

Corporate Performance Report Q1 – Appendix 1

23rd September 2021

Sustainable Council – Prosperous Future



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 reporting performance related to the new Corporate Plan 2021-2023
- Focus should begin at the outcome level summary, which leads to individual indicator level detail if required.
- Indicators are split into Annual and Quarterly, with annual indicators reporting at the end of each entire reporting cycle.
- 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

Place Strategic Performance Place Outcomes


APPENDIX 1

Corporate Plan Reference ▲	Title	Status	Commentary
 1	Promote Civic Pride And Maintain The District's Environmental Quality	On Track	Q1 -Will feature heavily in Climate Action Strategy pledges, management plan progress and appointment of environment champions (R&B Survey Questions and Opt-in)
 2	Reduce Impacts Of Waste Disposal And Pollution On The Environment	On Track	Q1 - Will feature heavily in Climate Action Strategy pledges and continued partnership working with ECC H&T, Transport East and SELEP
 3	Deliver The Housing The District Needs	On Track	Q1 - Current delivery on track via LDP Policies and via LDP Review for future needs
 4	Work With Partners To Maintain And Improve The District's Resilience To The Effects Of Climate Change	On Track	Q1 - Will feature in Climate Action Strategy and the work of the ECC Climate Change Commission. Also in partnership with Environment Agency, Water management utility companies and ECC as LLFA
 5	Deliver Sustainable Growth And New Infrastructure Through Development	On Track	Q1 - Via LDP Review and existing LDP and SPDs

Place Supporting Plans - Quarterly



Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
3. Deliver The Housing The District Needs	Percentage Of Homes Delivered On The Strategic Allocations Compared To The LDP Housing Trajectory (LDP page 19; para 2.16)	On Track 	Q1 - The housing trajectory is out of date hence the LDP Review. Progress being made on strategic housing site build out rates with developers to accelerate delivery. However, delays continue with build out rates on Sites S2b - Land North of Knowles Farm (DPE) and S2d - Land West of Broadstreet Green (Countryside Properties) but reserve matters applications are progressing.	0.75
3. Deliver The Housing The District Needs	Housing Delivery Test (HDT) Results Published By MHCLG	On Track 	Q1 - Site visits recommenced following easing of Covid restrictions	0.95
3. Deliver The Housing The District Needs & 5. Deliver Sustainable Growth And New Infrastructure Through Development	Monitor All S106 Agreements And Publish In Infrastructure Delivery Statement	On Track 	Q1 - S106 monitoring up to date and progressing towards end of year Infrastructure Delivery Statement. Known issues with South Maldon relief road actively discussed with ECC and Levelling Up Funding applied for to progress delivery of key infrastructure.	100% Implementation And Publish Yearly
3. Deliver The Housing The District Needs	Number Of Affordable Homes Delivered	On Track 	Q1 - Strategic housing allocations and Major Applications continue to progress affordable housing delivery. 49 in total - 7 on Theedhams Farm Southminster, 6 on Maldon Road Burnham On Crouch, 30 on Handley Gardens Limebrook Way and 6 on Kings Road Southminster.	130 p.a.
3. Deliver The Housing The District Needs	Five Year Housing Land Supply Statement Updated And Published	At Risk 	Q1 - Site visits recommenced to monitor delivery of housing on strategic sites following easing of Covid restrictions. LDP review progressing following 'call for sites' for further housing and employment land. Issues and Options for boosting the housing land supply are progressing. Supply has fallen under five years and remedial action is in place, so the action plan is on track.	5 Year Minimum
5. Deliver Sustainable Growth And New Infrastructure Through Development	Monitor Delivery Of Superfast Broadband To Essex CC Programme Rollout To Ensure Targets Are Met Within The Maldon District	On Track 	Q1 - Programme rollout progressing. Identified hold ups due to wayleaves and funding issues continue to be progressed and resolved through Superfast Essex Steering Group (led by ECC).	99% Coverage By Q4
4. Work With Partners To Maintain And Improve The District's Resilience To The Effects Of Climate Change	Develop And Adopt Blackwater Estuary Conservation Strategy	On Track 	Q1 - Blackwater Partnership Group (ECC, Natural England, Essex Wildlife Trust and neighbouring authorities) continue to raise the profile of Blackwater Estuary as an environmental asset for nature/habitat/ecology conservation and regeneration, for example Saltmarsh Regeneration, Sea Grass Regeneration, Reuse of Dredged Materials plus CO2 storage (saltmarsh).	Quarterly Progress
2. Reduce Impacts Of Waste Disposal And Pollution On The Environment & 4. Work With Partners To Maintain And Improve The District's Resilience To The Effects Of Climate Change	Preparation And Adoption Of Climate Action Strategy And Climate Action Plan	On Track 	Q1 - 'Our Home - Our Future'. Project Group/Member Working Group established - 5 themes for action (Kick The Car Habit, Produce Less Waste, Show Nature We Care, Be A Council That Leads By Example and Develop A Strong Policy Commitment To Climate Action To Ensure A Whole System Approach To Reduce Our Carbon Emissions, Improve Our Resilience And Provide Greener Living) . Climate Action Friends sought for future community engagement	Strategy Adopted By Q3 (December 2021)

Place Supporting Plans - Quarterly

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
2. Reduce Impacts Of Waste Disposal And Pollution On The Environment & 4. Work With Partners To Maintain And Improve The District's Resilience To The Effects Of Climate Change	Implement Air Quality Management Area (AQMA) Action Plan 2020-2025	On Track - Conditional Implementation 	Q1 - Maldon Transport Strategy to commence shortly as part of AQMA Steering Group work programme. ECC to commission MTS and will align all relevant sustainable transport (walking, cycling, bus) options to scope the Maldon Transport Strategy including Maldon Cycle Action Plan, CAMP Projects (Project 1 Upper High Street Improvements, Project 2 Lower High Street Action Plan and Town Centre Strategy, Project 7 Heybridge Creek Connection, Project 9 Causeway Corridor Landscape and Public Realm Strategy). MDC continues to seek funding to implement actions.	To AQMA Action Plan Timetable

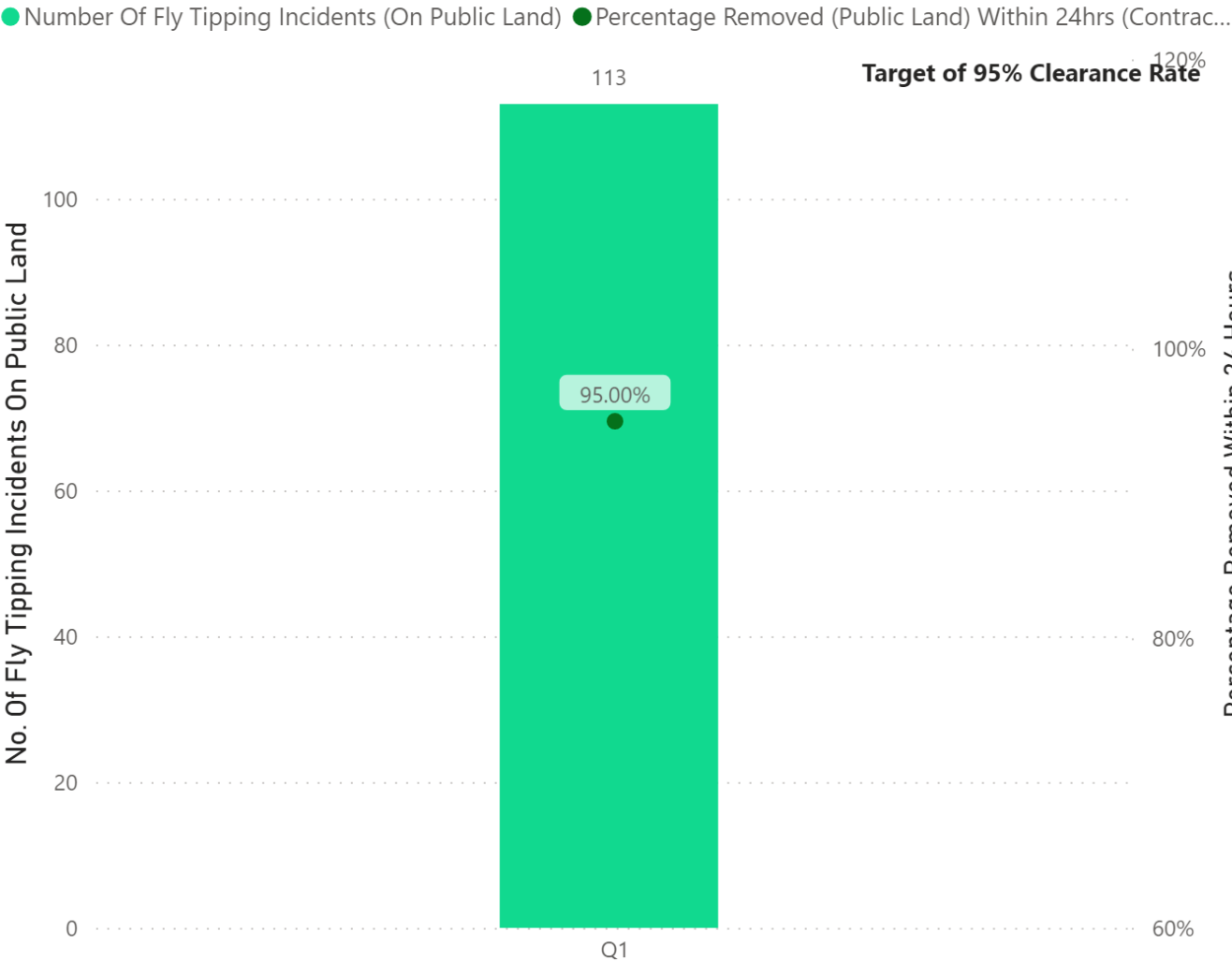
Place Supporting Plans - Annual

APPENDIX 1

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights/R&B Feedback	Target
1. Promote Civic Pride And Maintain The District' s Environmental Quality	Number Of Environment Champions Appointed In Each Parish/Town - SPECIFICALLY What Residents And Businesses Are Dissatisfied With e.g. Litter, Dog Fouling – In Countryside, Coast Or Town Centres etc. As Per Resident And Business Survey	On Track 	Regarding the number of environment champions, this will progress through the community engagement with the climate action strategy work programme and pledges such as 'Produce Less Waste', 'Be Kind To Nature' and 'Kick The Car Habit' etc. (Climate Action Strategy to be approved November 2021), through engagement with parish and town forum (Joshua Fulcher leads). Next resident and business survey is October 2021 and will ask pertinent questions regarding dissatisfaction rates. There will also be an Opt-In question for environment champion interest and climate action friend interest.	Improvement On 50.20% Baseline - Via R&B Survey
1. Promote Civic Pride And Maintain The District' s Environmental Quality	Number Of Up To Date Management Plans In Place For MDC Owned Public Open Space - SPECIFICALLY What Residents And Businesses Are Dissatisfied With e.g. Vandalism, Graffiti, Overflowing Bins, Weeds, Litter etc.	On Track 	Through CAMP the scope of the management plan for Promenade Park has commenced (Project 16 CAMP). Next resident and business survey is October 2021 and will ask pertinent questions regarding dissatisfaction rates.	Improvement On 32% Baseline - Via R&B Survey

Place Performance Measures -
Quarterly

Number Of Fly Tipping Incidents (On Public Land) and Percentage Removed Within 24 Hours (Contractor Time)



APPENDIX 1

AWAITING DATA

Total Spend So Far For Fly Tipping Removals (As Of Q1 2021/22)

Costs For Fly Tip Clearance

AWAITING DATA

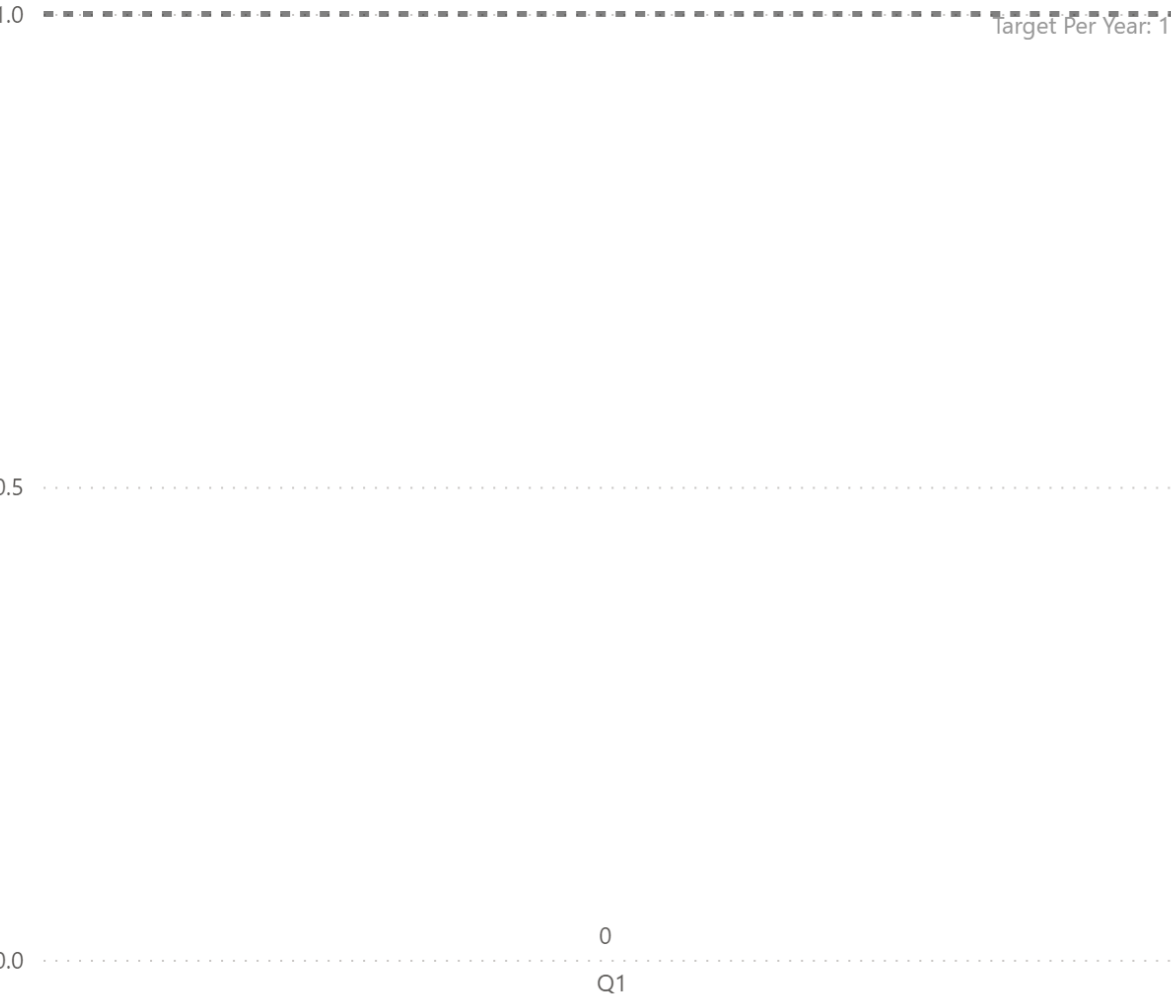
Number Of Environment Champions Appointed In Each Parish/Town
(Cumulative)

target per year: 2

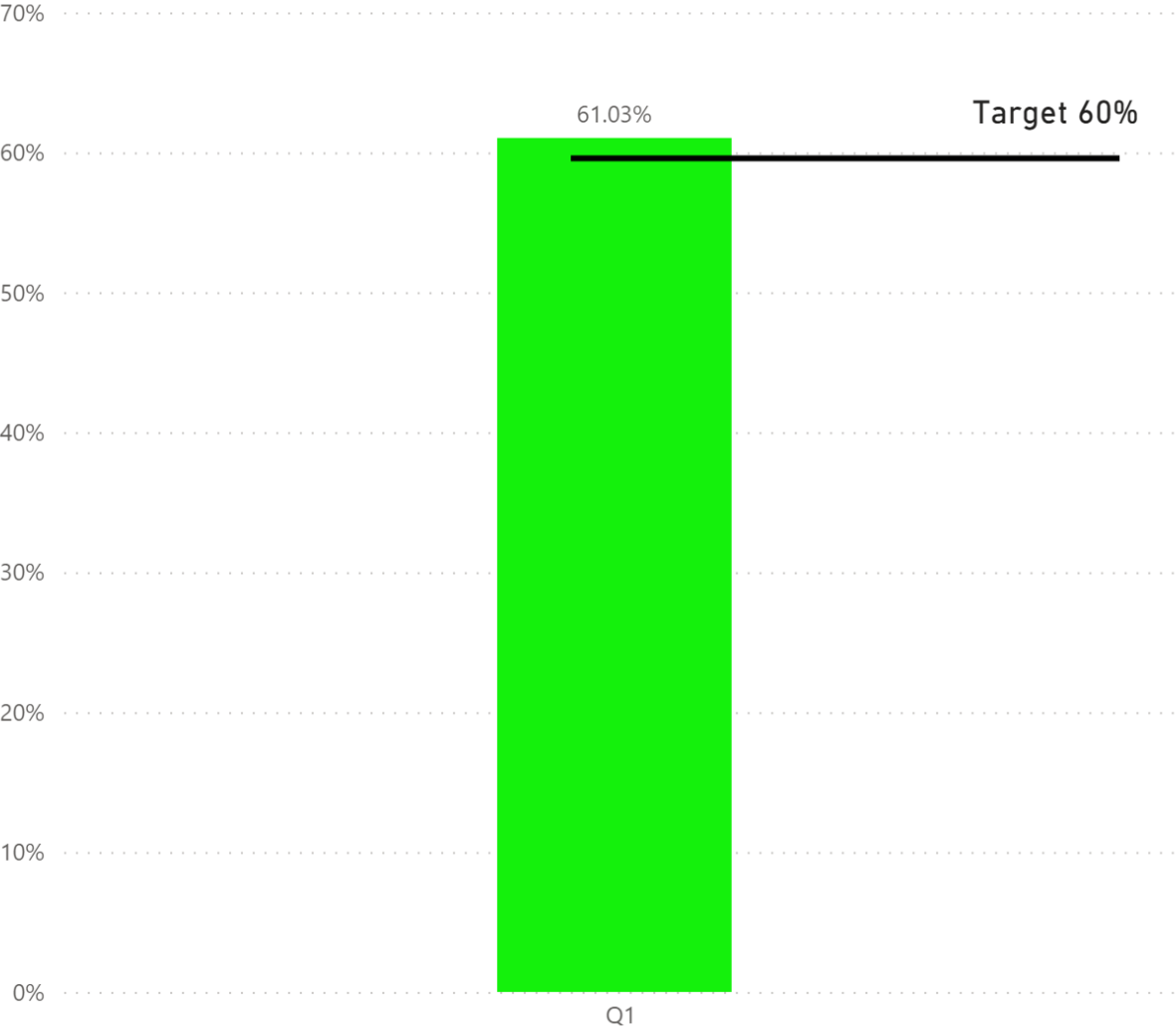
***AWAITING DATA -
Environment
champions to be
recruited from Q3***

Place Performance Measures -
Quarterly

Number Of Up To Date Management Plans In Place For MDC Owned Public Open
Space (Cumulative)



Percentage Of Household Recycling Rates



Place Performance Measures - Annual

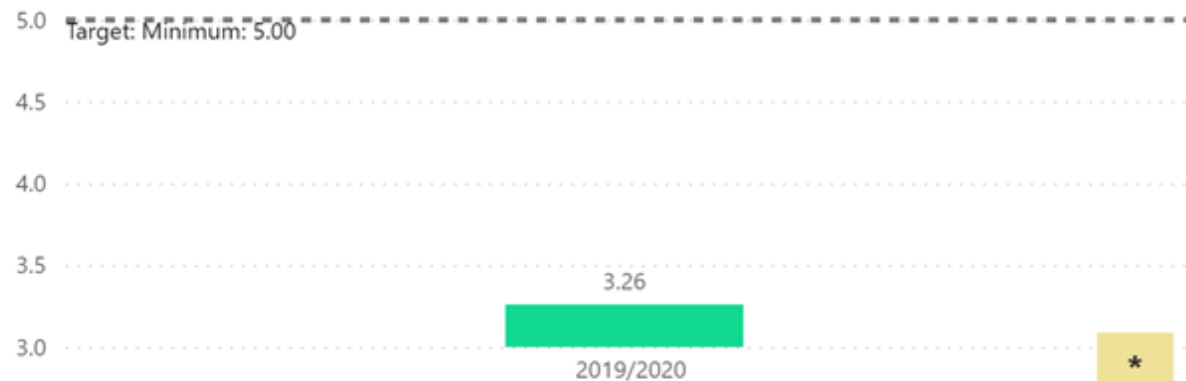
Please note:
Data from 2019/2020 or 2020/2021 to provide a baseline where possible.

*No Baseline data available
20/21 not available until November

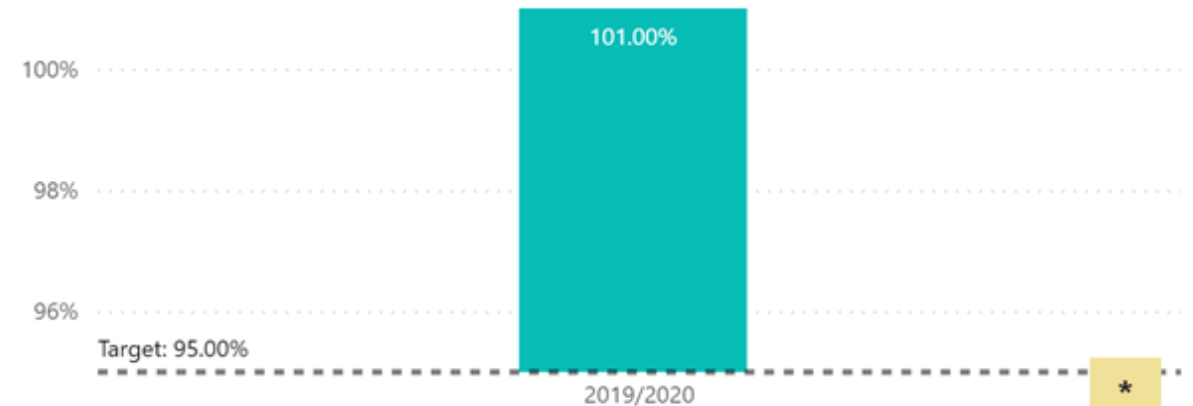
APPENDIX 1

Calculate and Publish Statutory Housing Delivery Data

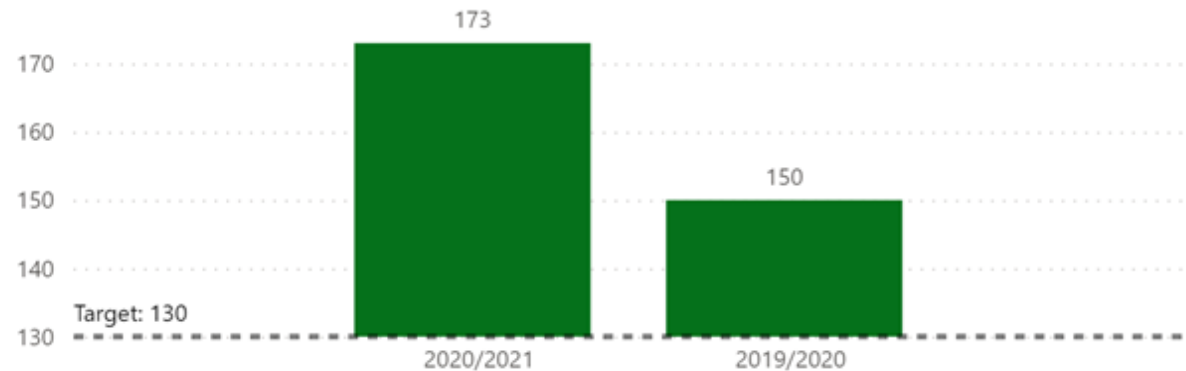
Five Year Housing Land Supply Statement Updated And Published (Supply In Years)



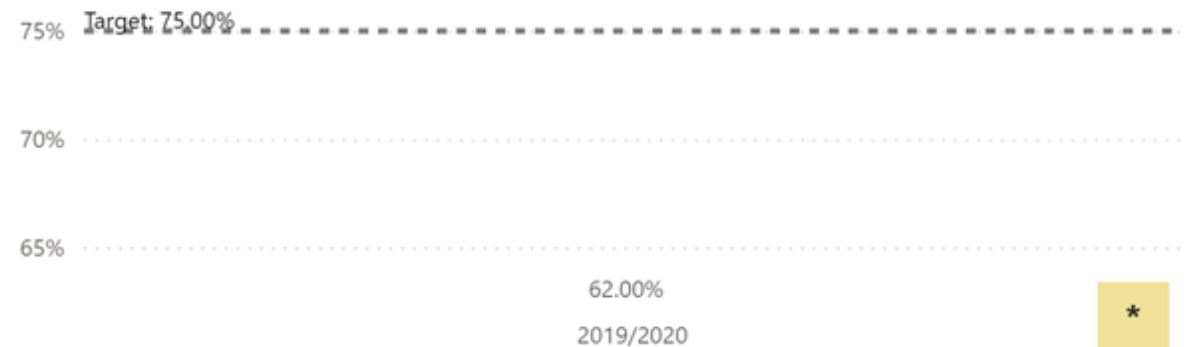
Housing Delivery Test (HDT) Results Published By MHCLG



Number Of Affordable Homes Delivered








Percentage Of Homes Delivered On The Strategic Allocations Compared To The LDP Housing Trajectory (LDP page 19; para 2.16)





Prosperity Strategic Performance Outcomes

APPENDIX 1

Corporate Plan Reference	Title	Status	Commentary
6	Enabling Future Economic Investment And New Jobs	On Track 	Q1 - The scoped Maldon District Investment Prospectus will announce our area for inward investment, supporting and enabling business and job growth. It will directly support the delivery of LDP Policy E1
7	Supporting Existing Local Businesses	On Track 	Q1 - Support for local businesses continues to be progressed through our partnership with Sense of Place. Current initiatives include Keep it Local Campaign and business training and Click it Local commission.
8	Enhancing And Promoting The District's Visitor Economy	On Track - Conditional Elements 	Q1 - Promotion and major events legally restricted during this period. Engagement with events promoters for the summer quarter is ongoing in partnership with the Safety Advisory Group Blue Light Services. Major events to restart in line with easing of restrictions, for example Fantasia and Raver Tots.

Supportive Outcome	Prosperity Actions Plans	Status	Highlights/Low Lights	Target
6. Enabling Future Economic Investment And New Jobs	Build And Deliver Maldon District Investment Prospectus	On track 	Q1 - Following the approval of the project proposal, delivery is being scoped and work is commencing to develop the Investment prospectus. Initial steps must ensure the work aligns with the LDP review, secures the right platform for the micro site and effectively engages with employment site owners and agents.	By Q4 2021/2022
8. Enhancing And Promoting The District's Visitor Economy	Engagement With Campaigns	On Track - Conditional Elements 	Q1 - Campaigns to enhance and promote the visitor economy are gradually starting to be developed following the easing of Covid restrictions. Our Heritage and Cultural Recovery Co-Ordinator (Culture Recovery Fund) which had been a Lottery funded post until July 2021, has made good progress in supporting our cultural and heritage sector and getting them ready to welcome visitors and look at how they could operate with Covid measures in place. Our main focus has been the development of our new website www.VisitMaldonDistrict.co.uk and onboarding the Tourism businesses in the District. The management of reopening the Splash Park and Beach Huts for the season including a bespoke booking system was also developed by the team.	TBC

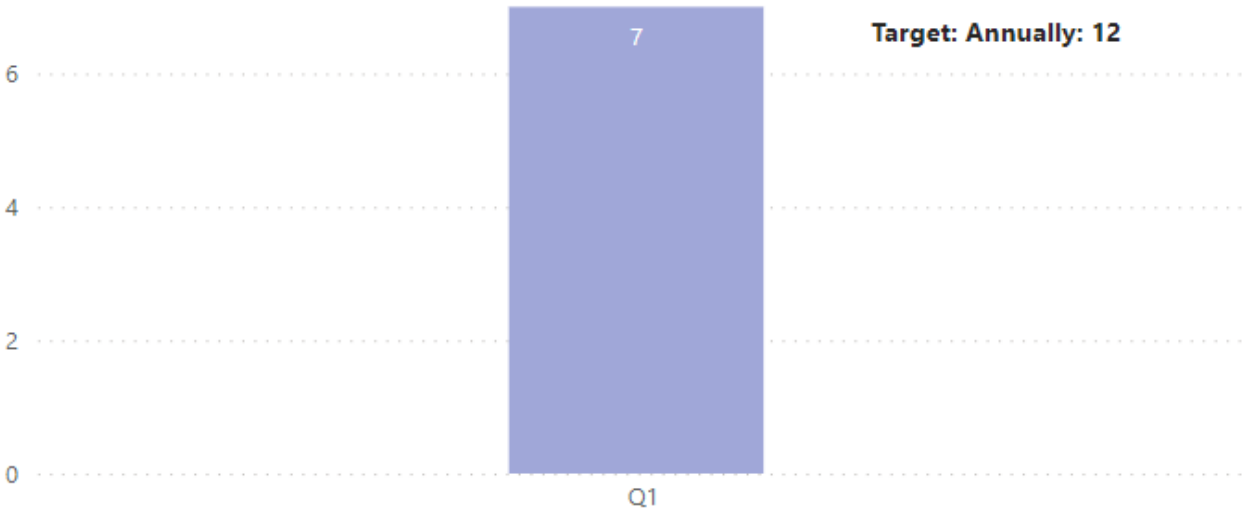
Supportive Outcome	Prosperity Actions Plans	Status	Highlights/Low Lights/Feedback	Target
6. Enabling Future Economic Investment And New Jobs	Business Satisfaction With MDC Services. (Via Survey)	On Track 	Recent survey data has shown that there is room for improvement in businesses satisfaction with MDC services. It is hoped that the development of the (SoP) Maldon District Business Network will enrich this intelligence and improve the reach of the survey data set to better understand feedback from local businesses and enable service improvement.	30.00%
8. Enhancing And Promoting The District's Visitor Economy	Business Benefit Through Tourism Activity - Evidence (Via Survey)	On Track 	Tourism Activity in the District is now estimated to account for 17% of all employment. As the local Destination Managment Organisation we hope to support this sector and enable more businesses to benefit from this market and opportunity. Ideas like the Grape and Grain in the Park, show how local producers can be directly supported to reach new customers on council land.	30.00%

Prosperity Performance Measures - Quarterly

Number Of LDP Employment Land Sites Promoted Through Maldon District Investment Prospectus (Cumulative)

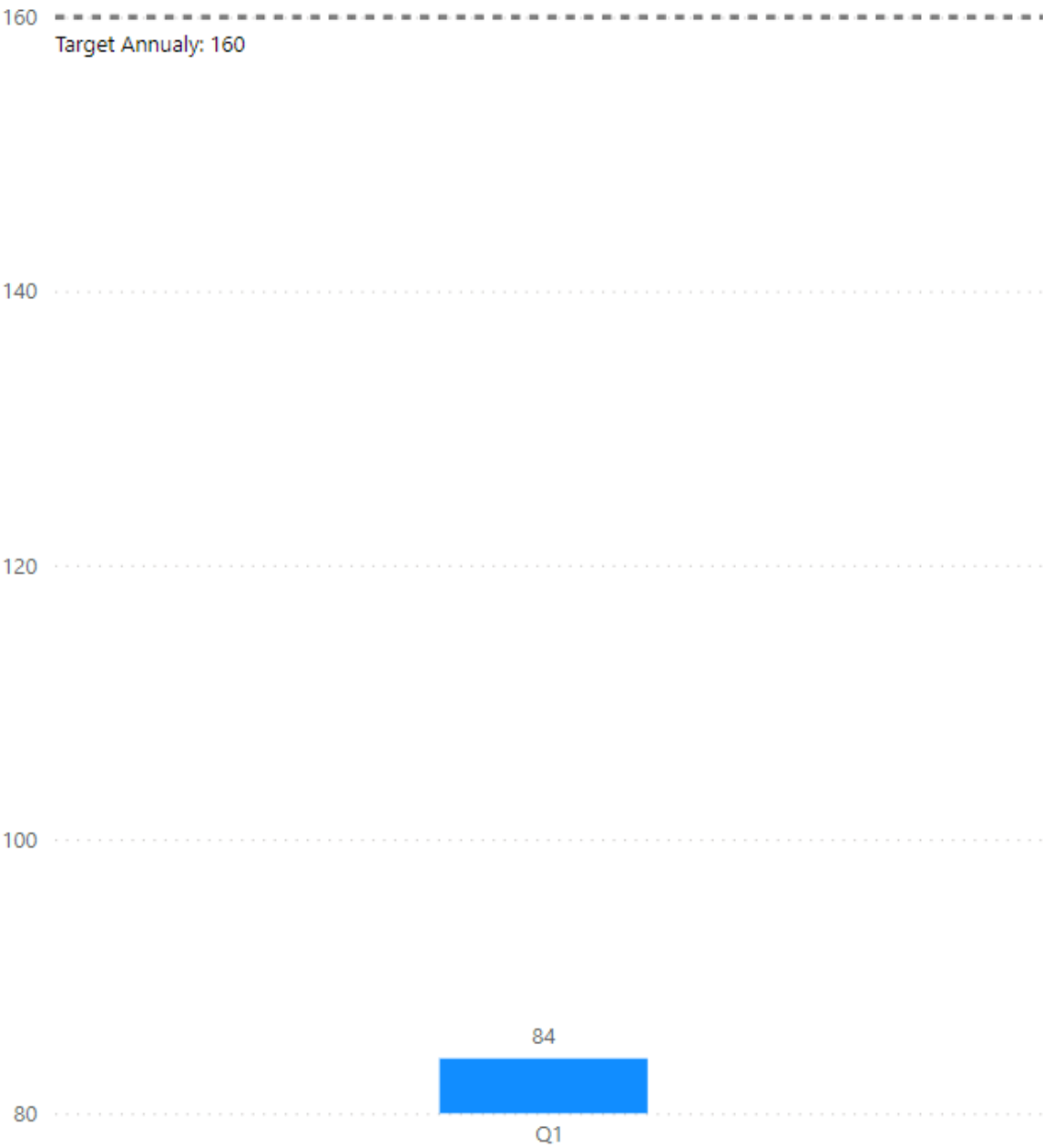


Number Of Business Groups Engaged In SOP Business Network (Cumulative)

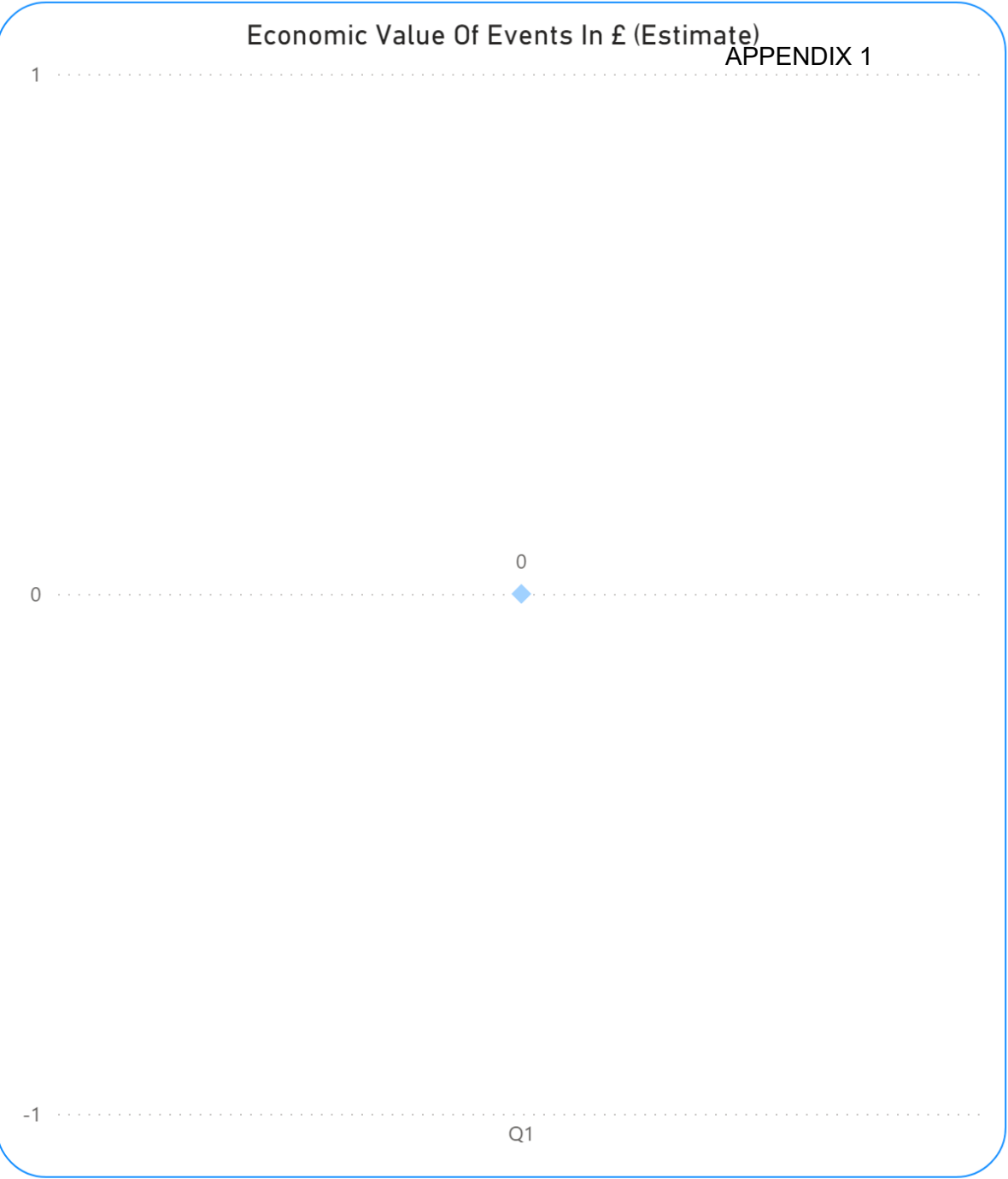
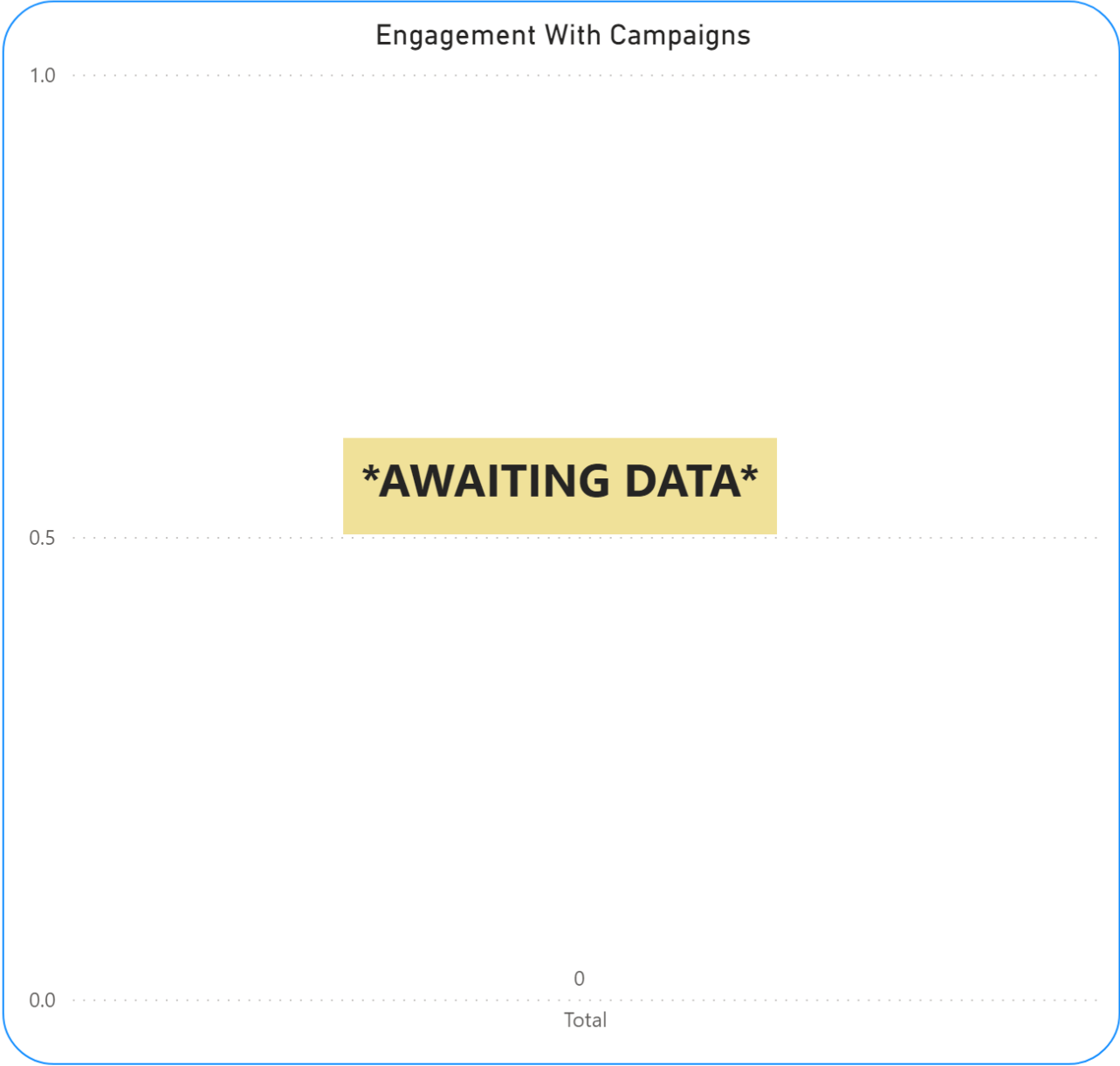


Number Of Members Of Maldon District Business Group (LinkedIn) (Cumulative)

APPENDIX 1

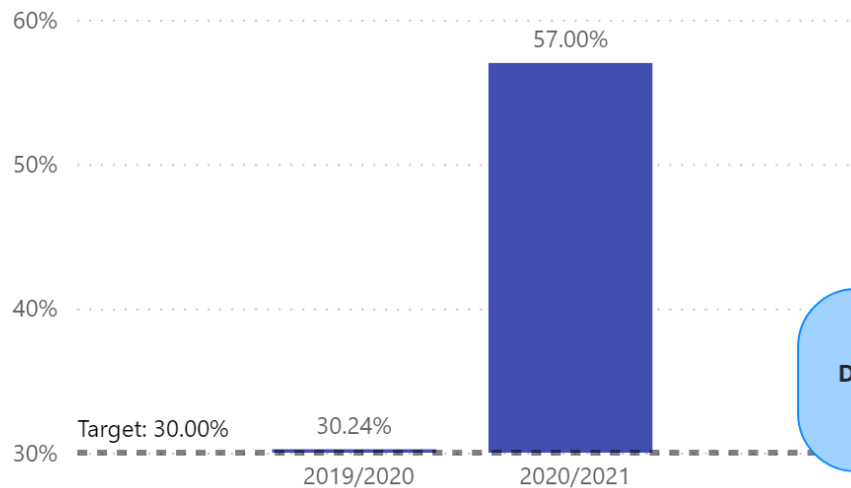


Prosperity Performance Measures - Quarterly

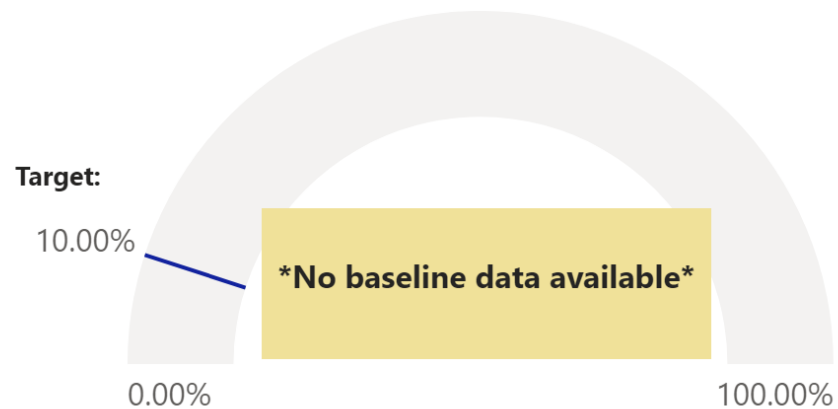


Prosperity Performance Measures - Annual

Business Satisfaction With MDC Services. (%)

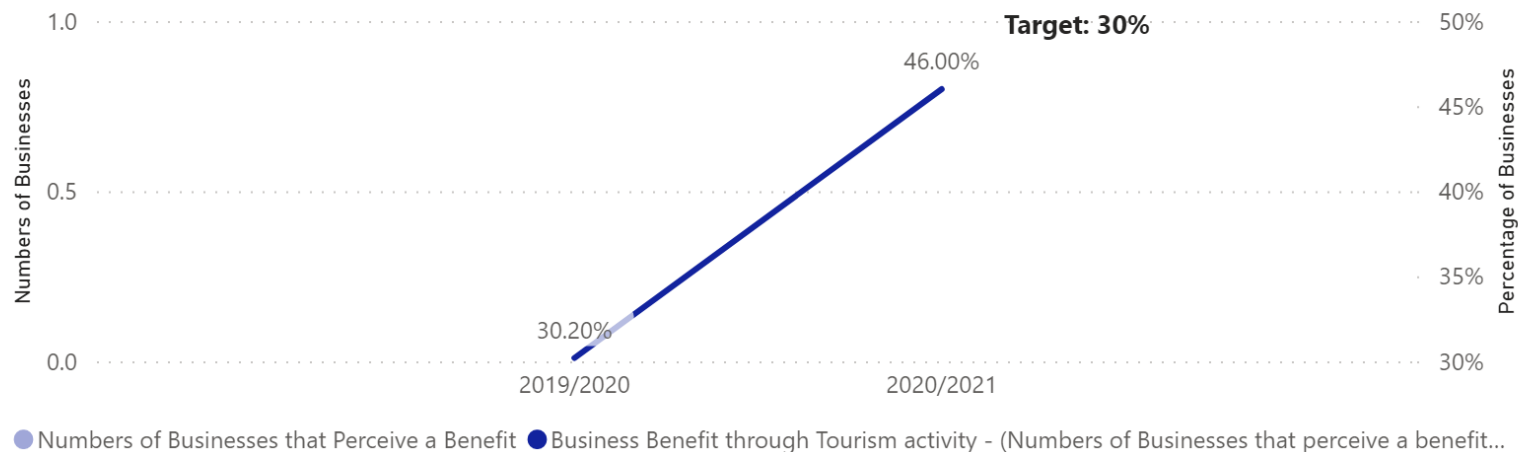


Estimated Percentage Of Businesses Engaged In Sense Of Place



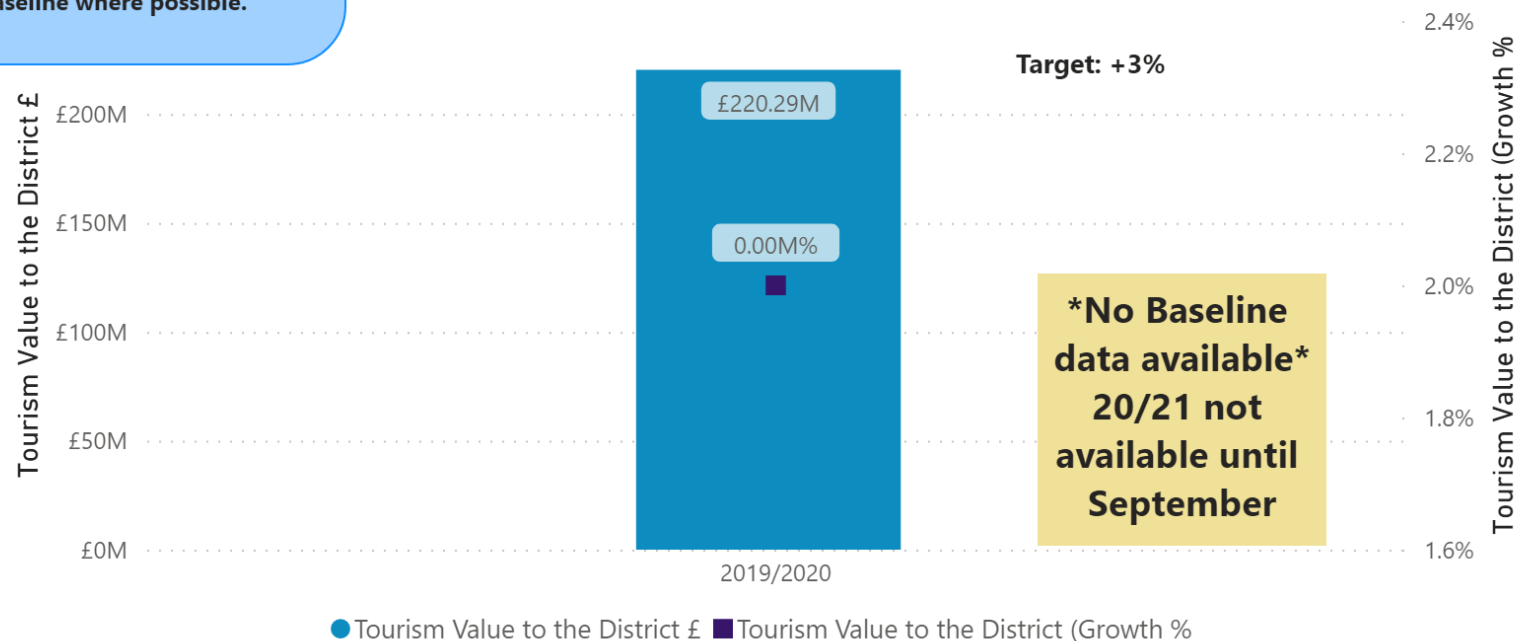
Business Benefit Through Tourism Activity - (Numbers And Percentage Of Businesses Surveyed That Perceive A Benefit)

APPENDIX 1



Please note:
Data from 2019/2020 to provide a baseline where possible.






Tourism Value To The District In £ And Growth In %



Community Strategic Performance







Community Outcomes

APPENDIX 1

Corporate Plan Reference	Title	Status	Commentary
 13	Building On The Strengths Of Our Communities And What They Can Do To Support Themselves And Help Each Other To Thrive	On Track	Q1 - We have continued to work with Maldon District COVID-19 Community Response to aide and support COVID-19 community recovery. We are a key member of the Maldon District Community Forum which brings together residents and professionals from within the District to build on community strengths, better understand needs and how to utilise community assets to improve the places where people live and work.
 12	Ensuring The Safety And Wellbeing Of Our Vulnerable Children, Adults And Families	On Track-Conditional Elements	Q1 - We are continuing to work with our partners to ensure our staff are appropriately trained to provide the best support possible to our communities, through safeguarding e-learning modules and Make Every Contact Count Training.
 10	Working With Our Communities And Partners To Improve The Mental Health And Well-being Of Our Residents	On Track	Q1 - We have continued to work with our partners to ensure we are supporting each other to deliver the projects and initiatives to improve resident's mental health and well-being. We are now a key member of the Essex Mental Health Collective Communications Group, where we receive insight into Essex-wide projects and initiatives and funding opportunities that can support our local community and our strategic objectives.
 9	Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents	On Track	<p>Q1 - We have continued to work in partnership with partners to deliver projects and initiatives to improve residents physical health and well-being. As part of this, we have delivered a Livewell Grants process, funding 10 local community organisations to deliver projects that focus on our Livewell priorities.</p> <p>We are currently working on the format and structure of the One Maldon initiative which will facilitate a new system-wide approach to community safety and health and wellbeing.</p> <p>We are a key member of The Mid Essex Alliance, working with our partners to work towards COVID-19 recovery, an integrated health and social care (including the development of PCNs), and renewing our focus on prevention and reduction of health inequalities.</p>
 11	Working with our Communities, Schools And Partners, To Improve Our Children And Young Peoples' Health And Well-being, Giving Them The Best Start In Life	On Track-Conditional Elements	Q1 - As this is a new outcome we are currently building a rapport with schools and youth groups across the District to understand and map out the needs of children and young people across the District.

Community Supporting Plans - Quarterly





APPENDIX 1

Supportive Outcome	Community Actions Plans	Status	Highlights/Low Lights	Target
9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents	PH2. Number Of Physical Activity Promotions/Campaigns	On Track 	Q1 - Continued promotion of national, regional and local initiatives. In Q1, we have successfully delivered two Livewell Grants processes.	24 Promotions + 2 Campaigns
9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents	PH5. Participation At Leisure Centres (Places Blackwater Leisure And Dengie 100)	On Track 	Q1 - In correspondance with the leisure facility staff are closely monitoring levels of participation at the leisure centres post covid and easing of restrictions, to fully understand last years closures.	1% Increase Year on Year
10. Working With Our Communities And Partners To Improve The Mental Health And Well-being Of Our Residents	MH1. Promotion Of Mental Health, Social Isolation And Loneliness Initiatives	On Track 	Q1 - Continued promotion of national, regional and local initiatives. In Q1, we have successfully delivered two Livewell Grants processes.	24 Promotions + 2 Campaigns
10. Working With Our Communities And Partners To Improve The Mental Health And Well-being Of Our Residents	MH2. Number Of Intergenerational Projects Delivered In The District	On Track 	Q1 - MDC are currently consulting with care homes and youth groups/schools across the District on how we can deliver intergenerational projects/mental health and physical health projects. There has been no intergenerational projects started throughout the last year due to COVID-19 and schools and social care focuses being elsewhere.	1 New School Per Year
13. Building On The Strengths Of Our Communities And What They Can Do To Support Themselves And Help Each Other To Thrive	TC1. Number Of Multi-Agency Events Delivered In The District	On Track 	Q1 - The Maldon Community Safety Engagement and Bike Marking Event took place at Promenade Park, Maldon. The event was organised by Maldon District Community Safety Partnership (CSP) with support from partner agencies that include Maldon District Council, Essex Police and Essex County Fire & Rescue.	1 per quarter
13. Building On The Strengths Of Our Communities And What They Can Do To Support Themselves And Help Each Other To Thrive	TC4. Number Of Parish And Town Council Digital And Face-To-Face Engagements By Community Engagement Team.	On Track 	Q1 - We recently hosted the quarterly Parish Clerks Forum where the Community Champion programme was discussed and how the Parishes and Town Councils can help with engagement of local residents. Our Community Engagement recently worked with the Community Safety Partnership to host a bike-marking event in Promenade Park. Members of the Community Engagement team will attend the Parish Clerks Forum to ensure two-way effective communication between MDC and Parish and Town Councils.	30 Over the Year

Community Supporting Plans - Annual

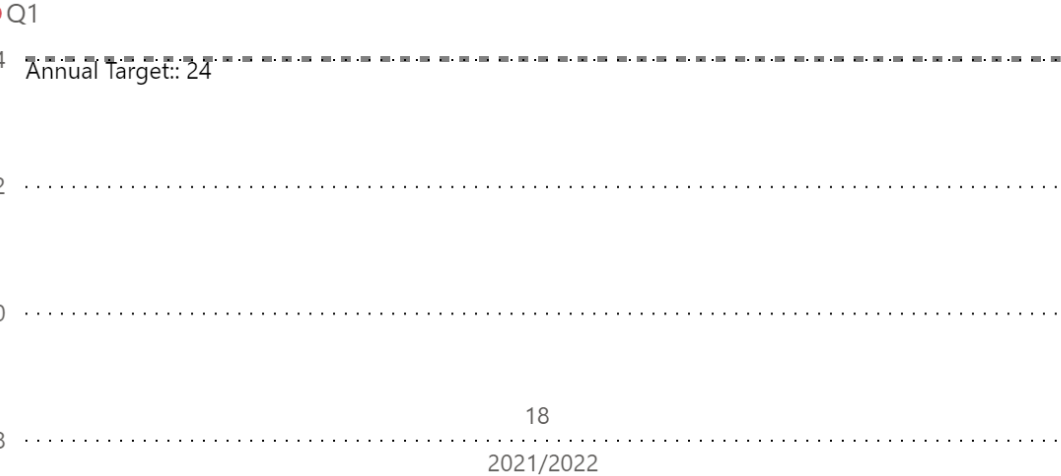
APPENDIX 1



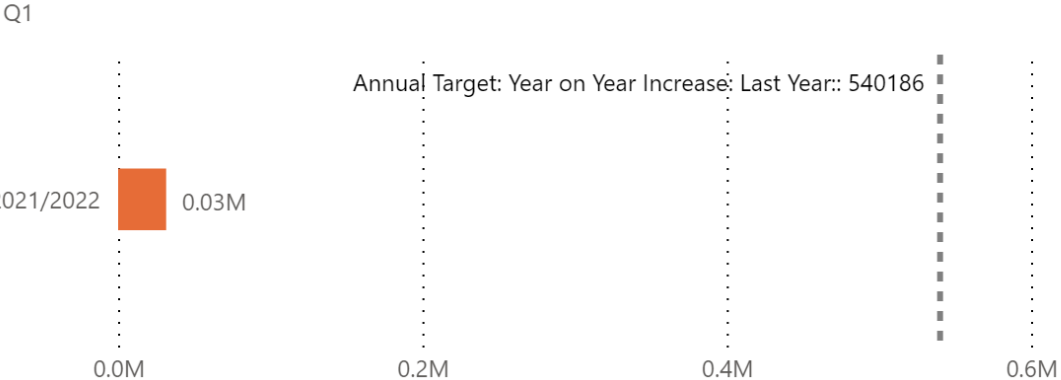
Supportive Outcome	Community Actions Plans	Status	Highlights/Low Lights
11. Working with our Communities, Schools And Partners, To Improve Our Children And Young Peoples' Health And Well-being, Giving Them The Best Start In Life	MH3. Number Of Schools Supported By MDC Year 6 Transition Template	On Track 	MDC are working with partners across Essex to develop a pilot in North Essex to capture a wider data sample to inform the programme.
9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents	PH3. Number Of Community Champions Appointed Across The District	On Track 	MDC have been in discussion with Epping Forest DC to understand their methods for implementing Community Champions. MDC have also presented a Community Champions Programme to parish clerks to gain their feedback.
9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents	PH4. Number Of Organisations Supported To Improve Inclusion And Accessibility	On Track 	MDC have recently refreshed the Equality, Diversity and Inclusion Policy to incorporate working with our communities to improve inclusion and accessibility. We continue to work with the Maldon District Dementia Action Alliance to ensure a partnership approach with tackling dementia in the community.
9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents	PH1. Number of Community Weight Management Sessions Delivered To Parishes And	On Track-Conditional Elements 	MDC is currently in conversation with Provide around delivery of these sessions. Due to Covid, their delivery model has had to adapt.

Community Performance Measures - Quarterly Data

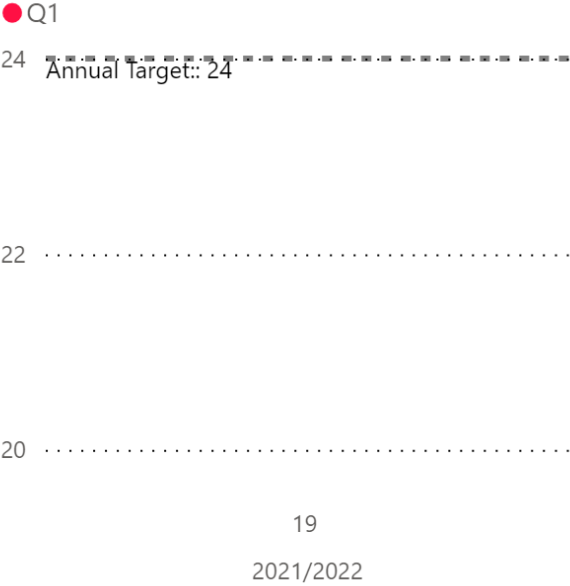
PH2. Number Of Physical Activity Promotions/ Campaigns (Cumulative)



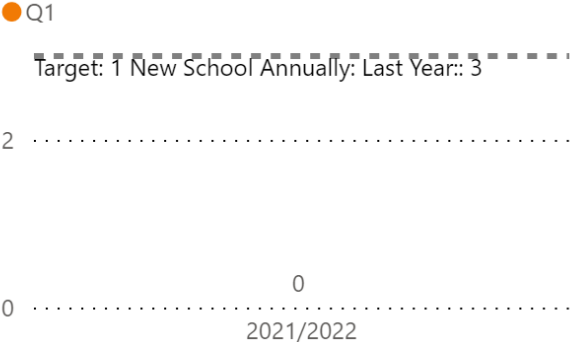
PH5. Participation At Leisure Centres (Places Blackwater Leisure And Dengie 100)



MH1. Promotion Of Mental Health, Social Isolation And Loneliness Initiatives (Cumulative)



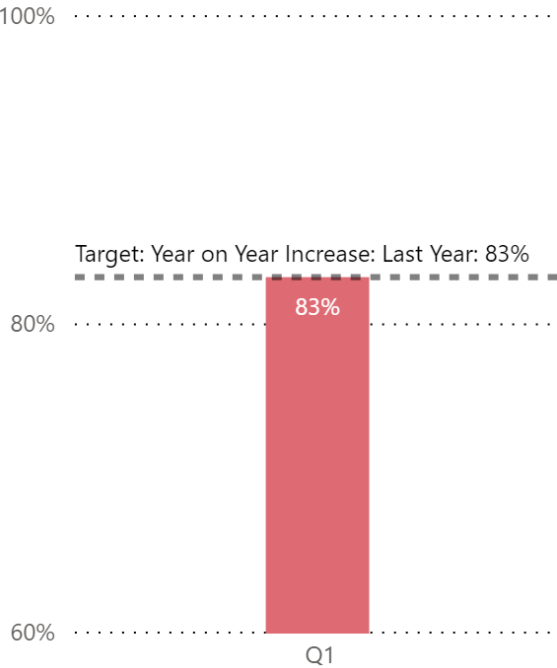
MH2. Number Of Intergenerational Projects Delivered In The District (Cumulative)



Y1. Number Of Awareness Raising Sessions Delivered To Schools (Cumulative)



S1. Percentage Of MDC Customer Facing Staff Who Have Received "Make Every Contact Count" Training

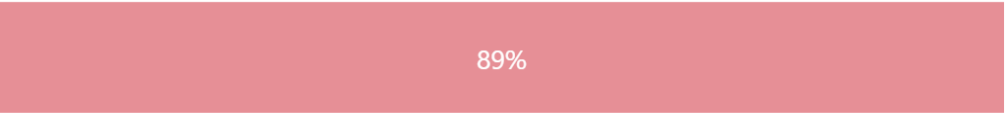


Community Performance Measures - Quarterly Data

S2. Staff Completion Of E-Learning Modules On Safeguarding Vulnerable Adults And Young People and GDPR (Completion Rate Per Quarter Not Cumulative)

Target: 100%

Q1



TC3. Number Of Volunteering Opportunities Promoted Across The District (Cumulative)

AWAITING DATA

TC1. Number of Multi-Agency Events Delivered In The District (Cumulative)

Annual Target:: 4

3

2

1

Quarterly Target:: 1

Q1

TC4. Number Of Parish And Town Council Digital And Face-To-Face Engagements By Community Engagement Team (Cumulative)

Annual Target:: 30.00

29

28

27

26

25

24

24.00

Q1

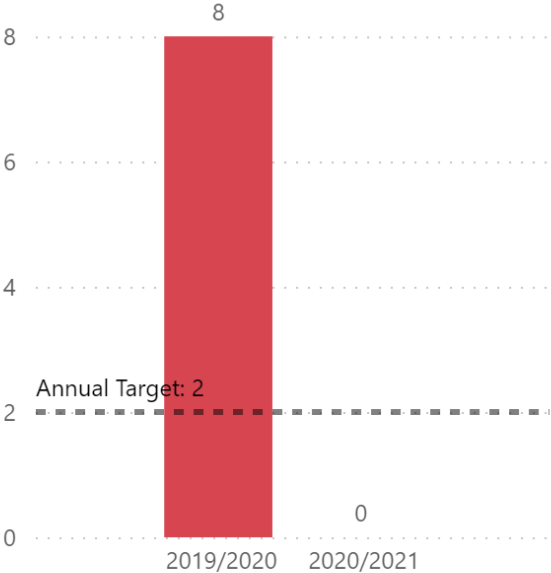
Community Performance Measures - Annual Data

Please note:
Data from 2019/2020 to provide a
baseline where possible.

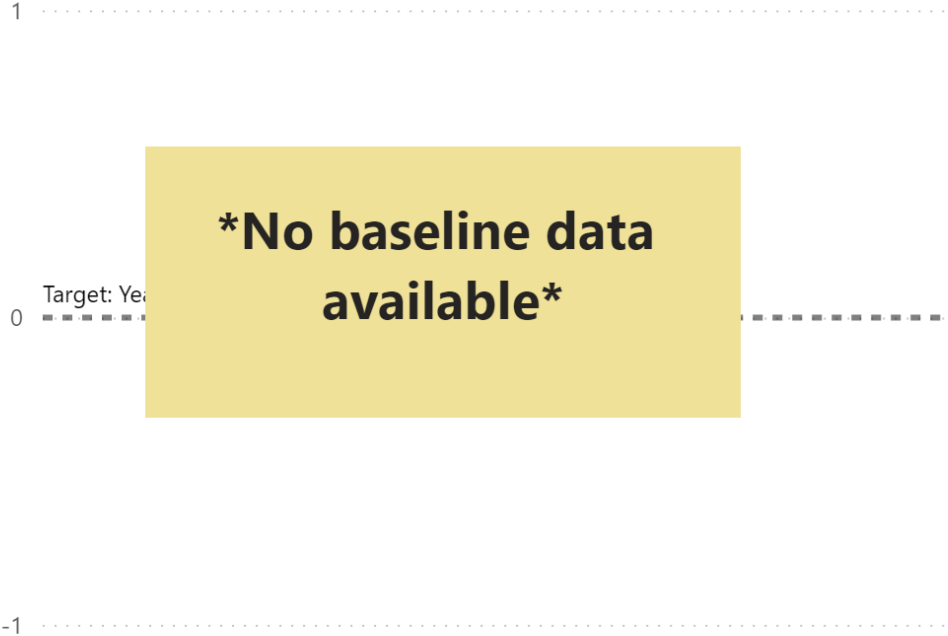
PH4. Number Of Organisations Supported To
Improve Inclusion And Accessibility

APPENDIX 1

PH1. Number Of Community Weight
Management Sessions Delivered To
Parishes And Participant Feedback



PH3. Number Of Community Champions Appointed Across The
District



***No baseline data
available***

Target: Year on Year Increase: Last Year: 0

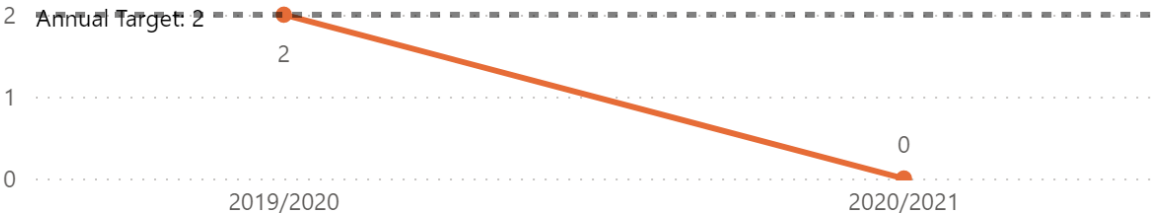
13

No. Known Youth Groups

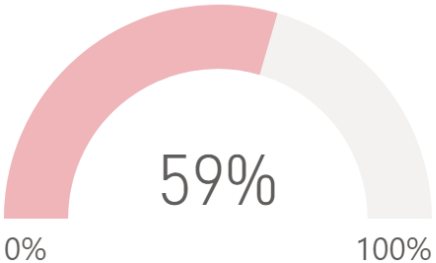
***No baseline
data available***

No. Youth Groups Promoted

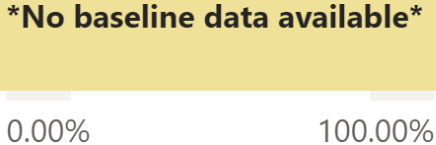
MH3. Number Of Schools Supported By The MDC Year 6 Transition Template
To Identify Children With Unaddressed Mental Health Concerns And Require
Support



TC4. Annual Better Care Fund
Spent (Dependent On COVID)



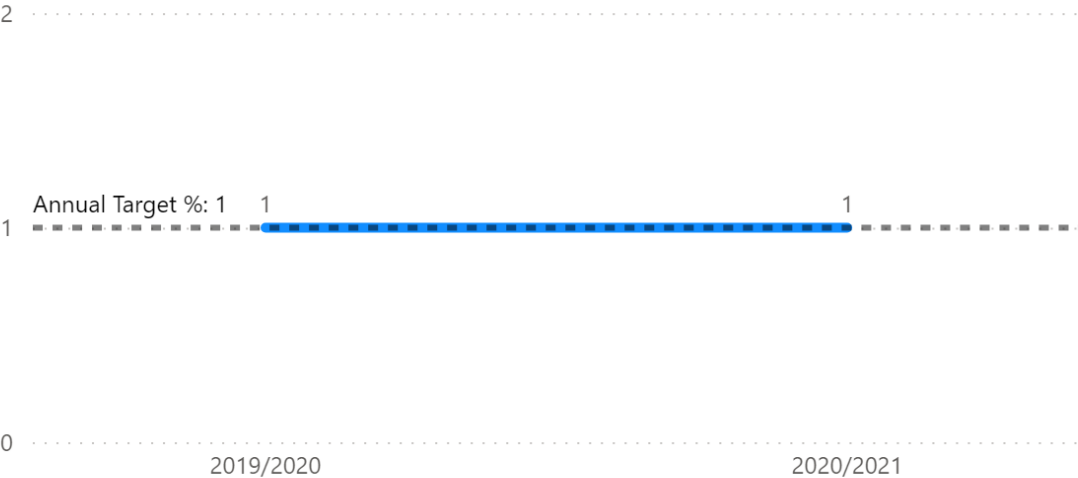
Y2. Percentage Of Known Youth
Groups/Clubs Promoted



Community Performance Measures - Annual Data

Please note:
Data from 2019/2020 to provide a
baseline where possible.

TC2. Customer Evaluation Survey (MDC) – Private Sector Housing Grants/ Loans (Cumulative)



Note: This is an evaluation survey filled in by customers (feedback sheet) from those who have received this service. Data is per sheet or feedback sheet received.