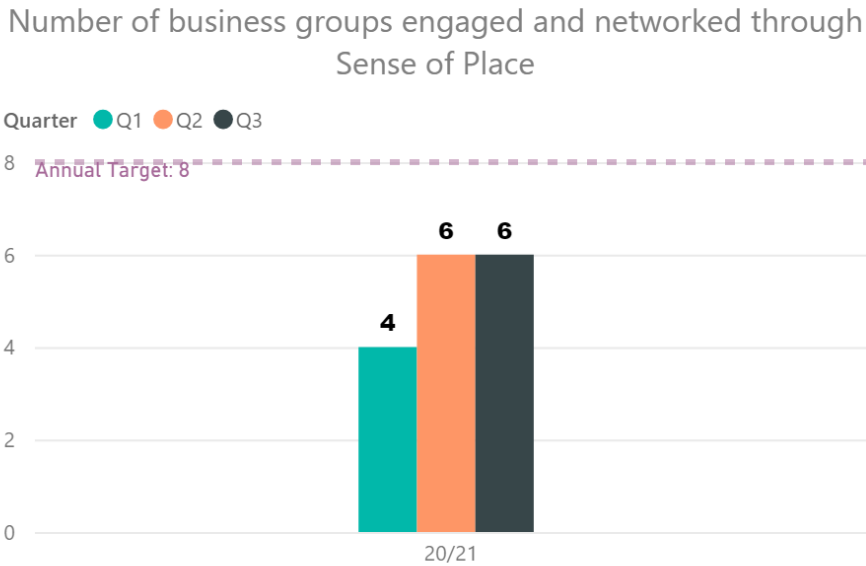
A) Delivery of strategic employments sites



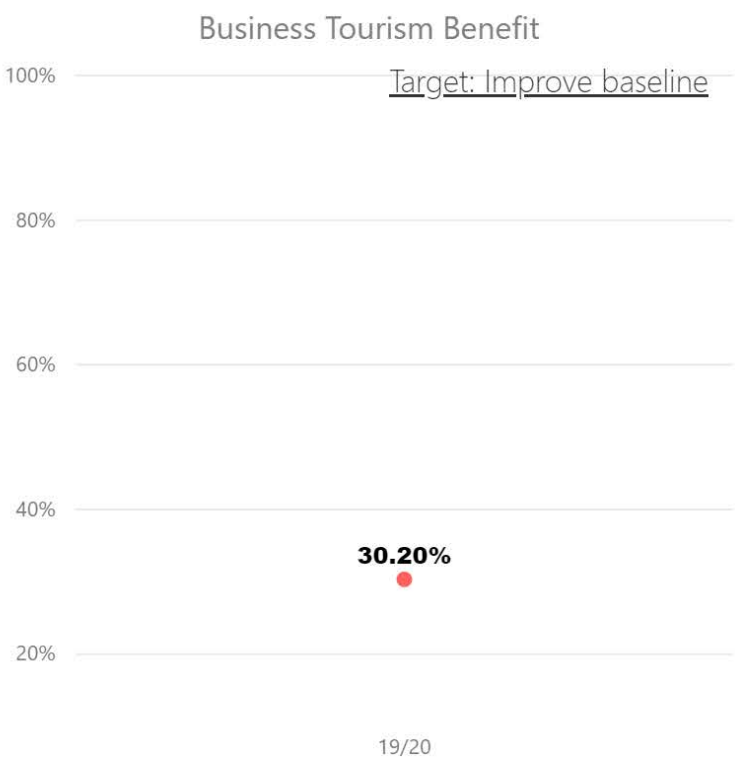
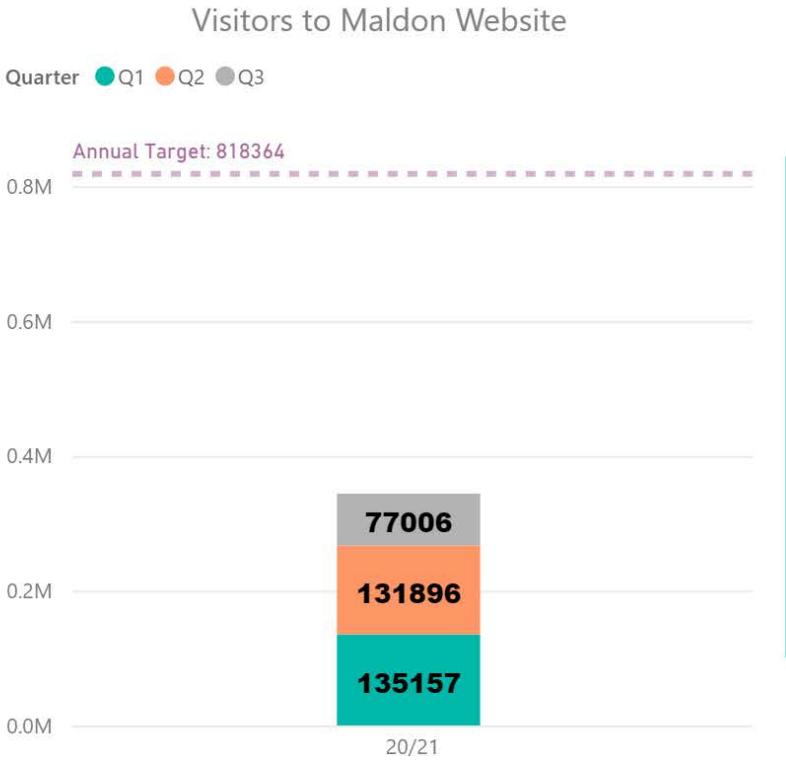
B) Partnership working to provide an Enterprise Centre








E) Efficient & Effective engagement with Businesses



D) Tourism supported and encouraged



Prosperity supporting plans

Supportive Outcome	Prosperity Actions Plans	Status	Highlights/Low Lights	Targets
B) Partnership working to provide an Enterprise Centre	Deliver Enterprise Centre	Not Started 	Q3 - Currently there are no resources allocated to the delivery of this project	Enterprise Centre delivered by 2025
B) Partnership working to provide an Enterprise Centre	Deliver Enterprise Hub based in Maldon District Council's building	Not Started 	Q3 - Due to COVID all planning for this is currently on hold	Enterprise Hub delivered by 2020
C) Rural and coastal business supported	Bradwell B project	On Track 	Q3 - Socio Economic work streams remain underway with BRB/Quod with Baselineing coming to a conclusion. MDC has commissioned a District Economic Study and Housing Needs Study. Other areas have been identified for additional study including Tourism Accommodation and the District "Sense of Place".	Engagement with BRB through the Bradwell B Development Consent Order process
C) Rural and coastal business supported	Establish Maldon Rural Business Growth Strategy	On Track 	Q3 - Activity remains on hold as resources have been diverted to the Covid response. However, work has now been scoped for the development of a Maldon District Business Network Establishment of a business network and partnership with rural businesses which will develop and deliver a strategy to support rural business growth, diversification and enabling local businesses to benefit from future opportunities and trends. This includes supporting local business to access the Bradwell B supply chain to support the construction of the new power station at Bradwell. This is aligned with the Sense of Place Plan	Contractual SoP Objectives met
D) Tourism supported & encouraged	Digital Tourism campaigns delivered	Under Review 	Q3 - The team have developed or participated in a number of Tourism campaigns over the last quarter despite the ongoing restrictions of Covid and these have included supporting the stay local and emerging staycation. Since the lockdown our campaigns have paused and we are reviewing content for when the lockdown is eased.	5 Campaigns annually