

PRIORITIES	OUTCOMES	MARKERS OF SUCCESS	BASELINE
Overall Aim: Inequalities are reduced and all potential is maximised			
ECONOMIC Growth for all people, communities and business	1. Creating an environment where businesses invest and everyone who wants a job can access one	1. Businesses accessible to staff, suppliers and customers. Transport networks free from defects and congestion.	Free from defects Highway condition – as per 2019/20:
		2. A combination of low unemployment figures and high vacancy figures	Walsall Universal Credit Claimant Data (source: NOMIS March 2021) shows 15,380 claimants EMSI Job Posting Analytics (source: EMSI April 2021) shows 5,512 unique vacancy postings
	2. Education, training and skills enable people to fulfil their personal development	3. Partnership working with businesses to offer apprenticeships, graduate programmes and training programmes for those wishing to re-enter the workforce	Walsall Apprentices on programme (source: BC Data Cube April 2021) shows 2186 apprentices Walsall Council Kickstart Gateway Profile (source: DWP April 2021) shows a profile of 150 work placements New business registrations and closures (Nomis) Business Engagements (Source Evolutive CRM & Walsall Works Records)
		4. Increase in local supported employment and educational opportunities for residents who have additional needs. Numbers of folk from hard to reach groups helped into training	Number of LD working age in receipt of a long term service and in employment at year end = 19 or Number of New engagements with Employment services that resulted in employment = 13
	3. People live a good quality of life and feel that they belong	5. Increase in people accessing reablement opportunities.	The number of NEW clients who received reablement during 20-21 = 1674 Note: we will include the previous year's outturn of 1165 as a further bench mark and caveat as 2020/21 may be an outlying year for this measure so use this figure as last year was unprecedented
		Less number of vulnerable residents who are in statutory services or having out of area placements	Number of people in a long term residential or nursing placement during the year = 1240

PEOPLE have increased independences, improved health and can positively contribute to their communities		6. Increase numbers of residents not requiring ongoing services and living independently in the community. Information and advice is accessible and signposting at the front door of community services	The number of contacts “signposted” during the year = 2497
	4. People know what makes them healthy and they are encouraged to get support when they need it	7. Reduced numbers of residents having formal ASC assessments who are empowered to take control and informed choices with the correct information	The number of assessments completed that did not lead to a Care and Support Plan/provision of long term services = 2089
		8. More people using active travel modes. Safe and convenient cycleways and footways	TfWM’s most recent Covid-19 travel survey: <ul style="list-style-type: none"> • 65% of respondents from the West Midlands stated that they would like to become more physically active. • 28.3 of West Midlands’ residents don’t walk at least once a month. • 22.4% of children in the West Midlands are either overweight or obese • 48.9% of disabled people are inactive in the West Midlands Annual Travel survey figures for Walsall (academic year 2020/2021 at primary level): <ul style="list-style-type: none"> • Active Travel: Walsall 62% vs National 47% • Walking figures: 60% vs 46% National • Cycling 1% higher than National • Car use 12% lower in Walsall than National • Over 22,000 primary school students participating in Walk to school week • 35 schools have a 5 minute walk zone set up • 5 Primary schools have a walking bus
INTERNAL Focus – All Council services are efficient and effective	5. Internal services deliver quality and adapt to meet the needs of customer facing services	9. Smarter commissioning of service resulting in required outputs being delivered to realise quality outcomes	Whilst there is Data that could be captured to use a baseline measure for these outcomes right now, the developments within the Enabling Support Services Workstream with change how we do what we do. Many activities will change, becoming systemised or automated which will mean that any measures developed now will rapidly become meaningless. As the ESS workstream develops it should be possible to add in some markers of success to measure those things that will endure meaning that we can measure progress against them moving forward.
		10. Internal Services are regularly reviewed and delivered within budget.	
	6. Services are efficient and deliver value for money	11. Internal Services have staff and processes able to adapt to meet the emerging needs of customers	

		12. Online portals that allow self-service, payments and order tracking are in place for ease of use for all.	Implementation of CRM programme consisting of approximately 350 processes across the organisation, which will ensure improved customer experience and growth in self-service for the customer. Quarterly updates will consists of CRM implementation progress
<p>CHILDREN have the best possible start, are safe from harm, happy, healthy and learning well</p>	<p>7. Children thrive emotionally, physically, mentally and feel they are achieving their potential</p>	13. Children have access to high quality education and training opportunities and schools are more inclusive. Children and young people engage with education, fewer children are excluded and educational outcomes improve.	<ul style="list-style-type: none"> • % of children who attend good and outstanding schools – as at 31st March 2021 (74%, compared with 82% regionally and 84% nationally) – target direction of travel – to increase • % of 16, 17 and 18 year olds who are not in Education, Employment and Training - as at 31st March 2021 (1.4% of young people are NEET and 1.5% of young people are 'unknown', giving a total of 2.9%, compared with 3.9% in the Black Country, 5.7% in the West Midlands and 5.5% nationally) – target direction of travel – to decrease • % of children excluded from school (fixed term and permanent) – Data is based on academic year with the baseline for the 2019-20 year and the 2020-21 academic year measured as part of the markers of success. (Primary – Fixed Term – 0.53% (142), Permanent – 0.04% (10), Secondary – Fixed Term – 2.63% (468), Permanent – 0.20% (36)) – target direction of travel – to decrease
		14. Children with special educational needs and disabilities are identified and supported effectively. Children in care and care leavers are supported physically and emotionally through access to health checks and health histories and are able to achieve their potential through high quality education, employment and training opportunities.	<ul style="list-style-type: none"> • % of children in Walsall schools in receipt of SEN Support or an EHCP – Annual data from January School Census, baseline January 2021 – benchmarking data published in July (SEN Support – 10.9%, compared among statistical neighbours, among Regional neighbours and nationally. EHCP – 2.8%, compared to statistical neighbours, among Regional neighbours and nationally.) – target direction of travel – to increase

			<ul style="list-style-type: none"> • % of EHC assessments completed within 20 weeks – measured from January 2020 to December 2020 – benchmarking data published in May 2021 (19.7% of plans issued within 20 weeks, compared to 60.1% among statistical neighbours, 50.0% among Regional neighbours and 58.0% nationally) - target direction of travel – to increase to 60% or more. • % of children in care with up to date health assessments – as at 31st March, benchmarking data published in October (93.2%, compared among statistical neighbours, among Regional neighbours and nationally) - target direction of travel – to increase • % of Care Leavers who are in Education, Employment and Training – as at 31st March, benchmarking data published in October (57.8%, compared among statistical neighbours, among Regional neighbours and nationally) - target direction of travel – to increase
	8. Children grow up in connected communities and feel safe everywhere	<p>15. Children, young people and families are involved in service design and development and the needs of children and families are well understood in each locality. Services and support is responsive to needs of different communities, partners are proactive in responding to these needs and children and families have easier and timelier access to services.</p>	<ul style="list-style-type: none"> • % of Early Help contacts completed within timescales - between 01/04/2020 and 31/03/2021, no benchmarking data available (89.0%) - target direction of travel – to increase • % of social care contacts completed within 48 hours - between 01/04/2020 and 31/03/2021, no benchmarking data available (83.5%) - target direction of travel – to increase • % of social care contacts which lead to a referral - between 01/04/2020 and 31/03/2021, no benchmarking data available (30.0%) - target direction of travel – to increase

			<ul style="list-style-type: none"> • % of social care assessments completed within 45 days – between 01/04/2020 and 31/03/2021, benchmarking data published in October (90.2%, compared to statistical neighbours, among Regional neighbours and nationally) - target direction of travel – to increase
		<p>16. Children and families are better connected with community resources to enable them to build resilience, are involved in developing their plans and can provide regular feedback. More children and young people are supported in their family home, the response in meeting the needs of vulnerable adolescents is local and proactive with risks around exploitation reduced and fewer young people enter the Criminal Justice system.</p>	<ul style="list-style-type: none"> • % of children and young people who contribute to their CP conferences - between 01/04/2020 and 31/03/2021, no benchmarking data available (94.0%) - target direction of travel – to maintain or increase • % of children and young people who contribute to their LAC review - between 01/04/2020 and 31/03/2021, no benchmarking data available (97.0%) - target direction of travel – to maintain or increase • Number / Rate per 10,000 of children entering care – between 01/04/2020 and 31/03/2021, benchmarking data published in October (24.2 per 10,000 0-17 (167) compared to statistical neighbours, among Regional neighbours and nationally) - target direction of travel – to decrease • Number of children that go missing - between 01/04/2020 and 31/03/2021, no benchmarking data available (233) - target direction of travel – to decrease • Number of first time entrants into the criminal justice system - between 01/04/2020 and 31/03/2021, benchmarking data published in July (180 per 100,000 10-17 (53) compared to statistical neighbours, among Regional neighbours and nationally) - target direction of travel – to decrease

COMMUNITIES are prospering and resilient with all housing needs met in safe and healthy places that build a strong sense of belonging and cohesion	9. Housing meeting all people's needs - is affordable, safe and warm	17. Less residents in statutory building based services	As at the end of May we had 850 clients in Long stay/Permanent placements
		18. Increase in residents who are accessing community voluntary sector opportunities	The number of contacts "signposted" during the year = 2497 of which a sub set relates to housing, but detail not held on systems.
	10. People are proud of their vibrant town, districts and communities – Paul Gordon	19. Council and partners maintain open communication with all communities and engage in cultural awareness resulting in wide range and high quality cultural	Number of active volunteers that support cultural offers. Strength of VCS organisations involved in cultural work Number of cultural events organised by VCS
		20. High quality, well maintained public realm and safe community spaces	Existing performance data is limited to outputs (e.g. cleaning frequency, number of volunteer litter picks, number of fly tips, etc). Figures to be confirmed. Outcome performance data for public realm quality is being developed.