

2016/17

Quarter 1 Performance Update



For further information about Performance Management at Maidstone Council, please contact Alex Munden, Performance Officer.

OUR VISION

That our residents live in decent homes, enjoy good health and a pleasant environment, with a successful economy that is supported by reliable transport networks.

OUR MISSION

Putting People First.

OUR PRIORITIES

Keeping Maidstone Borough an attractive place for all

Securing a successful economy for Maidstone Borough



ACTION AREAS

Providing a clean and safe environment

Encouraging good health and wellbeing

Respecting the character and heritage of our Borough

Ensuring there are good leisure and cultural attractions

Enhancing the appeal of the town centre for everyone

Securing improvements to the transport infrastructure of our Borough

Promoting a range of employment opportunities and skills required across our Borough

Planning for sufficient homes to meet our Borough's needs

OUR VALUES

Service



Everything we do impacts on our customers, both internal and external. We will listen to and understand their needs, then take action to provide the right service in a positive and professional manner.

Teamwork



Working together to achieve our objectives and goals in a way that utilises the talents and creativity of everyone in our organisation.

Responsibility



We work in an environment that encourages us to take ownership for our actions. Making the right choices and decisions that lead to a satisfactory outcome for all.

Integrity



We have the courage to act on our convictions to build trust and honesty. We work with our partners and customers to create a feeling of openness and transparency in everything we do.

Value



Taking care and weighing up our options, aiming to get the maximum effect for every penny of public money we spend.

Equality



Valuing our differences and understanding how they can contribute to a better working environment and services that are fair and easy to access.






Understanding Performance





Key to performance ratings

Performance indicators are judged in two ways; firstly on whether performance has improved, been sustained or declined, compared to the same period in the previous year. For example, 2016/17 annual performance will be compared against 2015/16 annual performance. This is known as direction. Where there is no previous data, no assessment of direction can be made.

The second way in which performance is assessed looks at whether an indicator has achieved the target set and is known as PI status. Some indicators may show an asterisk (*) after the figure, these are provisional figures that are awaiting confirmation.

Data Only indicators are not targeted but are given a direction. Indicators that are not due to be reported or where there is a delay in data collection are not rated against targets or given a direction.

RAG Rating	
	Target not achieved
	Target missed (within 10%)
	Target met
	No target to measure performance against
	Data Only

Direction	
	Performance has improved
	Performance has not changed / been sustained
	Performance has declined
	No previous performance to judge against

Strategic Actions have also been rated using the RAG Status (Red, Amber or Green). The ratings are there to provide an assessment of how well the strategy or plan is progressing.

Performance Summary

This is the annual update on Maidstone Borough Council's Strategic Plan 2015-20. It sets out how we are performing against the Key Performance Indicators and Strategic actions that directly contribute to the achievement of our priorities: Keeping Maidstone an attractive place for all and securing a successful economy for Maidstone Borough.

Outlined below is a summary of the ratings and direction that have been given for the annual results.

RAG Rating	Green	Amber	Red	N/A	Total
KPIs	8	1	6	6	21
Strategic Actions	10	4	0		14
Direction	Up	Across	Down	N/A	Total
KPIs	4	0	7	10	21

Priority 1: Keeping Maidstone an attractive place for all

Providing a Clean and Safe Environment

Over the past 5 years, Maidstone Borough Council has demonstrated its commitment to deliver cost effective and sustainable waste and recycling services, as a result our recycling rate has improved significantly. Maidstone does not experience high levels of crime.

Waste & Recycling Strategy

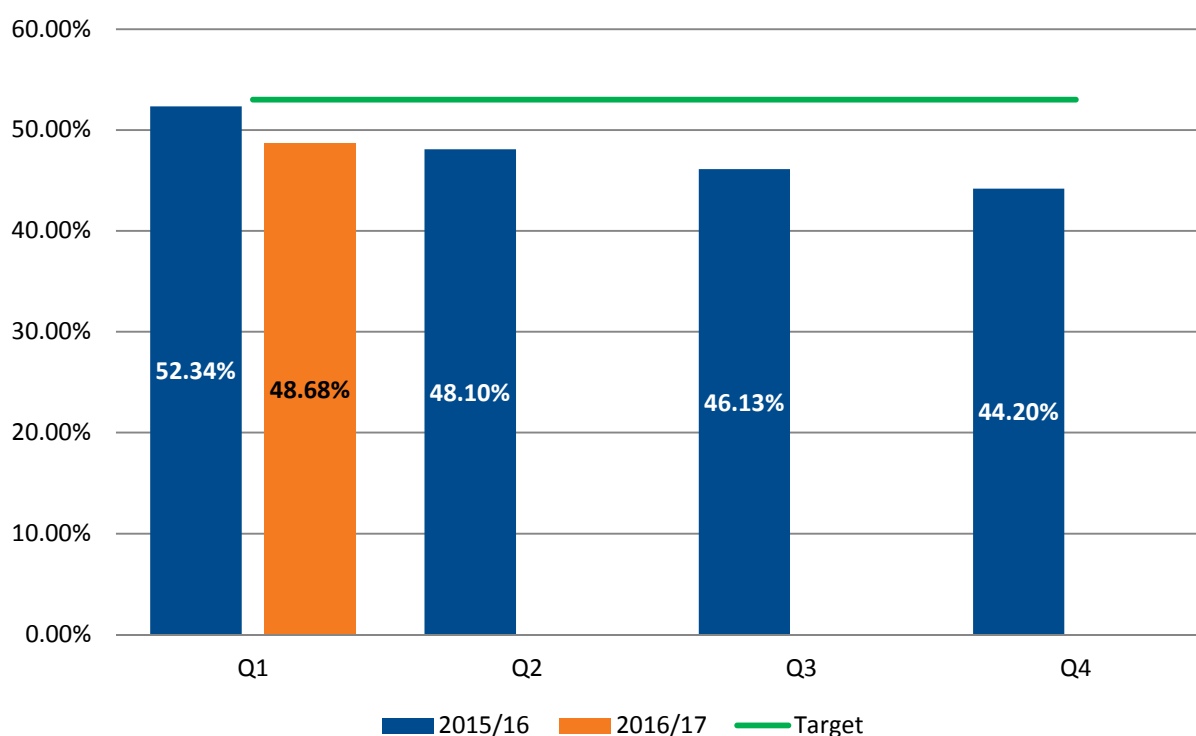
The Communities, Housing and Environment Committee has agreed the revised Waste Strategy 2014-19 and the action plan is now being implemented. This includes a relaunch of the Big Maidstone Food Waste Challenge, new initiatives to increase food waste recycling such as selling food waste liners at cost price and a borough-wide leaflet. The target for recycling has been revised down to 55% by 2020 to reflect the declining national trend. This is predominantly due to light weighting of packaging and increased waste arising due to the strengthening economy.

The use of enforcement powers is also being explored with managing agents and landlords to ensure that action is taken to address waste accumulations and failure to recycle. The recycling rate at the end of March 2016 fell to less than 50% due to increasing levels of contamination. The revised Waste Strategy now incorporates a target to drive down contamination and work has started to ensure residents are aware of what should not be put in their recycling bins, including "no plastic bags" stickers, warning tags for contaminated bins and additional crew training to ensure they follow the correct procedures. Initial signs are showing that contamination levels are reducing, increasing the diversion of good quality recycling.

Percentage of household waste sent for reuse, recycling or composting

The indicator measures percentage of household waste that has been sent by the Council for reuse, recycling, composting or anaerobic digestion. This is a key measure of a local authority's progress in moving management of household waste up the hierarchy, consistent with the Government's national strategy for waste management. The Government expects local authorities to maximise the percentage of waste reused, recycled and composted.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
48.68%*	52.5%	-3.82%	↓	🚨	Target will be slightly missed



Performance Comment: *The figure for quarter 1 includes tonnage for April only as data is provided by Kent County Council and complete data has not yet been received. Recycling rates are higher than the same month in 2014 and 2015, with overall waste reduced. Mixed recycling is higher which has increased recycling rates for April, even though composting levels were down.

Update for 2015/16: Data for quarter 4 is now available. Overall performance in 2015/16 did not meet the annual target. Whilst actual tonnage of recycling and composting collected in quarter 4 was higher than for the same quarter for past two years, as the overall tonnage of household waste has also increased, this meant that the percentage of waste sent for recycling and composting is lower than in previous years.

Total income derived from environment and public realm projects

This indicator reflects the work being undertaken to relieve Council funding pressures. Future targets for this indicator will be budget dependent.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
?	£10,000	N/A	?	N/A	N/A

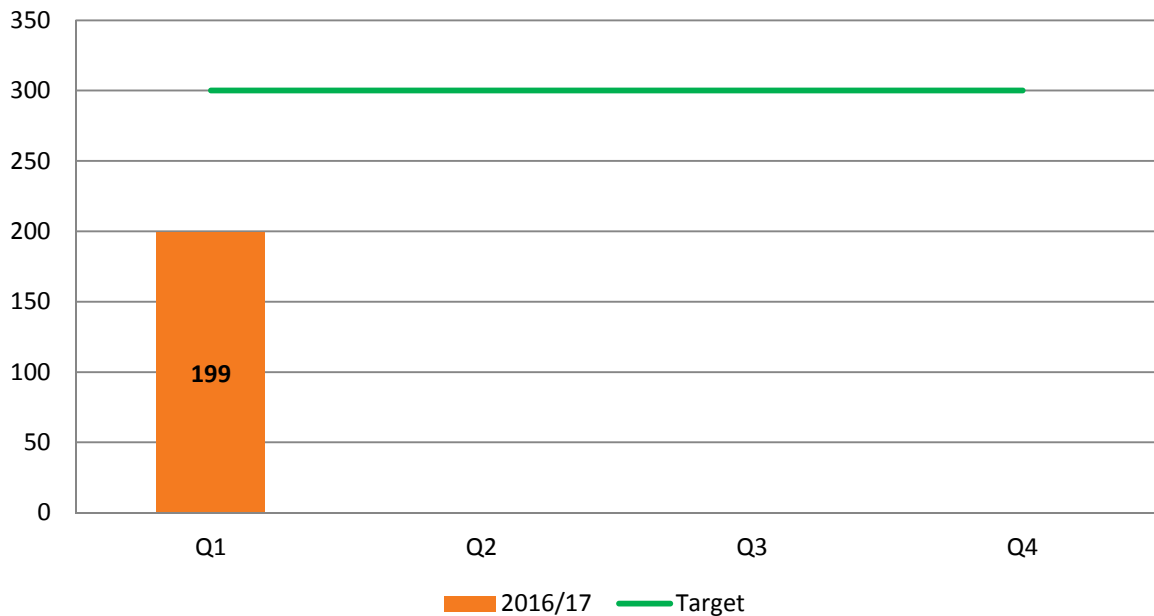
Performance Comment: Figures for Quarter 1 are not currently available.

Actual performance will be reported from Quarter 2 onwards. Current indications suggest that the target for quarter 1 has not been met. Income should improve once the Commercial Officer is in post.

Number of incidences of fly-tipping

This indicator gives a wider view of the issues in waste management beyond street cleansing. It also reflects the work undertaken to reduce the level of fly-tipping in the borough through projects and deterrents. Good performance is indicated by a lower figure.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
199	300	-101	?	✓	Target will be achieved



Performance Comment: Performance is well above expected as the number of reported fly-tips in the quarter is more than a third below target. The drop in number of fly-tips compared to the target is likely to be due to seasonal shifts.

Community Safety Strategy

The 2016 Community Safety Action plan has been agreed and is being implemented through the Safer Maidstone Partnership's sub groups. A new sub group called Community Resilience has been established and is set to tackle a number of issues including modern slavery, child sexual exploitation, and 'Prevent' which is an agenda aimed at preventing radicalisation.



A number of action days have been held in relation to the Partnership's road safety priority and a short DVD was created to inform pedestrians of the dangers of traffic.

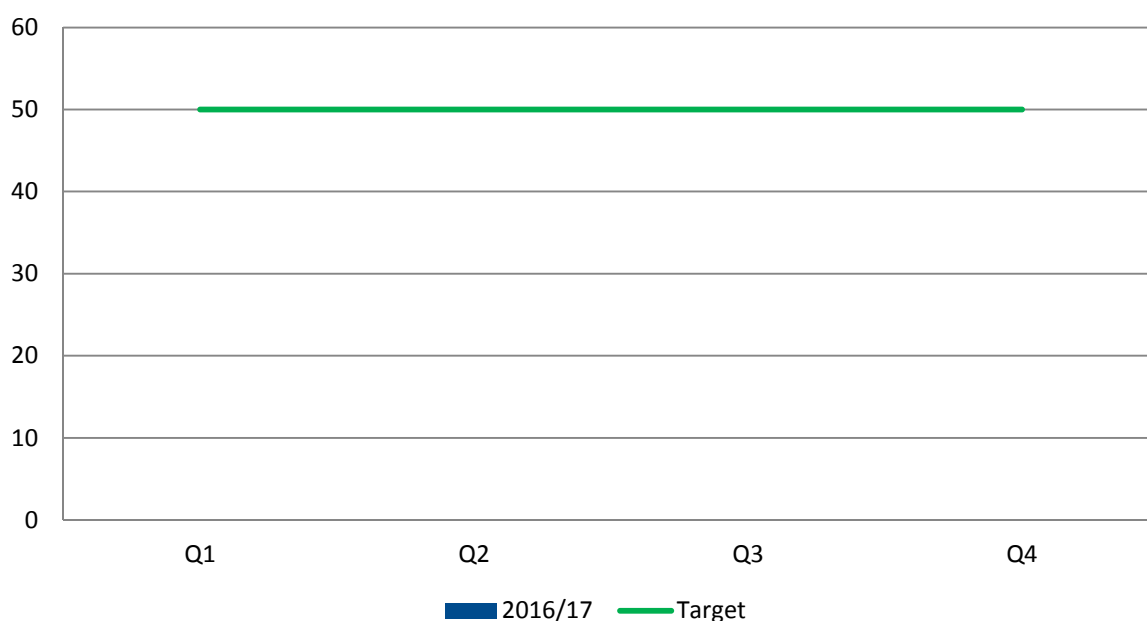
Funding allocated to the Community Safety Partnership (CSP) by the Police Crime Commissioner will help enable the strategic outcomes set out in the CSP Action Plan.

The Maidstone self-neglect forum is now self-sustaining and is being rolled out to other Districts in the county. The Community Safety Unit has also been involved in developing a Waste Management App which enables council employees to highlight areas where syringes linked to drug use are found so they can be removed quickly and then mapped to trace drug use hotspots.

Number of safeguarding practitioners trained

Safeguarding has been identified as a national priority and a compulsory part of what we do as a Council. This indicator measures the number of internal and external staff trained in areas such as child sexual exploitation and anti-extremism. Having more practitioners trained in safeguarding ensures the protection of vulnerable adults and children across Maidstone.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Outcome
0	50	-50			Target will not be achieved



Performance Comment: No safeguarding practitioners have been trained this quarter. The Safeguarding Policy for Vulnerable Adults and Children will be presented to the September Communities, Housing & Environment Committee and if agreed training will be carried out.

The lack of training to date may have an effect on the ability to attain the annual target by the end of the year. Once the policy has been implemented, training will increase.

Air Quality Strategy

Members' workshop took place on 18 July and following the workshop a further report will be submitted to the Communities, Housing & Environment Committee on 20 September. This will be on the future adoption or otherwise of the Strategy. An indicator will be developed to be measured on a yearly basis if an Air Quality Strategy is adopted.

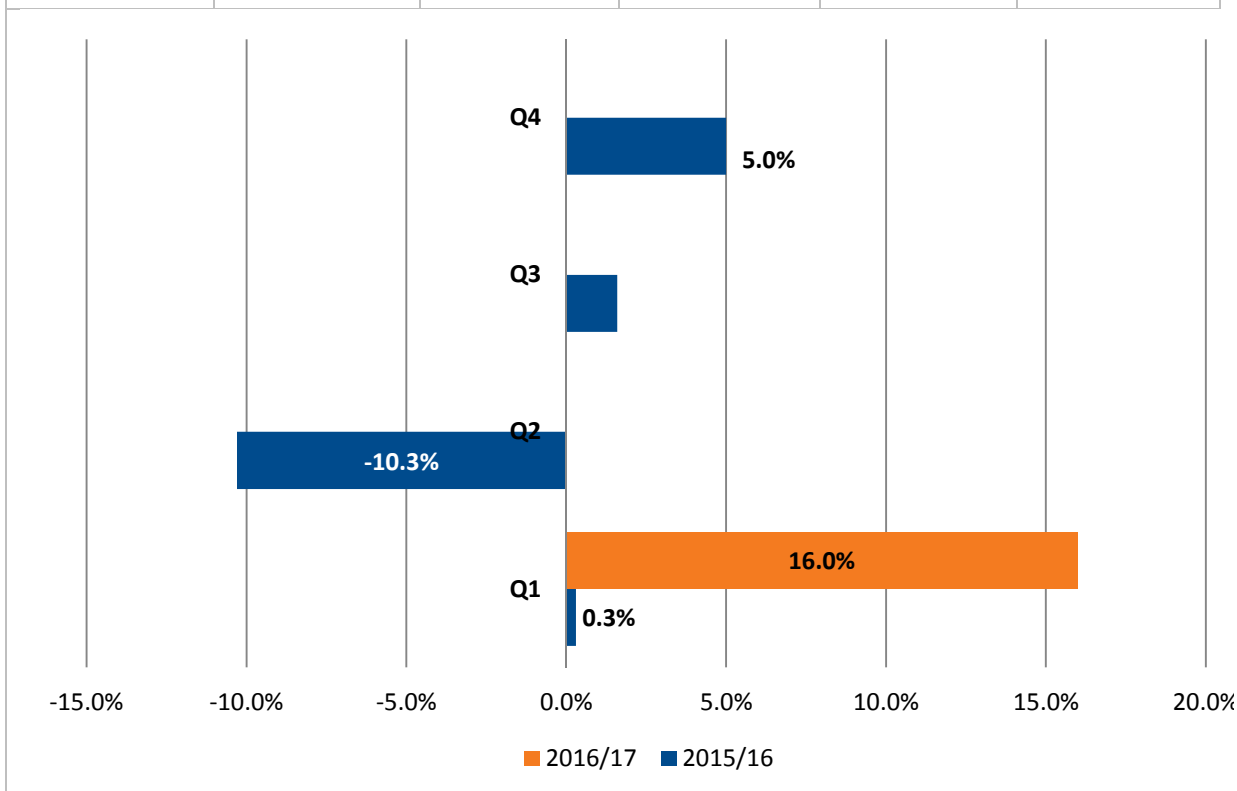
Environmental Quality Survey

A new Environmental Performance Officer is currently being recruited and will carry out full National Indicator (NI) 195 monitoring 3 times per year to monitor the effectiveness of the current cleansing regime and to provide information to make future improvements. This monitoring will include measuring the levels of litter and detritus on land and highways. The officer is expected to be in post by September and will complete the first survey in the Autumn. The survey for 2015/16 showed Maidstone's performance to be better than the national and southern averages.

Percentage Change in All Recorded Crime (Information Only)

This indicator reports the percentage change in the number of all recorded crime in the borough to provide an indication of the crime trends in the borough and help assess the impact of the work the Council undertakes in relation to Community Safety. *Note: Improving performance for this indicator is demonstrated by a negative figure.*

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
16.0%					



Performance Comment: There has been a 16% increase in crime this quarter which includes an almost 25% increase in violent crime compared to the same quarter in 2015/16. There has also been an increase in vehicle interference, things such as broken mirrors, possibly linked to the night time economy.

Violent offences committed around the night time economy periods had increased but

Percentage Change in All Recorded Crime (Information Only)

numbers have now started to fall. It is normal for around a quarter of violent crime to be domestic abuse and any increase in domestic abuse could be seen in a positive light as it means victims are coming forward. It also shows confidence in the police and other agencies in supporting and protecting victims of domestic abuse. Domestic abuse is a key priority for the Safer Maidstone Partnership and is a key focus area for joint work, particularly around the One Stop Shop and the Multi-agency Risk Assessment Conference (MARAC) process. This enables local organisations to share information about high risk domestic abuse cases.

Encouraging Good Health and Wellbeing

Deprivation in the borough is lower than average, however 15% (4,300) of children (under 16 years old) in Maidstone live in poverty. There is a larger difference in life expectancy of men and women; 7 years lower for men and 4 years lower for women in the most deprived areas of Maidstone than in the least deprived.

Health Inequalities Action Plan Update

The Maidstone Health Inequalities Action Plan is now 2 years old. This provides an opportunity to review progress against actions and move forward in closing the gap in health inequalities.

A draft progress report was submitted to the Maidstone Health and Wellbeing Board on Monday 4th July highlighting key successes in a number of areas detailed below.

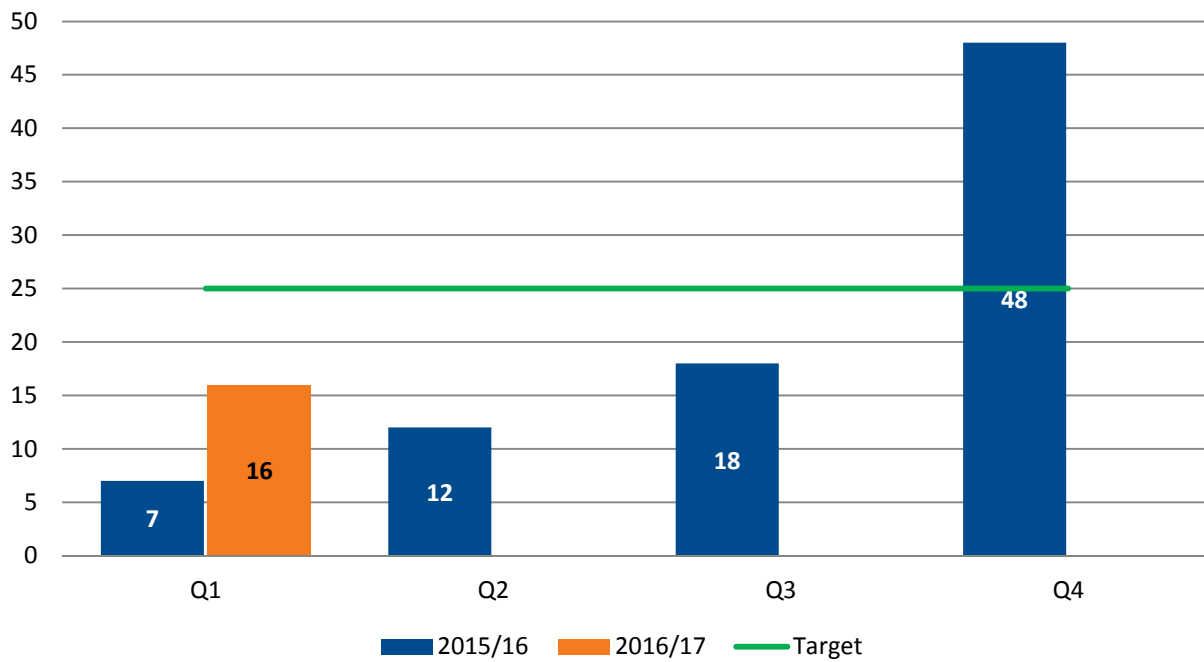
- Breastfeeding contributes significantly to the long-term health of infants and mothers and increases maternal bonding. In Maidstone, the percentage of mothers who breastfeed within 48 hours of giving birth has increased slightly from 74.6% to 75.8%.
- A reduction in hospital admissions for deliberate self-harm has been noted from 215.3 per 100,000 to 205.67 per 100,000 (2014/15).
- The baseline for the number of healthy workplaces signed up to the Kent Healthy Business Awards was 20. Currently 31 workplaces have signed up, with 5 achieving awards in 2015/16.
- The length of stay in temporary accommodation has been reduced to 39.67 days, falling below the 2015 target of 42 days.
- The number of NHS Health Checks carried out within the borough exceeded the target of 1,500, with 2,908 health checks made. This is 93.86% above target.

The report highlights the need to tackle particular areas of concern around incidences of malignant melanoma, statutory homelessness, obese adults, and violent crime. These areas of concern are for Maidstone Borough as a whole. Over the coming months, presentations will be delivered to Wider Leadership Team, Members, and officers with a view to producing a refresh of the Health Inequalities Action Plan in late 2016.

Number of completed Disabled Facilities Grants

Disabled Facilities Grants (DFGs) are used to provide home adaptations for disabled people generally to improve access; access into and around the home and access to, or provision of, basic amenities such as bathing and WC. They are an important part of the work we do to support people who want to remain independent or stay in their own home.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
16	25	-9	↑	●	Target will be slightly missed



Performance Comment:

The first quarter of a new financial year is historically lean on grant completions owing to the higher number of cases at the end of the quarter 4 being targeted for completion by builders to ensure the level of spend against budget is attained.

The same quarter last year saw 7 Disabled Facility Grants completed, less than half the number that were completed this quarter. This is the highest number of Disabled Facilities Grants that have been completed in quarter 1 since 2013. Performance is expected to improve as the year progresses.

Housing Strategy Update

The Council adopted the final version of the Maidstone Housing Strategy 2016-2020 in March 2016. Following adoption the Strategy has now moved into the delivery stage.

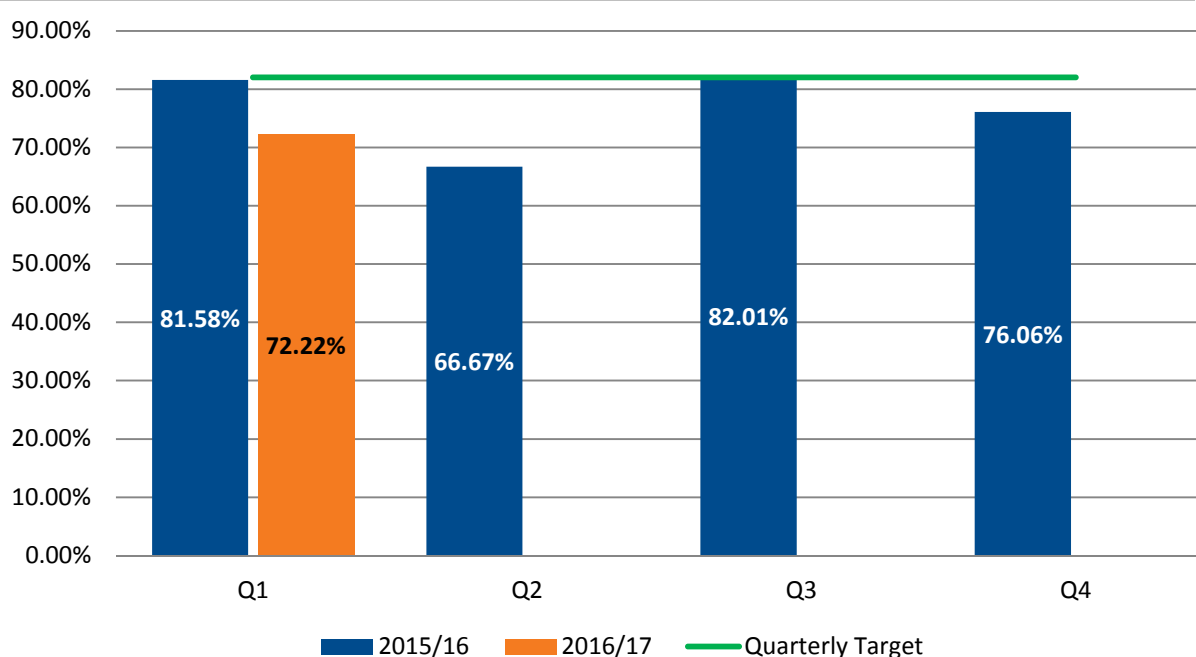
The new Strategy has three key priority themes for the Council to address over the next four years, centred around enabling the delivery of quality homes across the housing market, ensuring existing housing is safe, desirable and promotes good health and well-being and preventing homelessness and securing provision of appropriate accommodation for homeless households.

The Council has made progress during the last quarter against a number of actions stated within the Strategy, in order to help achieve the three key priority themes and stated outcomes. This includes successfully agreeing terms for the purchase of a property for use as temporary accommodation for homeless households, establishing a self/custom build register and continued work on facilitating the redevelopment of Brunswick Street.

User Satisfaction with the Leisure Centre

The Council recognises that access to leisure services plays an important role making somewhere a good place to live. This indicator measures customer satisfaction with the Leisure Centre.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
72.22%	82.00%	-9.78%			Target will be slightly missed



Performance Comment: The management at the Leisure Centre have been unable to pinpoint a specific reason for the drop in satisfaction at the centre. Out of all the responses

User Satisfaction with the Leisure Centre

received there were only a handful that had written responses regarding their experience at the centre, which were a mix of both positive and negative. The main negative aspects appeared to point to a period where the pool temperature had dropped due to boiler failure and poor service in the cafe area. Service was slow during peak times and tables were not being cleared.

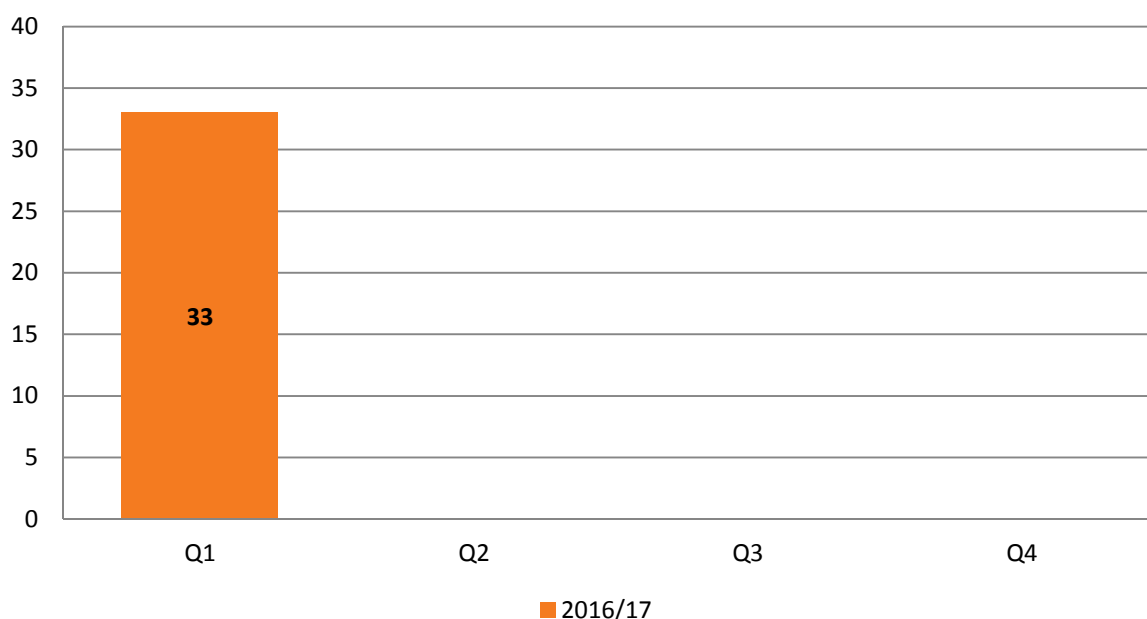
As another point of reference for customers experience, looking at reviews on Trip Advisor the Leisure Centre averaged 3.7 out of 5 from 18 reviews during the quarter. These tend to give a better indicator of what people found right and wrong. Poor satisfaction within trip advisor reviews seemed to point towards issues with the car park (receiving fines) and issues with swimming lessons and communication. In all instances of reviews on Trip Advisor, the management at Maidstone Leisure Centre (MLC) are quick to respond to customers in order to address any issues quickly.

The management at MLC are confident that they are able to improve on these figures going forward and we will be monitoring the situation closely.

Number of people successfully completing a course at the leisure centre following referral by GP

This indicates the key work that is being completed at the Leisure Centre around health. This part of the Leisure Centre's work is not reflected in ratings of satisfaction. This indicator has no target and is for information only.

Current Performance	2016/17 Annual Target	Value Vs Target	Direction	Status	Outcome
33					



Performance Comment: This is an initial figure to form a baseline for following periods. The indicator methodology may need to be reviewed to look at providing this figure as a

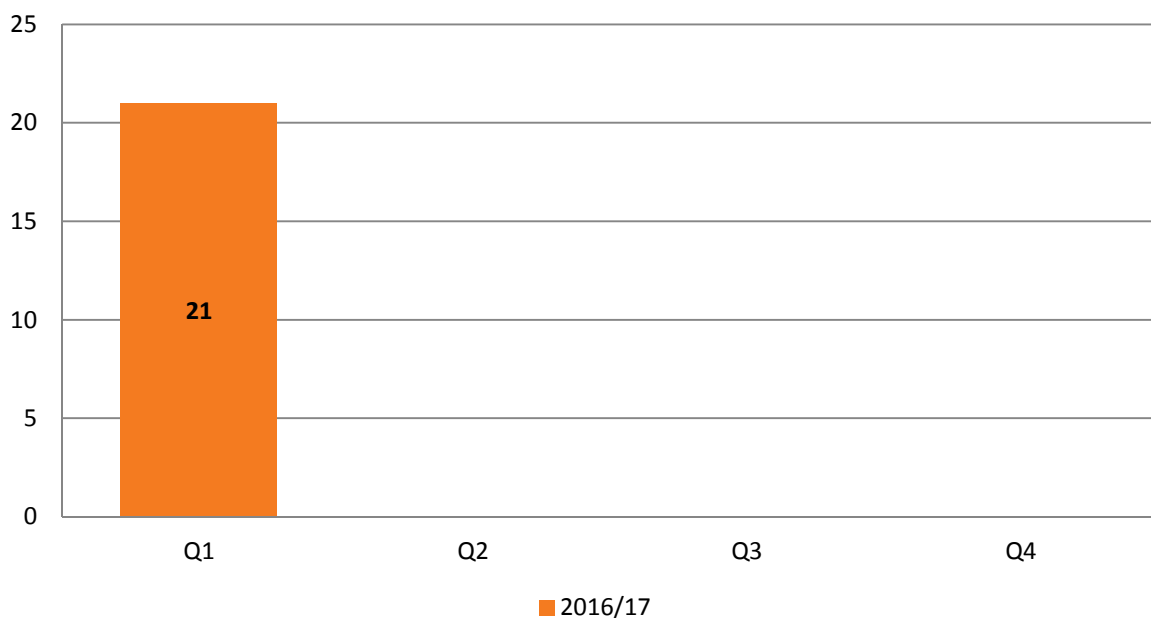
Number of people successfully completing a course at the leisure centre following referral by GP

percentage of those completing courses. This will give an indication of the proportion of people who are completing courses, rather than just the number.

Number of older isolated people prevented from social isolation through museum projects

This is a unique sector leading project, which is currently funded. In the longer term, it will look to continue without funding. It seeks to engage older people in learning in a community group to prevent social isolation.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
16					



Performance Comment: These are mainly attendees at café culture events. Cafe Culture is a monthly event for older people to enjoy a drink and share memories over a selection of objects from the museum's collection which encourages them to explore their own lives, memories and experiences. It is a legacy project of a grant aided scheme called Museums on Prescription aimed at tackling social isolation in older residents. We would expect this figure to improve in the next quarter as we have introduced advertising material and made contacts with care providers across the borough and will no longer be relying on referrals from the Museums on Prescription scheme to attend. This is the first measure for this kind of project at the museum.

Respecting the Character of our Borough

Maidstone is the County town of Kent. In terms of its geography, it is largely rural and the countryside offers high quality landscape and biodiversity. Approximately 50% of the borough population live in a parished area. We are focused on achieving economic prosperity, whilst at the same time balancing protecting the environment and landscape that makes the borough of Maidstone a great place to live, work in and visit.

Communications & Engagement Strategy Update

The Communications and Engagement Strategy and related action plan is being reviewed and will be presented at Policy and Resources Committee in September 2016.

Work is underway identifying key themes, based on customer contact including the resident survey and working with officers. An all member workshop is being held on the 28 July to inform key actions going forward.

NB: Parish charter developed in consultation with parishes and KALC

Priority 1: Keeping Maidstone an attractive place for all & Priority 2: Securing a successful economy for Maidstone Borough

Ensuring there are good Leisure and Cultural Attractions

There is always something to see or do in Maidstone with the river, two museums and a theatre in the town centre, four green flag parks, a well-used Leisure Centre, a castle, various markets and a variety of festivals and events held across the Borough and throughout the year.

Festivals & Events Strategy Update

The programme of festivals and events across the borough is growing with new events this year including the Big Day Out in Mote Park in June, and an open air cinema in Whatman Park in September.

A report will be taken to Heritage, Culture and Leisure Committee in November with a review of the Council's own events - The Mela and Proms in the Park with recommendations for the future following consultation with stakeholders and attendees at this year's events. The report will also include a summary of all the events that have taken place at Maidstone Borough Council venues.

Destination Management Plan Update

Good progress is being made against the Action Plan. A Destination Management Plan event is being planned for September 2016 to share progress on the 3 year plan with all stakeholders. Achievements include:

- The creation of Friends of the River group.
- A new tool for venues to link to the Visit Maidstone website to feed on information on accommodation, things to do and what's on.
- A New Historic Interpretation Panel installed, as well as map and information points being replaced through Maidstone.
- Data has been collected from rural areas in order to develop and promote this offer.

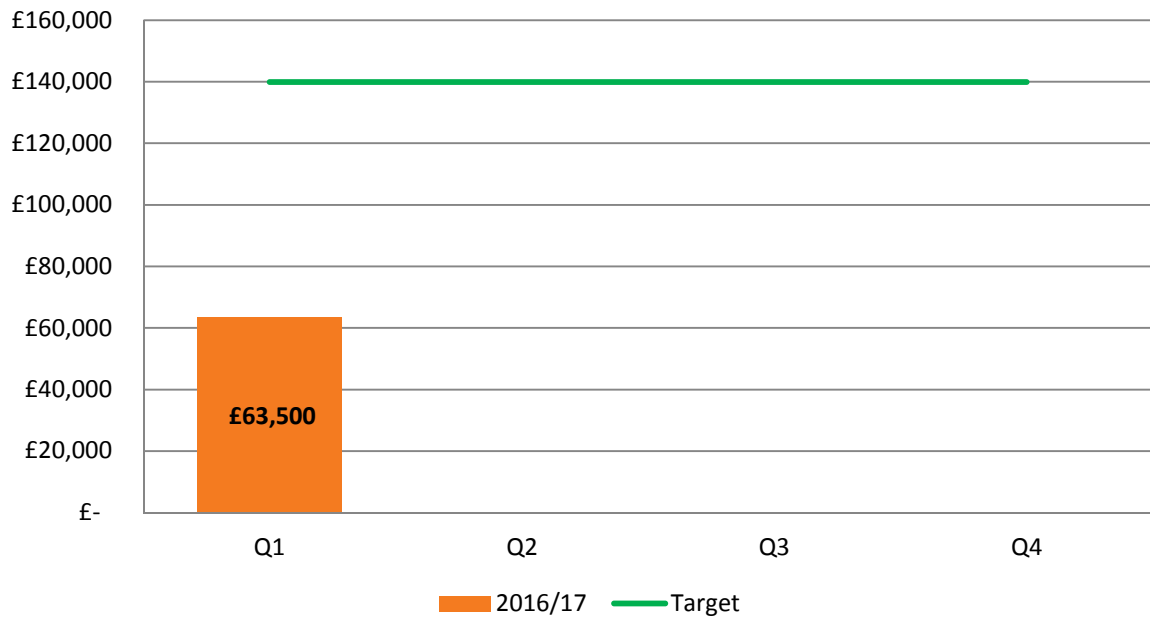
Cultural Strategy Update

Work is continuing on a new Public Realm Design Guide for the Town Centre and a Public Art Policy for the Borough. Consultation is being undertaken on this work with stakeholders in July and August. A bid is being submitted to Heritage Lottery Townscape Initiative Fund for Gabriel's Hill for £2m. This will focus on the built environment, public realm and intangible heritage assets of one of Maidstone's historic former principal streets, now dilapidated and degraded, and will enhance the Council's own public realm for this area. The Council has also been shortlisted for an Urban Panel visit on September 16.

Net contribution generated from commercial activities

The Council has a Commercialisation Strategy, which seeks to make better use of the Council's assets to provide increased leisure opportunities for the borough's residents and visitors. This indicator is to assess the performance and progress of the Commercialisation Strategy in monetary terms.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
£63,500	£139,900	-£76,400	?	🔴	Target will not be achieved

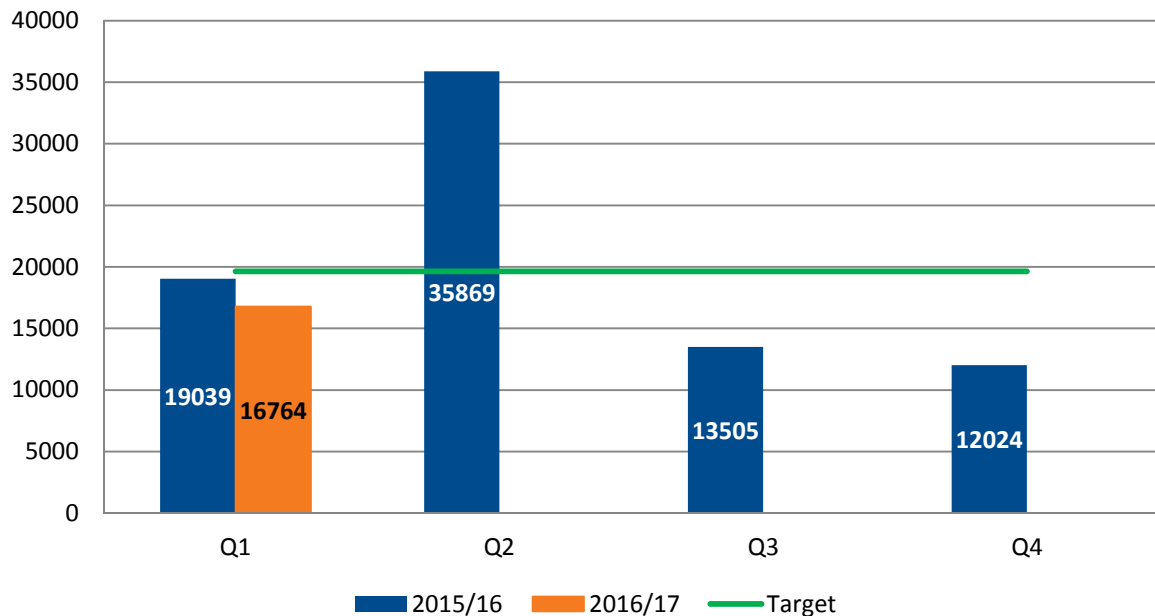


Performance Comment: No Comment Provided

Footfall at the Museum and Visitor Information Centre

This indicator reflects the investment the Council has made to ensure that an important cultural provision and a major draw to the Town Centre is maintained.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
16,764	19,625	-2,861	↓	●	Target will be slightly missed

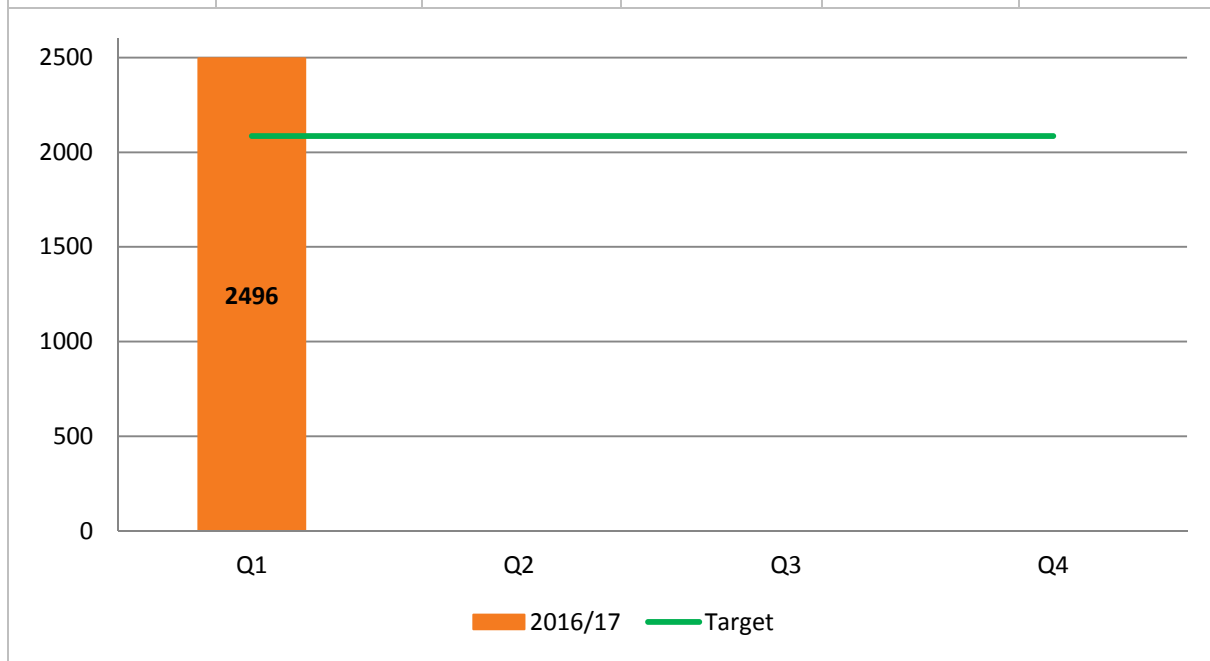


Performance Comment: The 2016/17 target is reflective of the closure on Monday and staff structure changes. Footfall in April and May fell in comparison with both 2014/15 and 2015/16. June had approximately 1,000 more visits than the year before. The quarter as a whole was only 16,764 compared to 19,039 in 2015/16 and 20,320 in 2014/15. It is possible that this was the effect of having a very early Easter, where holidays mostly fell in March. The temporary exhibition at this stage was TIME, a contemporary art exhibition by local artists. The increased figures in June are likely to relate to the museum's annual Dino Day, which attracted nearly 2000 visits in a single day. Dino Day in particular had a positive effect on footfall this quarter and is likely to be a key factor in increasing footfall. Overall, footfall is likely to have been affected due to adverse weather in May and June.

Number of children taking part in formal educational activities on and off site.

This indicator reflects the investment the Council has made to ensuring that an important cultural provision and a major draw to the Town Centre is maintained.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
2,496	2,085	+411			Target will be achieved



Performance Comment: The Museums Schools and Arts Award continues to be popular with schools. In addition to these sessions that take place at the museum, the Learning Team also carry out sessions at schools and lend objects from the museums' handling collection. These loan boxes are available on a number of topics covering history, the arts and natural science. Usage of these boxes is measured by the number of children engaged in activities directly related to the loan of the box to the school. Information on all our schools offer is available to staff and parents through the museum website.

Enhancing the Appeal of the Town Centre


Maidstone has had a historically thriving town centre however, we need to ensure that we keep pace with the changing economic environment and continue to meet the demands of businesses and consumers. Investment in Maidstone town centre is needed if it is to continue to be a popular place for leisure, to live, shop and work.

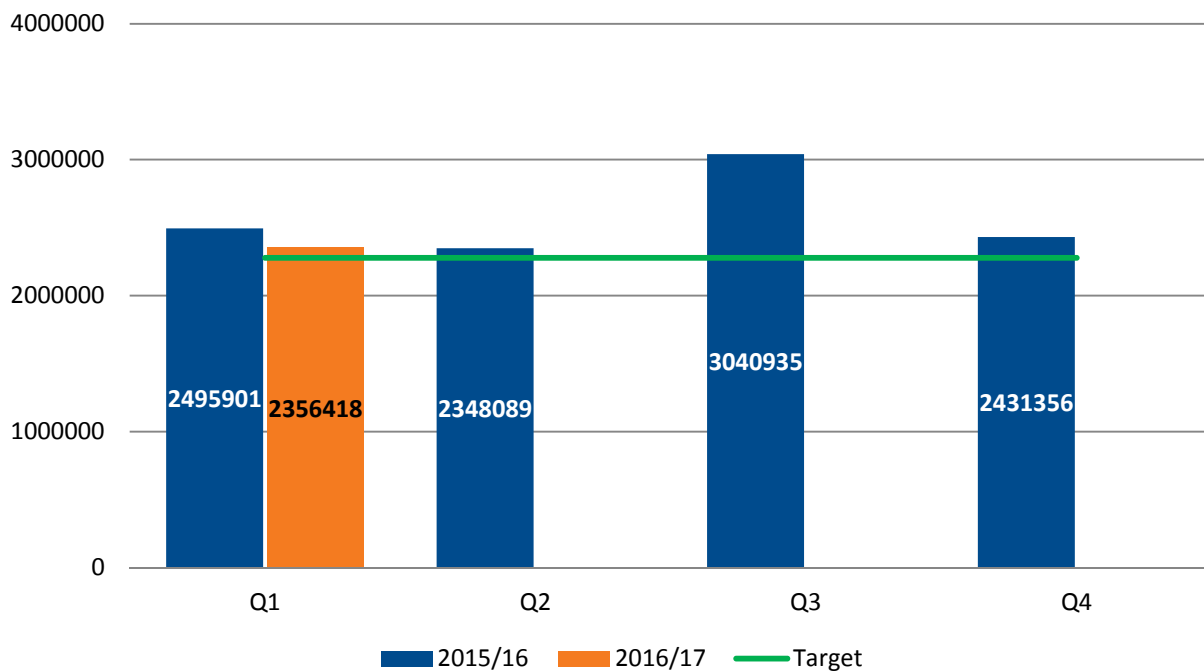
Town Centre Vision Update

Good progress is being made against the Bridges Gyrotory scheme plan. Funding has been approved for the Maidstone East station improvements with work due to start shortly. The Mall Bus Station refurbishment has been added as a potential project and funding is currently being sought. The Council has exchanged on the purchase of Granada House on Gabriel's Hill and is in the process of commissioning consultants to develop designs for Public Realm Phases 3 and 4.

Footfall in the High Street

This indicator provides a good balance between Town Centre vitality and satisfaction with the High Street.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
2,356,418	2,058,735	+297683	↓		Target will be achieved



Performance Comment: Footfall in quarter 1 is somewhat lower than was observed in the same period last year. Footfall was still above target, and weekly data that is collected is showing an upward trend. This is consistent with the trend that was observed over the same period in 2015/16.

Priority 2: Securing a successful economy for Maidstone Borough

Securing Improvements to the Transport Infrastructure for our Borough






Maidstone is strategically situated between London and the channel ports and is serviced by two motorway networks, the M20 and M2, with rail connections to central London. With regard to travelling in and around the Borough by car, congestion is an issue particularly at peak time in the town centre. The bus transport network serving Maidstone town is relatively strong whilst rural transport presents distinct challenges

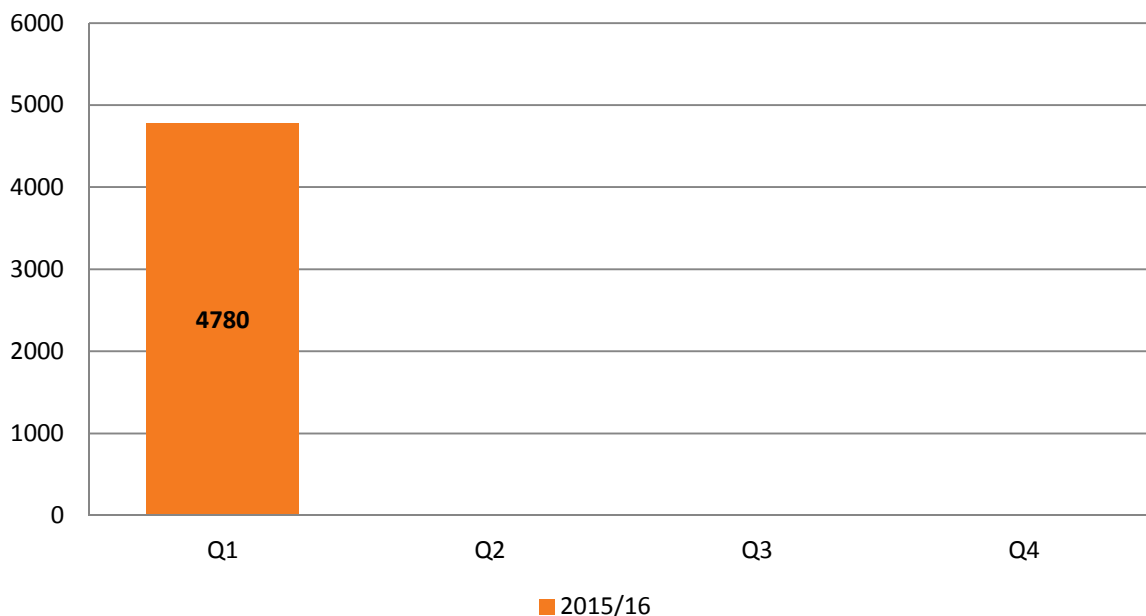
Integrated Transport Strategy (ITS) Update

The Strategic Planning, Sustainability and Transportation Committee considered the consultation responses made to the Integrated Transport Strategy and the Walking and Cycling Strategy on 14 June. Officers also proposed some changes to both strategies in light of the responses received and additional dialogue with officers and Members at Kent County Council. The Committee agreed that a revised version of each strategy be drawn up reflecting the comments and the proposed changes and they were considered at the meeting of 6 July, before making recommendations to the Joint Transportation Board. Thereafter, the aim is for the Strategic Planning, Sustainability and Transportation Committee to adopt both strategies into the supporting evidence for the Local Plan.

Number of school journeys undertaken without a car as part of borough wide schemes

Figures for this are published by KM Charity Team. This reflects the objectives set out in the Integrated Transport Strategy in reducing the use of unsustainable transport.

Current Value	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
4780					



Performance Comment: The quarter 1 figure for this data demonstrates a positive modal shift. A total of 4780 car journeys have been avoided through green travelling schemes for school children in quarter 1 of 2016/17. For the same period in 2015/16, the number of car journeys was reduced by 6016. Statistics for green travel increase gradually for the period as different schools and classes upload their data over time after the quarter closes. The data includes schemes such as walking bus, Active Bug, Green footsteps, and Walk-Once-a-Week.

Promoting a range of employment skills and opportunities across the borough



There were 76,300 people employed in the Maidstone economy in 2014 with a high proportion in the public sector, reflecting the town's status as Kent's County Town and administrative capital. There were 6,885 registered businesses in Maidstone in 2013, equivalent to 43 businesses per 1,000 population, compared to 37 for the United Kingdom and higher proportion of people that are self-employed compared to the South East and to United Kingdom.

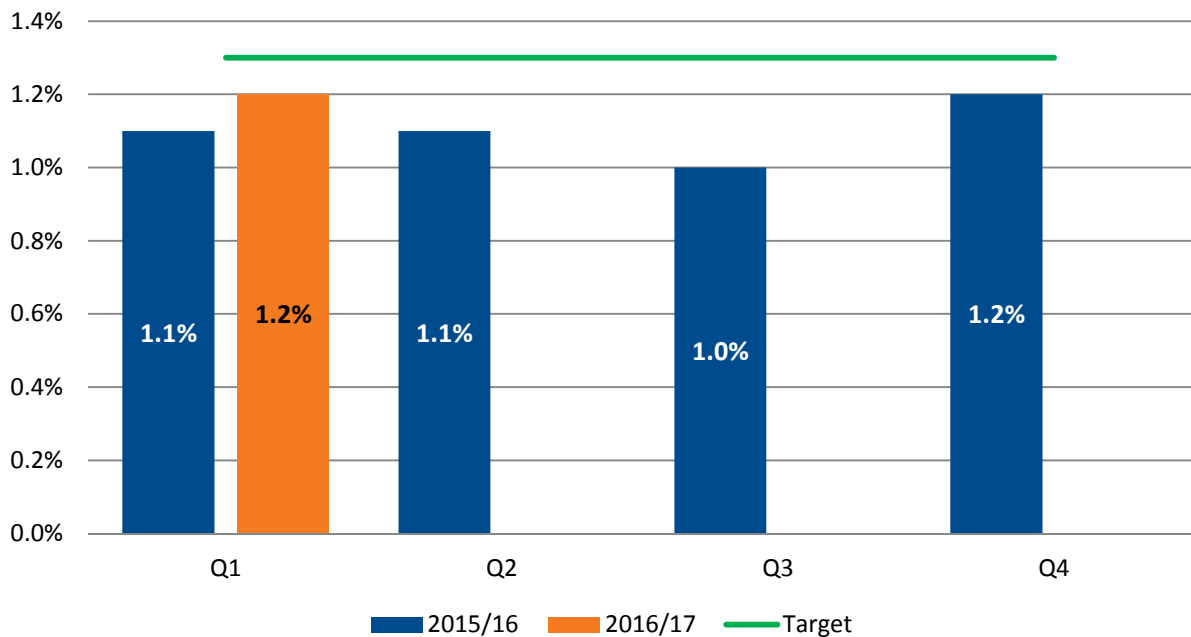
Economic Development Strategy Update

An update presentation and briefing paper was given to Policy and Resources Committee on the 29 June. Local economic indicators are improving. However, Planning Committee has rejected the Woodcut Farm application to create a new business park near Junction 8 M20. Unless the applicant appeals this could have a significant impact on the borough's ability to generate the employment numbers set out in the Strategy.

Percentage of people claiming Out of Work Benefits

Out of Work Benefit claimant count records the number of people claiming Jobseekers Allowance (JSA) and Universal Credit. This indicator is expressed as a proportion of the resident population of the area aged 16 to 64 years old and is provided by the office of National Statistics. A lower figure indicates good performance.






Current Value	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
1.2%	2%	-0.8%			Target will be achieved

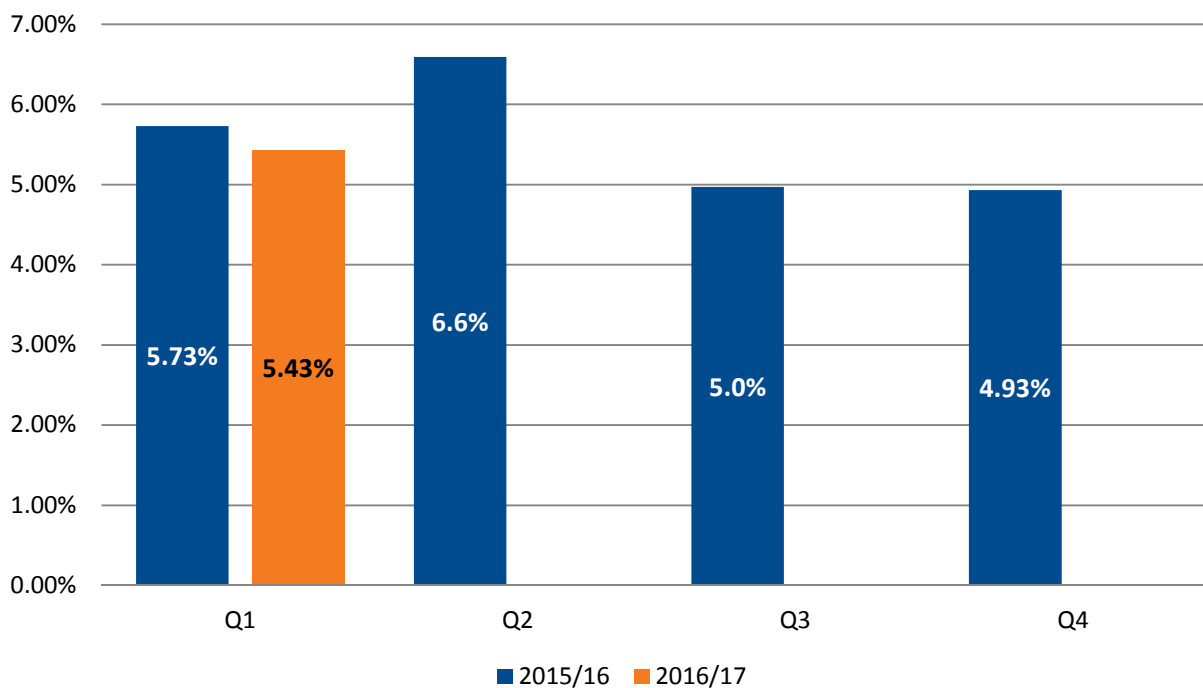


Performance Comment: 1205 people were claiming out of work benefit in May 2016, an increase of 20 people compared to May 2015. Figures for June have not yet been released. When compared to the other local authorities in Kent, Maidstone has the fifth lowest figure. Thanet has the highest level of people claiming out of work benefits at 3.3% and Sevenoaks and Tunbridge Wells have the lowest with 0.7%.

Percentage of 16 to 18 year olds who are not in education, employment or training (NEETs)

Non-participation in education, employment or training between the ages of 16 and 18 is a major predictor of later unemployment, low income, depression, involvement in crime and poor mental health. The figures are based on the monthly submission made to Department for Education via National Client Caseload Information System for Kent County Council. Academic age is the age of the young person on 31st August (i.e. prior to the start of the academic year).

Current Value	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
5.43%*					

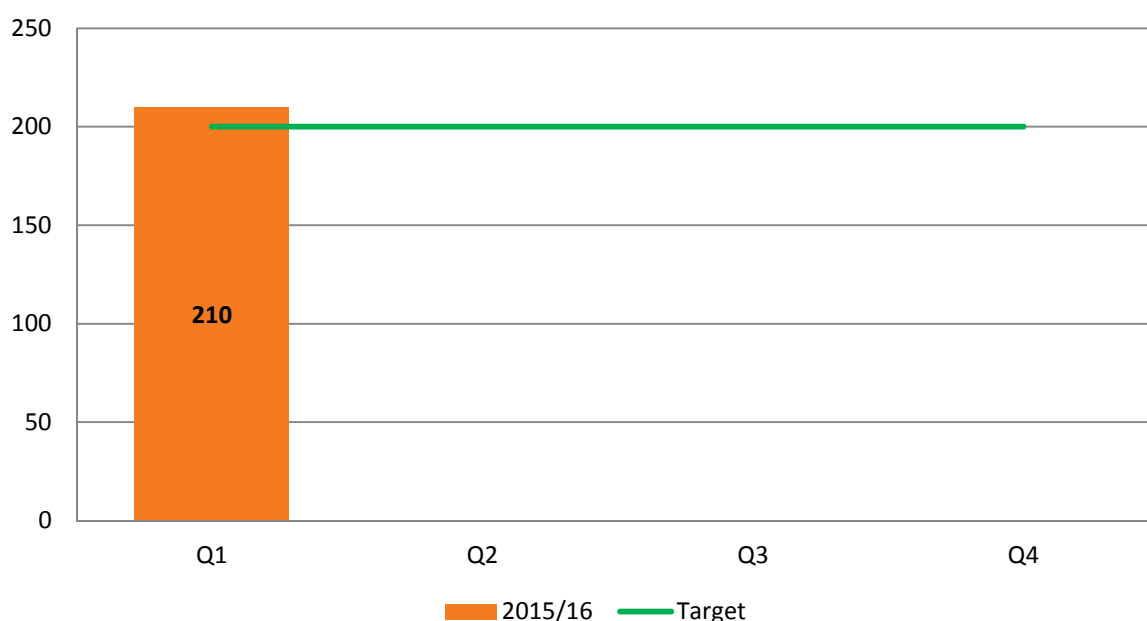


Performance Comment: *Data is for May only, June data has not yet been released. Maidstone is currently fifth out of the twelve Kent authorities for proportion of NEETs. Sevenoaks has the lowest figure at 4.07% and Swale has the highest at 7.49%. Maidstone has the third lowest proportion of 'unknown' NEETS. These are 16 – 18 year olds where it has not been possible to ascertain their current education or employment status. It is likely that this figure will increase in quarter 2 due to the start of the new academic year before declining over the winter months.

Number of Businesses/Start-ups receiving information, advice, and guidance

The Business Terrace is a new venture by the Council, to provide office space and facilities to smaller and start-up business with the addition of business support functions. Through local, regional and national partners and other users, the Business Terrace provides formal and informal peer-to-peer business support and advice underpinned by onsite bespoke mentoring, events, seminars and workshops.

Current Value	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
210	200	+10			Target will be achieved



Performance Comment: Quarter 1 of 2015/16 saw 210 businesses and start-ups receiving information, advice, and guidance. The support came from resources on the Business in Maidstone website, advice from workshops and seminars, and guidance from onsite advisers. On-going support is also given to office licensees and desk members in the business terrace. This shows the reach that the Business Terrace has in providing information, advice and guidance to businesses and start-ups in the borough.

Planning for Sufficient Homes to meet our Borough's Needs

Over the last five years, the supply of new, affordable housing within the borough has been greater than in neighbouring authorities, although still less than historic levels. 189 new affordable homes were built in the borough in 2013/14 and 163 in 2014/15. In total 413 new homes were delivered in 2014/15, of these new homes over 75% were built on land that had previously been developed.

Local Plan Update

The Maidstone Borough Local Plan and accompanying documents were submitted as planned to the Planning Inspectorate (PINS) on 20 May 2016. All the documents have been made available on the website, which has been updated in preparation for the forthcoming examination. An Inspector, Mr Robert Mellor, has been appointed, and his views on the matters to be examined are awaited. In the interim period, officers have been preparing for the examination alongside the appointed Programme Officer, Ms Louise St John Howe. It is anticipated that the examination hearings will commence at the beginning of October and run through until sometime in November or December.

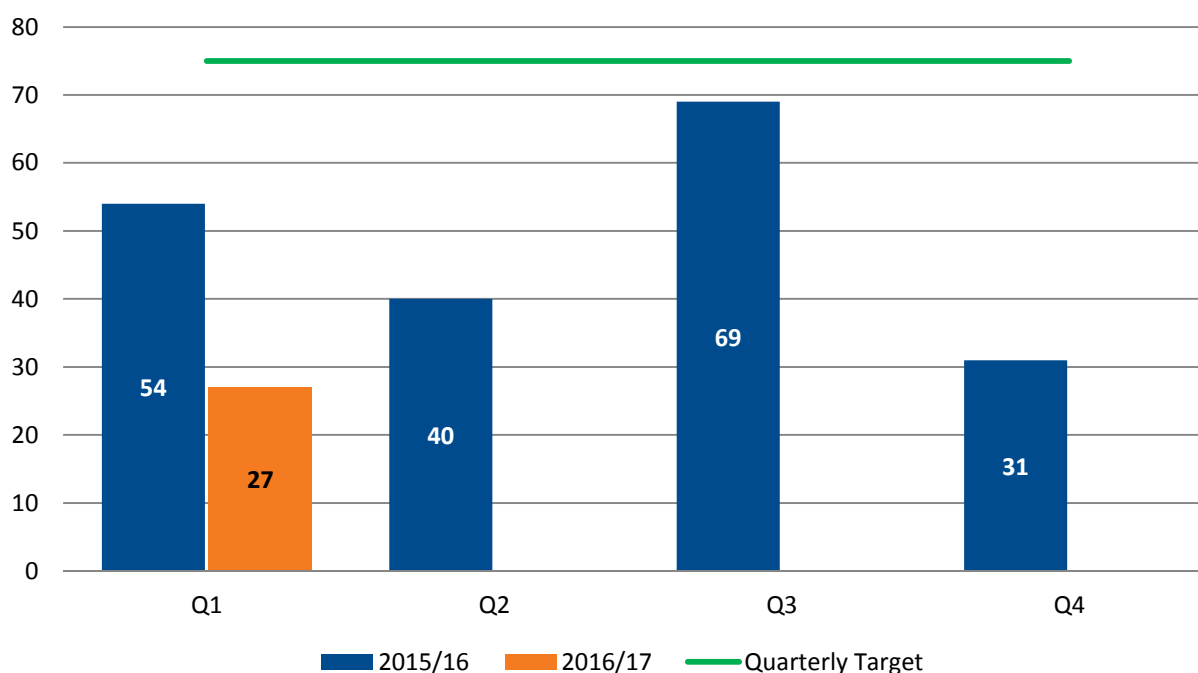
Housing Strategy Update

The Council adopted the final version of the Maidstone Housing Strategy 2016-2020 in March 2016. Following adoption the Strategy has now moved into the delivery stage. The new Strategy has three key priority themes for the Council to address over the next four years centred around enabling the delivery of quality homes across the housing market, ensuring existing housing is safe, desirable and promotes good health and well-being and preventing homelessness and securing provision of appropriate accommodation for homeless households. The Council has made progress during the last quarter against a number of actions stated within the Strategy, in order to help achieve the three key priority themes and stated outcomes. This includes successfully agreeing terms for the purchase of a property for use as temporary accommodation for homeless households, establishing a self/custom build register and continued work on facilitating the redevelopment of Brunswick Street.

Number of households prevented from becoming homeless through the intervention of housing advice

The provision of comprehensive advice plays an important part in delivering the Council's strategy for preventing homelessness in Maidstone. This measure provides an indication of the effectiveness of housing advice given by the Council in preventing homelessness or the threat of homelessness. The annual target is split to give a quarterly target of 75.

Current Value	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
27	75	48	↓	🛑	Target will not be achieved



Performance Comment:

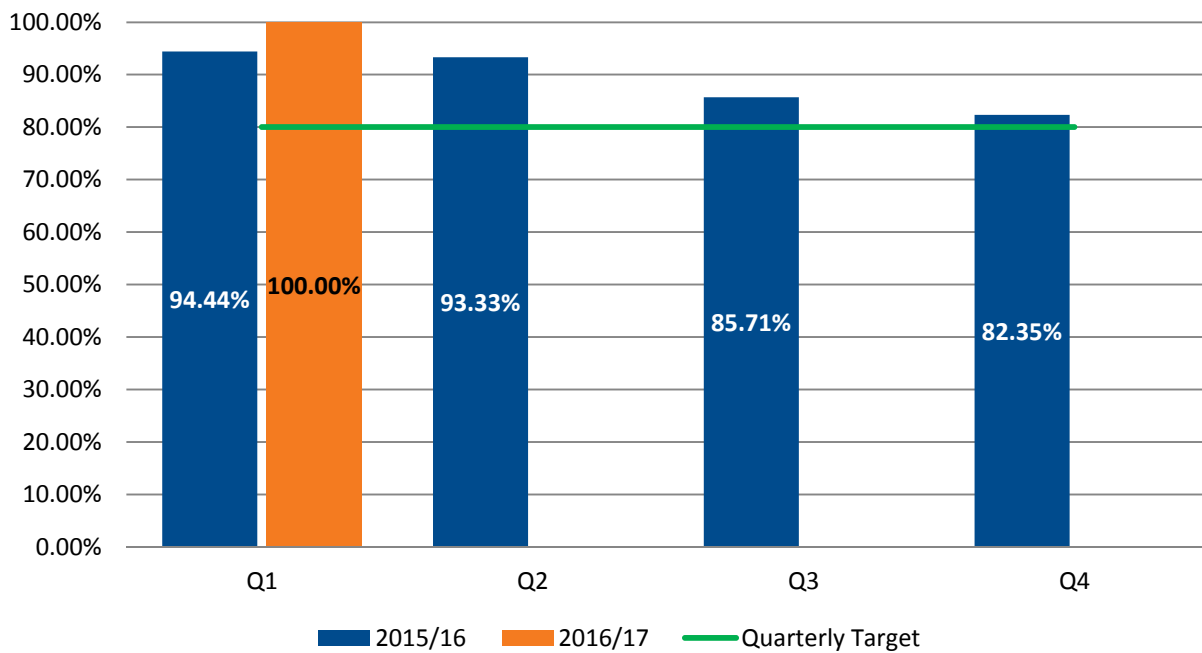
The second Housing Assistant post was vacant for the whole of this quarter. The post has now been recruited to; the successful candidate will start in post in October. A temporary member of staff will be covering the post in the meantime. The average homelessness assessment caseload during this quarter was 30 (including the senior), compared to 14 in 2014/15. Although the third Housing Advisor was recruited to in this period and received her formal training at the end of June, the number of assessments open as of 8 July would still give each advisor close to 30 cases, even with this post included.

It is necessary to prioritise statutory work over preventative, due not only to the nature of those clients already being homeless, but also in an effort to minimise the spending on temporary accommodation.

Processing of major planning applications in 13 weeks

This indicator measures the percentage of major planning applications processed within the statutory timescale of 13 weeks. This has increased importance to central government. Major developments are classified as those providing 10 or more dwellings, or on an area of 0.5 hectares or more where the number of dwellings is unknown. Major applications also include building(s) where floor space is 1000 square metres or more, or the site has an area of one hectare or more.

Current Value	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
100%	80%	+20%	↑	✔	Target will be achieved

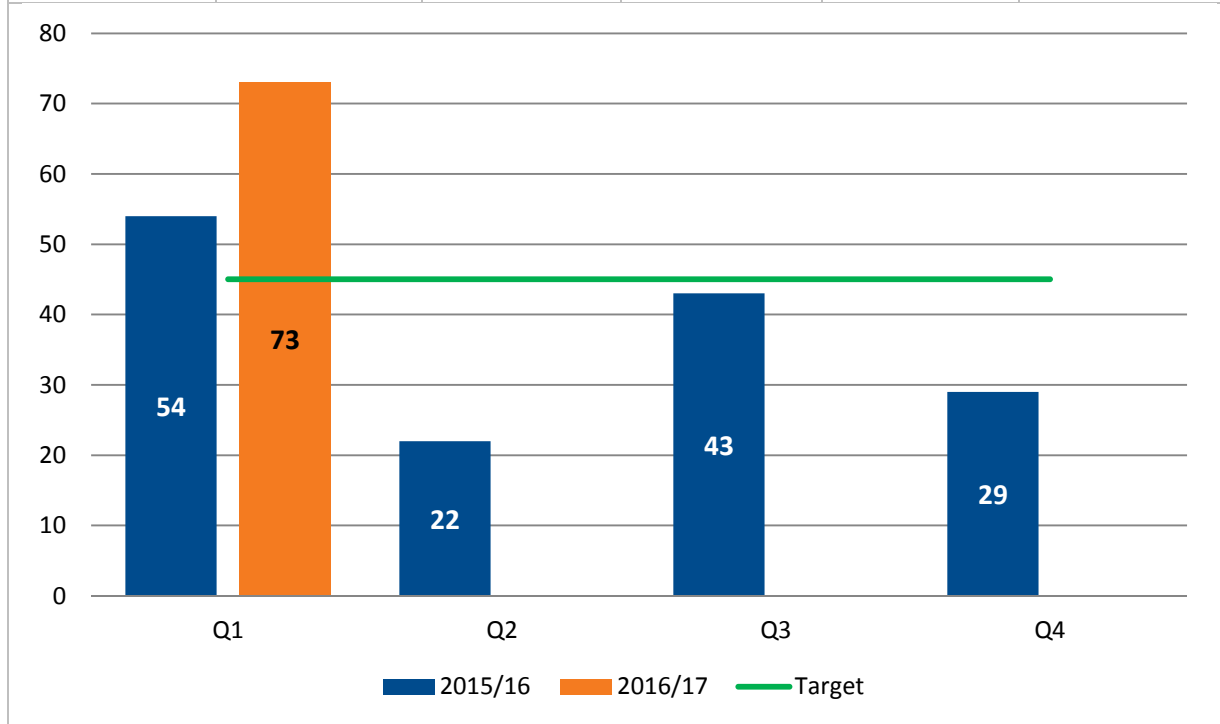


Performance Comment: The performance on majors continues to be very good and demonstrates the good working relationship between officers and developers. Extensions of time are negotiated on a significant proportion of major applications due to the complexities of the application and the requirement to negotiate on Section 106 (S106) agreements. Work has progressed with the draft S106 templates and will soon be available to download on the website, which will help speed up the processing of S106 agreements and enable developers to submit draft agreements with applications. This, together with the agreed protocol in place, (which will commit Legal Services and Development Management officers to producing initial drafts within a set timeframe) will further speed up the legal and decision making processes. This creates a more focused customer experience and delivery of much needed planning permissions.

Number of affordable homes delivered

Housing supply has not kept pace with demand. Many families are locked out of the housing market by unaffordable prices and unobtainable mortgages. Affordable dwellings include social-rented housing and intermediate housing. These can be new build or acquisitions; the figure does not take into account any losses.



Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
73	45	+28	↑	✔	Target will be achieved

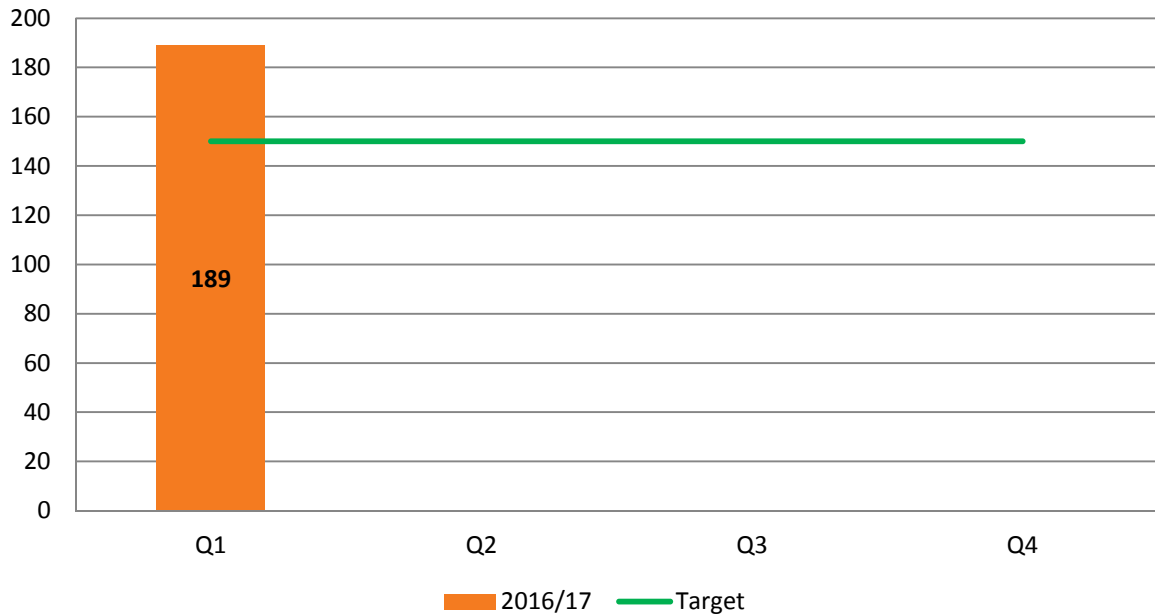


Performance Comment: The first quarter has seen a significant amount of newbuild affordable completions delivered, which has exceeded the quarterly target. There are in excess of 300 affordable units which are forecast for completion this year as many sites have progressed quicker than anticipated. It is therefore expected that we will easily exceed the target for the year.

Number of households housed through housing register

This is an important indicator, which will help to monitor the number of applicants on the housing register who have been successfully rehoused. This provides a balanced view of the work of the housing service, in addition to the homeless preventions indicator.

Current Performance	Q1 Target	Value Vs Target	Direction	Status	Expected Outcome
189	150	+39			Target will be achieved



Performance Comment: The quarterly target for the number of applicants housed has been achieved due to a significant amount of newbuild affordable completions which have been achieved during the first quarter. This will provide baseline data to inform future targets for this indicator. Good performance should continue throughout the year due to the expected amount of affordable units that are being built throughout the year.