Corporate Performance Report Q3 –

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 – 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

Corporate Plan Reference	Title	Status	Commentary
1	Promote Civic Pride And Maintain The District' s Environmental Quality	On Track - Conditional Elements	Q3 - Fly tipping incidents & removal time/cost continues to be consistent for Q3. The Resident & Business Survey results to indicate current levels of customer satisfaction is currently being analysed with results being available next Quarter. Management Plans for public open spaces is now being reported as `under review`, due to further working being identified for plans to be effectively managed and executed.
2	2 Reduce Impacts Of Waste Disposal And Pollution On The Environment		Q3 - The Climate Action Strategy has now been adopted, and actions to implement the pledges will now progress operationally. Recycling rates, although remain strong, has slightly dipped over the Q3 period, no concerns at this point. The AQMA Action plan is now being reported as under review as activity not progressing at required pace, activity to resolve funding issues that is responsible for this is being addressed.
3	Deliver The Housing The District Needs	On Track - Conditional Elements	Q3 - Growing concerns of the 5YHLS falling below 3yrs is viewed as almost inevitable if significant progress is not seen by EOY, along with the Housing trajectory KPI also under review due to the progression of the LDP review now superseding. However, the number of affordable homes being delivered continues, along with publishing the Infrastructure Statement covering S106 and confidence that the HDT will be passed again (Published results to be confirmed)
4	4 Work With Partners To Maintain And Improve The District's Resilience To The Effects Of Climate Change		Q3 - Continued progress, with review and drafts developed. Covid has had an impact with the ability for regrouping with the wider Blackwater conservation partnership, however revised review date now in diary for Feb.
5	Deliver Sustainable Growth And New Infrastructure Through Development	On Track	Q3 - The Programme to roll out Superfast Broadband continues to be on track, with opportunity for attendees of the next steering group to promote digital inclusion opportunities.

Place Supporting Plans - Quarterly

Place Actions Plans	Status	Highlights/Low Lights	Target	Supportive Outcome
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.	Under Review	Q3: Additional budget request not progressed to Members for funding as there is a need to identify Project proposal to clearly identify Outputs and benefits for investment. Once complete, to be re-submitted to CLT & potentially S&R committee for funding. External grant sources also being considered to reduce cost to MDC and broaden scope of Plan when developed.	Quarterly Progress	1. Promote Civic Pride And Maintain The District' s Environmental Quality
Preparation And Adoption Of Climate Action Strategy And Climate Action Plan	Complete	Q3 - The final member working group took place on the 12th October. Members reviewed the final draft and recommended endorsement to Strategy & Resources. Strategy has been adopted	Strategy Adopted By Q3 (December 2021)	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	Under Review	Q3 - The AQMA has not progressed further due to lack of funding as explained previously, nor has the destination survey been completed. However, Funding is being allocated to commission an Officer to complete a bid for Grant funding.	To AQMA Action Plan Timetable	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
Percentage Of Homes Delivered On The Strategic Allocations Compared To The LDP Housing Trajectory (LDP page 19; para 2.16)	Under Review	Q3 - There is no update to this figure - as we are now undertaking a review of the LDP this statistic is not as relevant as it was before, it was one of the main triggers to carry out a local plan review.	75%	3. Deliver The Housing The District Needs

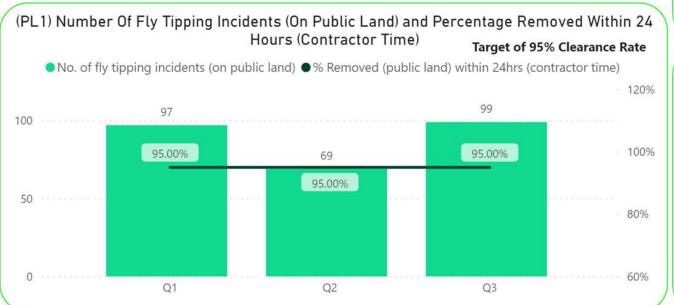
Place Supporting Plans - Quarterly

Place Actions Plans	Status	Highlights/Low Lights	Target	Supportive Outcome
Develop And Adopt Blackwater Estuary Conservation Strategy	On Track	Q3: Partnership Strategy Review undertaken by key working group and drafts developed. Unfortunately due to increase in Covid cases & work pressures amongst Partner officers, proposed Workshop to present revised Strategy & objectives to the wider Blackwater Partnership proposed for December will now be a Strategy Sub Group meeting on 21st April (MDC are represented at this sub group) followed by a presentation to the Full Partnership on 24th May	Quarterly Progress	4. Work With Partners To Maintain And Improve The District's Resilience To The Effects Of Climate Change
Monitor Delivery Of Superfast Broadband To Essex CC Programme Rollout To Ensure Targets Are Met Within The Maldon District	On Track	Q3 - Roll out of programme is ongoing. The next steering group isn't until the 10th February, this will be a Digital Inclusion 2 hour showcase and an opportunity for attendees to promote digital inclusion projects. We assume at this point we will receive any key updates relating to any programme extensions and funding to complete planned roll out in the District.	99% Coverage By Q4	5. Deliver Sustainable Growth And New Infrastructure Through Development

Place Supporting Plans - Annual

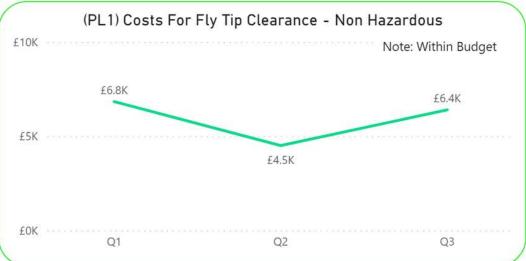
Place Actions Plans	Status •	Highlights/Low Lights/R&B Feedback	Target	Supportive Outcome
Five Year Housing Land Supply Statement Updated And Published	At Risk	Q3 - The 5 year land supply is still falling and last quarter there was a risk that it may slip under three years by April that's not a "may" anymore it's going to happen unless the Council approves a significant amount of housing which will be delivered within 5 years, this is unlikely to happen given many refusals of permissions that have already taken place	5 Year Minimum	3. Deliver The Housing The District Needs
Number Of Affordable Homes Delivered	On Track	Q3- Strategic sites continue to progress affordable housing delivery. All Rented Units - 2 x 3 bed houses at Dickens Place, Wycke Place, Maldon - Eastlight Community Homes. 4 x 2 bed houses at Marina Way North Fambridge - CHP Housing Association. 4 x 3 bed houses at Marina Way North Fambridge - CHP Housing Association 2 x 2 bed houses at Handley Gardens, Limebrook Way, Maldon - Peabody Housing Association.	130 p.a.	3. Deliver The Housing The District Needs
Housing Delivery Test (HDT) Results Published By MHCLG	On Track	Q3 - The Housing Delivery Test has still not yet been published by the Government, the yearly figures have been submitted and given the amount of housing that has been completed during the relevant period it is very likely that the Council will pass the HDT this year again.	95%	3. Deliver The Housing The District Needs
Monitor All S106 Agreements And Publish In Infrastructure Delivery Statement	On Track	Q3 - There has been resource issues in this area but is now being picked up with any payments due are being sent out and also reviewing future resilience. Work is ongoing on working with ECC to understand the monies in and spends on county projects and the gap in funding for infrastructure. The IFS was published by Dec 2021.	100% Implementation And Publish Yearly	3. Deliver The Housing The District Needs & 5. Deliver Sustainable Growth And New Infrastructure Through Development

Place Performance Measures - Quarterly



(PL1) Total fly tip removals 2021/2022 (Excluding Prestigation & enforcement costs)

£ 21,354



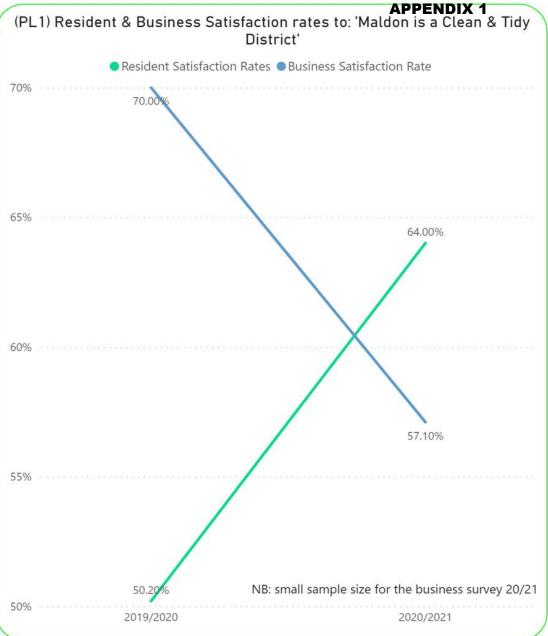




Place Performance Measures -Annual

<u>Target</u>: Improve on last year's satisfaction rates.





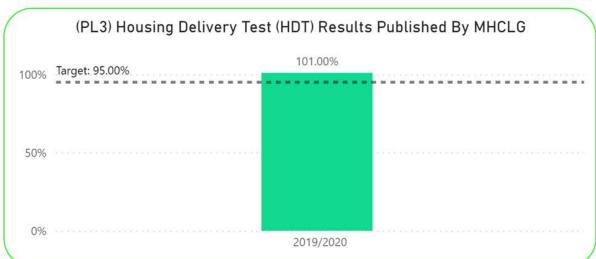
Place Performance Measures -Annual

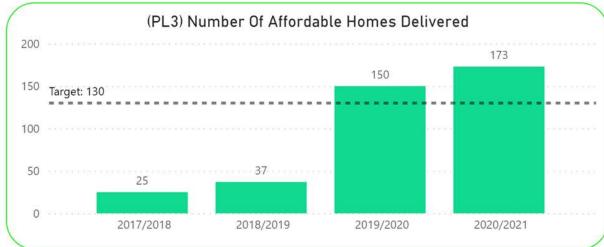
Please APPENDIX 1

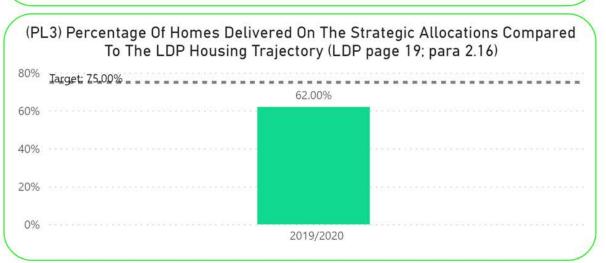
Data will be reported through performance once published from the service.

Calculate and Publish Statutory Housing Delivery Data









Prosperity Strategic Performance Outcomes

Corporate Plan Reference	Title	Status	Commentary
6	Enabling Future Economic Investment And New Jobs	On Track - Conditional Elements	Q3 - Work on the Maldon District Investment Prospectus has now started, with a scoping tour of all sites, and direct engagement with most of the site operators or key businesses. Development of the Prospectus platform (website) has also progressed and being developed in-house aligned, but in advance of the proposed new MDC website platform. Delivery timetable is very tight owing to Q1 & Q2 delays, but delivery target remains end of Q4
8	Enhancing And Promoting The District's Visitor Economy	On Track - Conditional Elements	Q3 - Covid and the Omicron variant dominated the end of Q3, with new legal restrictions coming in to force and stifling tourism and hospitality's recovery. Results are awaited from the 2021 Resident and Business Survey undertaken in Q3. The 2020 'Volume and Value' of tourism report demonstrates the huge impacts of Covid19, reducing day trips and overnight stays by around 55% on 2019. This has temporarily reduced the value of tourism to the district by 54%. Work is underway to develop the Council's Tourism and Events strategies and build a 'tourism businesses' network under Sense of Place, as well as the grant funded CERT Programme, to support the post-pandemic recovery of the sector

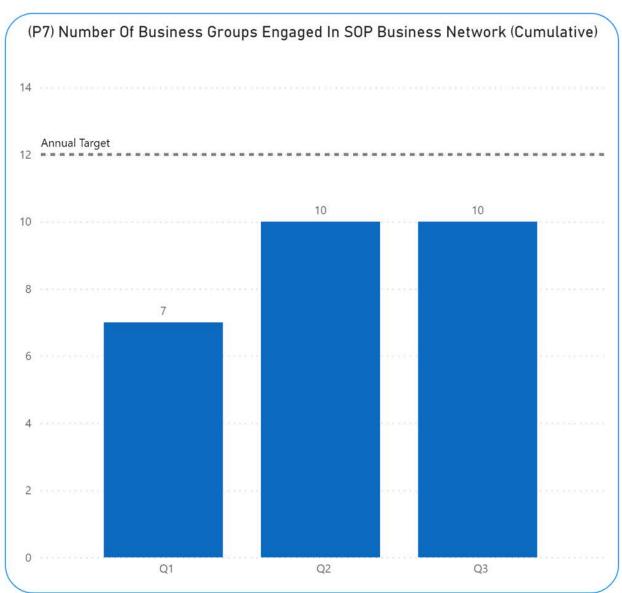
Prosperity Supporting Plans - Quarterly

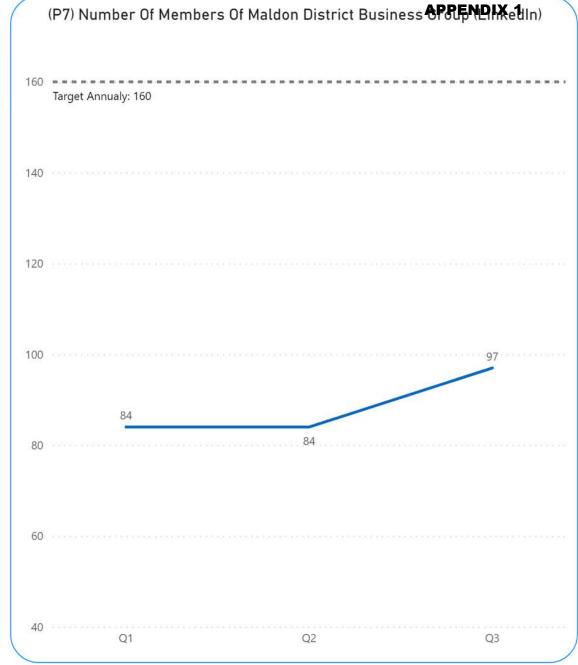
Prosperity Actions Plans	Status	Highlights/Low Lights	Target	Supportive Outcome
Build And Deliver Maldon District Investment Prospectus	On Track	Q3 - Work on the Maldon District Investment Prospectus has now started, with a scoping tour of all sites, and direct engagement with most of the site operators or key businesses. Development of the Prospectus platform (website) has also progressed and being developed in-house aligned, but in advance of the proposed new MDC website platform. Delivery timetable is tight owing to Q2 delays, but delivery target remains end of Q4	By Q4 2021/2022	6. Enabling Future Economic Investment And New Jobs
Engagement With Campaigns	On Track	Q3 - Campaigns and activities to enhance the visitor economy have continued into the Winter period following the gradual and continued relaxing of National COVID-19 restrictions. The primary campaign for this quarter was the Thursday Late Night Shopping and Free Parking scheme, which ran from November to December in support of local businesses and encouraging local spend within Maldon Town Centre. Businesses were also supported through the Small Business Saturday campaign, which ran in early December and involved closely working with officers, as well as businesses across the Maldon District, with Thirteen businesses from Maldon and Burnham-on-Crouch participating. Burnham-on-Crouch's businesses were also specifically supported during the Burnham-on-Crouch High Street Safari campaign. The campaign introduced a challenge-based scavenger hunt involving outdoor spaces, as well as businesses in the town who participated in supporting the activity. The seasonal Christmas period was supported with the Merry Maldon Christmas campaign, which involved a sustained promotion of local events and activities, as well as venues offering specific festive experiences during December and early January. Engagement with Visit Maldon District (VMD) venues and businesses, has continued through a series of district-wide activity, which aimed to establish specific business needs, opportunities for collaborative work, and to build confidence in the updated VMD website and its associated services. A series of specialised training courses and support packages for VMD operators are being developed, to ensure that the visitor economy is confident and supported with the gradual recovery of the sector through 2022.	Target is being developed following new benchmarking .	8. Enhancing And Promoting The District's Visitor Economy

Prosperity Supporting Plans - Annual

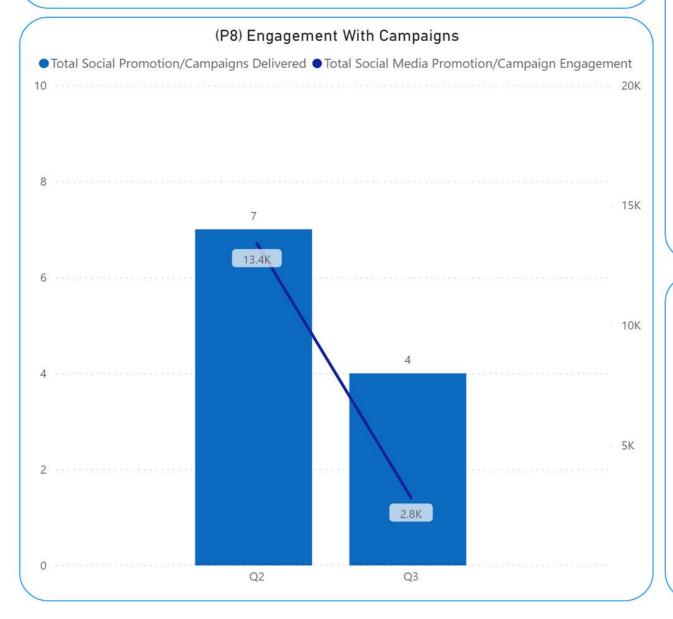
Prosperity Actions Plans	Status	Highlights/Low Lights/Feedback	Target ▼	Supportive Outcome
Business Satisfaction With MDC Services. (Via Survey)	On Track	Q3 - Alongside the MDC Resident and Business Survey undertaken in Q3, A High Street Focused Business engagement survey was undertaken recording nearly 300 results and directly engaging with over 130 businesses. Early results show high levels of positivity in the High Streets. Further results will be analysed alongside the Resident and Business Survey results in Q4/Q1. Work on the development of the (SoP) Maldon District Business Network is ongoing, and the review of the SoP objectives, structure and resources has progressed well, with results also in Q4. The Covid19 Economic Recovery and Transformation (CERT) Programme has commenced and the new Lead Specialist delivering on various workstreams funded through the Welcome Back Fund (WBF), Contain Outbreak Management Fund (COMF) and Additional Restrictions Grant (ARG).	30.00%	6. Enabling Future Economic Investment And New Jobs
Business Benefit Through Tourism Activity -Evidence (Via Survey)	On Track	Q3 - Results are awaited from the 2021 Resident and Business Survey undertaken in Q3. The 2020 'Volume and Value' of tourism report demonstrates the huge impacts of Covid19, reducing day trips and overnight stays by around 55% on 2019. This has temporarily reduced the value of tourism to the district by 54%. Work is underway to develop the Council's Tourism and Events strategies and build a 'tourism businesses' network under Sense of Place, as well as the grant funded CERT Programme, to support the post-pandemic recovery of the sector	30.00%	8. Enhancing And Promoting The District's Visitor Economy

Prosperity Performance Measures - Quarterly



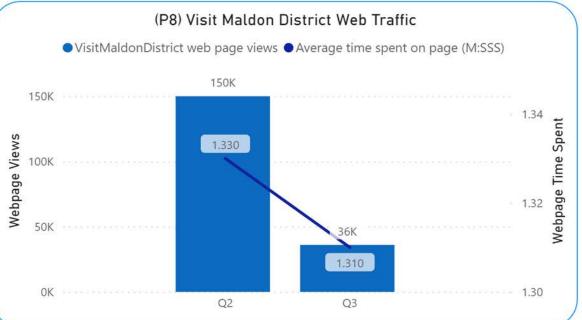


Prosperity Performance Measures - Quarterly

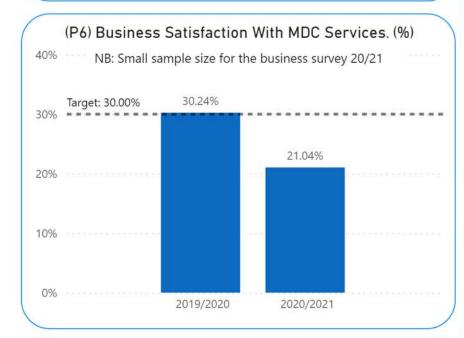


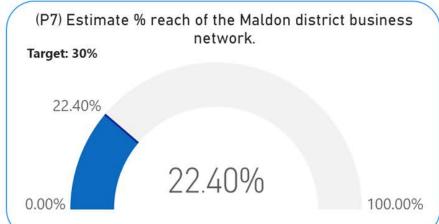
(P8) Economic Value Of Events In £ (Estimate)

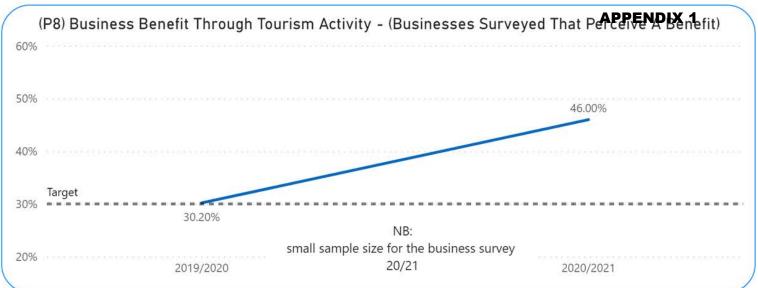
Due to data being annual this illustration will update at end Q4

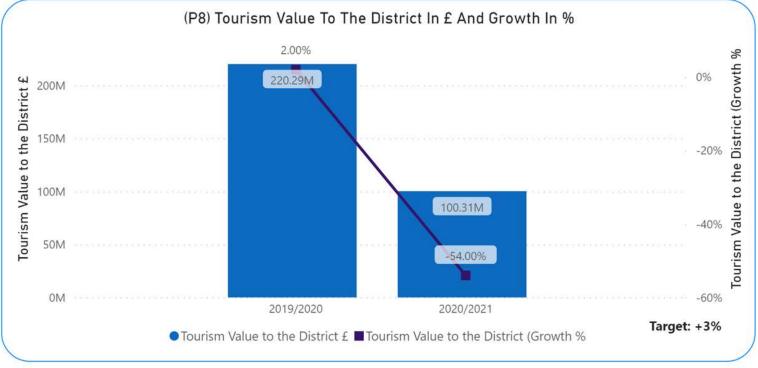


Prosperity Performance Measures - Annual









Community Strategic Performance Community Outcomes

Corporate Plan Reference	Title	Status	Commentary
9	Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents	On Track	Q3- We've continued to work in partnership with partners to deliver projects to improve residents physical health and well-being. We were awarded a £6000 grant by Active Essex to ensure the delivery of the MAN v FAT Football programme. After consulting cares homes on their current physical activity provision, it was felt that all their needs were very similar. Therefore, in partnership with Active Essex, a free training workshop will be delivered to care home providers around physical activity and strength and balance work. One Maldon District initiative has also been agreed this quarter which will facilitate a new-system wide approach to community safety and health and wellbeing. We also hosted the first Livewell Physical Activity subgroup meeting in late November where various physical activity, exercise and sports clubs were discussed.
10	Working With Our Communities And Partners To Improve The Mental Health And Well-being Of Our Residents	On Track	Q3 - We have continued to work with our partners to ensure we are supporting each other to deliver projects and initiatives to improve resident's mental health and well-being. We have funded the delivery of Lions Barber Collective Suicide Awareness Training to barbers, hairdressers and beauticians. We are the first District Council in Essex to work with Lions Barbers Collective to deliver the training. We have also hosted the first Livewell Mental Health & Social Isolation subgroup, refreshing the priority areas and share projects/ideas.
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	Q3 - MDC officers are leading the delivery of a Student Engagement Programme with Plume Academy, Essex County Council, Active Essex and the Community Safety Partnership. The programme will cover; Physical Health, Mental Health, Community Safety, Climate Action and Digital Safety. Officers were going to attend the Plume Academy to present the concept to a Pupil Working Group however this was postponed due to Covid restrictions. MDC officers did offer to present to students online however Plume Academy representatives advised against it due to students suffering 'Zoom fatigue' and that to ensure a high-level of engagement and participation it would be better to deliver in person when restrictions ease.

Community Strategic Performance Community Outcomes

Corporate Plan Reference	Title	Status	Commentary	^
12	Ensuring The Safety And Wellbeing Of Our Vulnerable Children, Adults And Families	On Track - Conditional Elements	Q3 - We have continued to meet our new staff training commitments for the second quarter running with 100% of new staff undertaking the `GDPR` & `Safeguarding` modules. There has been a slight decrease in staff receiving `Making Every Contact Count` training, however this is down to timing around new starters so no concerns at this point. Work has also continued to implement improvements identified in the safeguarding SET Sec11 Audit.	
13	Building On The Strengths Of Our Communities And What They Can Do To Support Themselves And Help Each Other To Thrive	On Track	Q3- MDC has been working in partnership with organisations from across the district to deliver the Maldon District Winter Response. As a collective, we identified key local priorities for the district, these included, providing support to mitigate the impact of energy price increases, supporting people to provide at Christmas without risking financial stability and maintaining our flexible crisis response. We delivered against our local priorities by working in partnership with the Greater South East Energy Hub to deliver the Local Authority Delivery Phase 2 (LAD2) Project across the district. The scheme aimed to improve the energy efficiency of homes of low-income households and help to reduce fuel poverty. Homeowners who qualified for the scheme could have a maximum of £10,000 of work done to their property at no extra cost to ensure energy efficiency. We enabled the Greater South East Energy Hub to connect with residents and landlords of the district who may have been eligible for the scheme. Food and Fuel vouchers were distributed by partners to support people in hardship. Store vouchers were organised to purchase clothes and bedding. We purchased a stock of dehumidifiers for families with children with respiratory conditions and promoted the 'Bags of Taste' support programme and 'Managing your Money' courses via Fullbridge Church.	

Community Supporting Plans - Quarterly

Community Actions Plans	Status	Highlights/Low Lights	Target	Supportive Outcome
Number Of Physical Activity Promotions/Campaigns	On Track	Q3- Our First Livewell Physical Activity subgroup meeting took place in late November where various physical activity, exercise and sport clubs were discussed and the PA priority area were refreshed. We continue to use the Livewell network as well as our social media comms as a platform to share PA opportunities and campaigns. Man v Fat project has started in Maldon with 37 overweight men attending first session.	Annually 96 Promotions/2 Campaigns	9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents
Participation At Leisure Centres (Places Blackwater Leisure And Dengie 100)	On Track	Q3: MDC Officers are continuing to work with the leisure facility to ensure promotion of the centres at every opportunity. In Q3, we have submitted a bid for Changing Places Toilets to be installed into the facilities to ensure severely disabled people needs are catered for.	1% Increase Year on Year	9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents
Promotion Of Mental Health, Social Isolation And Loneliness Initiatives	On Track	Q3- Livewell Mental Health & Social Isolation subgroup has restarted to refresh the priority areas and share projects/ideas. Sharing both internal and external projects and awareness days relating to mental h&w and reducing social isolation.	Annually 96 Promotions/2 Campaigns	10. Working With Our Communities And Partners To Improve The Mental Health And Well-being Of Our Residents
Number Of Intergenerational Projects Delivered In The District	Under Review	Q3- As previously reported (Q2) restrictions still in place in both schools and care homes as well as zoom/Teams fatigue	1 New Project Per Year	10. Working With Our Communities And Partners To Improve The Mental Health And Well-being Of Our Residents
Number Of Multi-Agency Events Delivered In The District	On Track - Conditiona I Elements	Q3- No multi-agency events have been delivered throughout this period	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

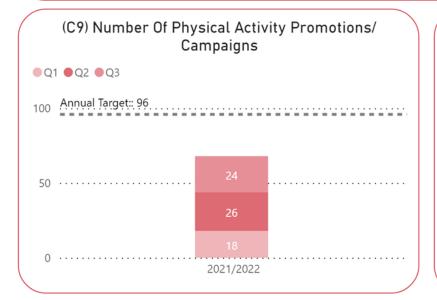
Community Supporting Plans - Quarterly

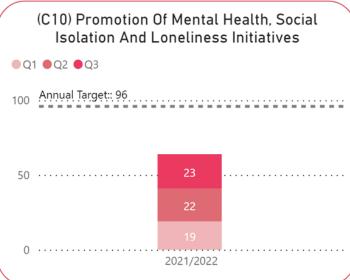
Community Actions Plans	Status	Highlights/Low Lights	Target	Supportive Outcome
Number of Parish and Town Councils actively engaged by the Community Engagement Team.	On Track	The Community Engagement Team carried out a variety of activities to keep Maldon District a clean and safe place to live, work and enjoy. The Community Engagement Officers fulfilled 20 parish contracts each month which encompassed, speed enforcement, community patrols, school patrols to address anti- social and unsafe parking at schools across the district, at the request of the parish. We work in partnership with South Essex Parking Partnership to enforce parking restrictions across the district and during this period our officers issued 157 Penalty Charge Notices for on street parking contraventions. During QTR 3 the team have completed 120 hours of TRUCAM and have carried out 417 hours of community parish and town patrols, which provide a presence across the district to deal with anti- social behaviour, site checks for parishes, proactively engaging with residents about issues such as; dogs control, dealing with dog fouling and littering complaints and offences when they occur and during this period 4 Fixed Penalty Notices were issued for Littering.	Minimum of 20 each quarter	13. Building On The Strengths Of Our Communities And What They Can Do To Support Themselves And Help Each Other To Thrive

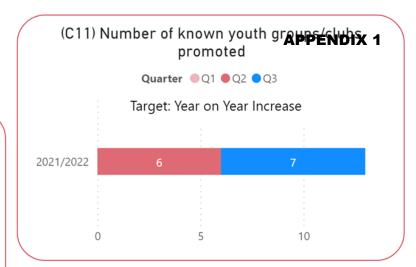
Community Supporting Plans - Annual

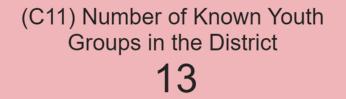
Community Actions Plans	Status	Highlights/Low Lights	Target	Supportive Outcome
Number of Community Weight Management Sessions Delivered To Parishes And Participant Feedback	On Track - Conditional Elements	Q3 - Provide Weight Management Service was promoted at our Livewell Obesity & Physical Activity meeting for all relevant partners to refer overweight clients/residents to the service, it was also promoted via Parish Clerks forum.	Increase Of 2 Parishes Per Year	9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents
Number Of Community Champions Appointed Across The District	Not Started	Q3- Community champions has been held up due to continually changing government restrictions around COVID-19. We have therefore delayed the start date of Community Champions until it is safe to do so as we want to deliver this in person to have the maximum impact.	Year on Year Increase	9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents
Number Of Organisations Supported To Improve Inclusion And Accessibility	On Track	Q3 - MDC in partnership with Places Leisure has submitted an Expression of Interest for 2 Changing Places Toilets. The toilets would be located at Blackwater Leisure Centre and Dengie 100. (Changing Places toilets are larger accessible toilets for severely disabled people, with equipment such as hoists, curtains, adult-sized changing benches and space for carers)	Year on Year Increase	9. Working With Our Communities And Partners To Improve The Physical Health And Well-being Of Our Residents
Number Of Schools Supported By MDC Year 6 Transition Template	On Track - Conditional Elements	Q3- There has been no further developments with the transition template this quarter.	2 Per Year	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

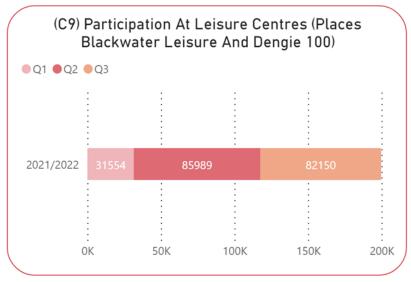
Community Performance Measures - Quarterly Data

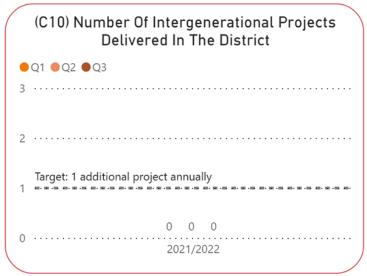


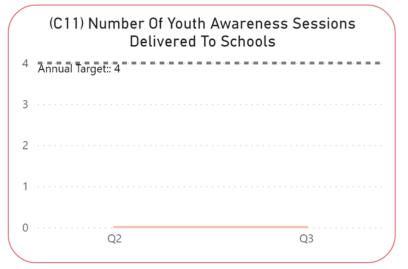






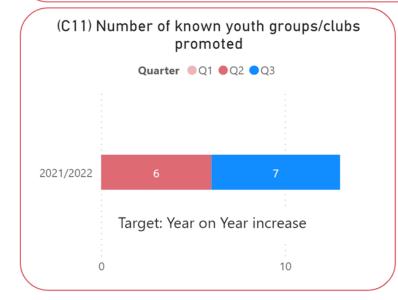


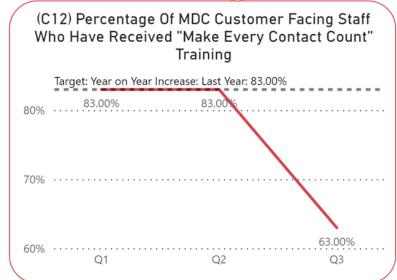


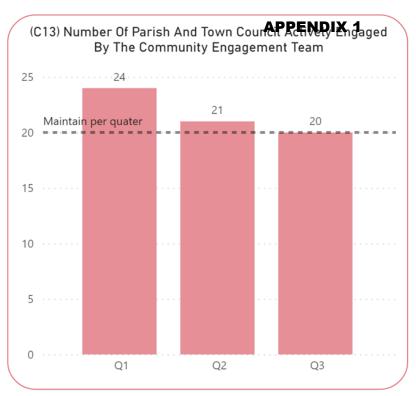


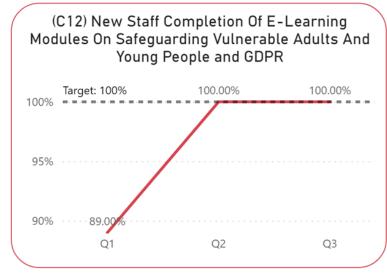
Community Performance Measures - Quarterly Data

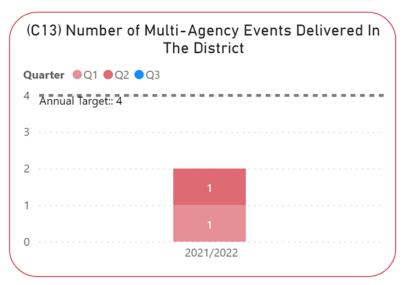
Drop in Q3 due to new staff onboarding

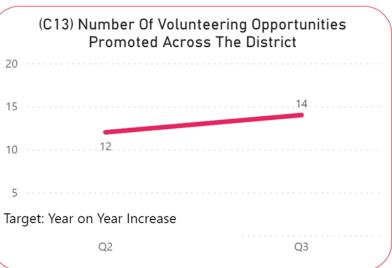












Community Performance Measures - Annual Data

Please note:

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

(C9) Number Of Organisations Sup**APRENDIX**mprove Inclusion And Accessibility

New KPI - Due to data being annual this illustration will update at end of Q4

(C9) Number Of Community Weight Management Sessions Delivered To Parishes And Participant Feedback Annual Target: Increase of 2 Parishes per year 2019/2020 2020/2021 2021/2022

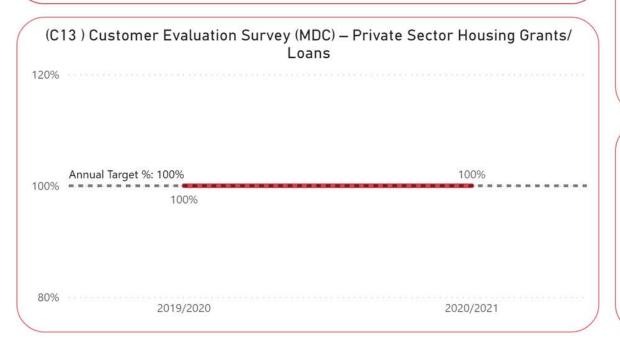
(C9) Number Of Community Champions Appointed Across The District

New KPI - Due to data being annual this illustration will update at end Q4

(C10) Number Of Schools Supported By The MDC Year 6 Transition Template To Identify Children With Unaddressed Mental

Target: Year on Year Increase: Last Year: 0

Community Performance Measures - Annual Data





100.00%

0.00%