

# Your Croydon Counts

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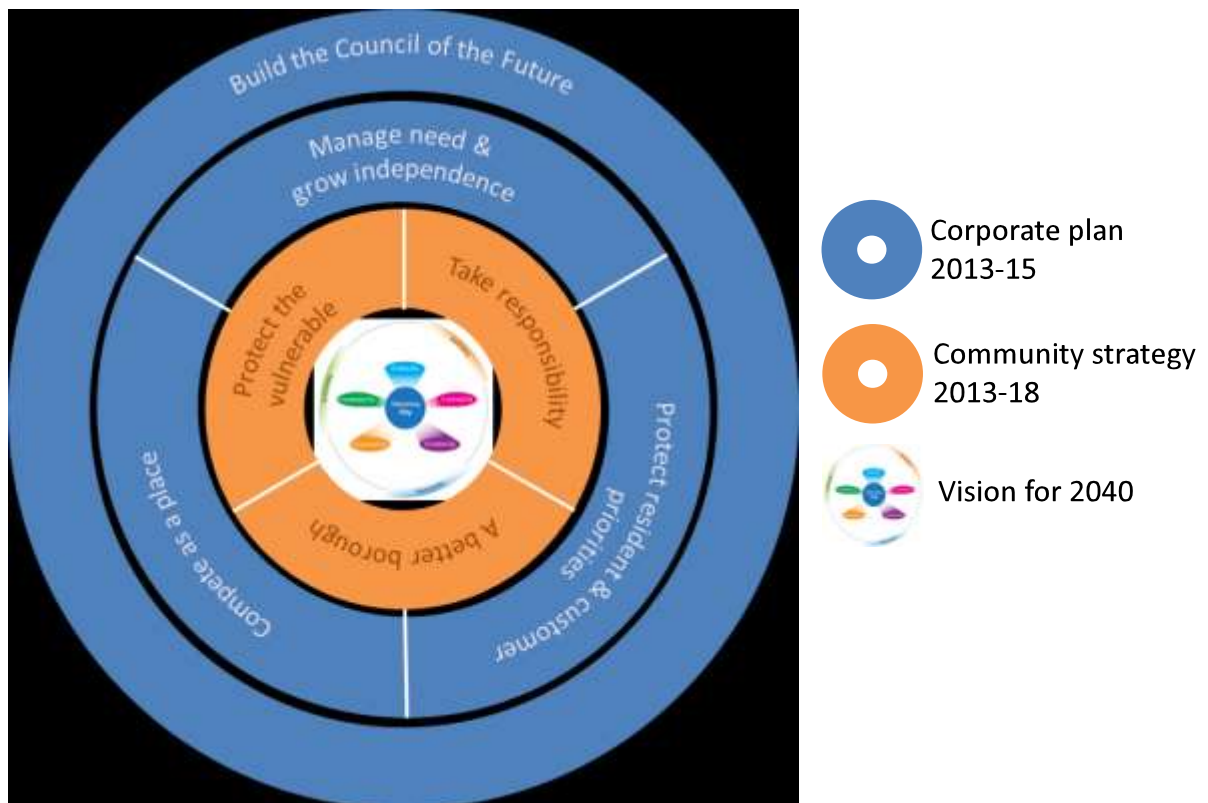
## Introduction

I am pleased to present Your Croydon Counts, our quarterly performance report. We have aligned it to the council's new corporate plan for 2013-2015 to help show the impact we are having.



The corporate plan sets out the council's contribution to Croydon's community strategy, the overarching strategy for the borough for 2013 to 2018. It provides a framework to align the work of local partners from all sectors to Croydon's long term vision: "In 2040 Croydon will be London's most enterprising borough – a city that fosters ideas, innovation and learning, and provides skills, opportunity and a sense of belonging for all".

The chart below illustrates how corporate plan priorities support those of the community strategy.



Demonstrating our transparency, Your Croydon Counts gives a detailed report on priority focus areas of the council's work to help measure and understand our progress in achieving corporate plan priorities.

**Councillor Steve O'Connell**  
**Cabinet member for finance and performance**

## Our achievements in the last quarter

Some of our achievements during the second quarter of 2013/14 are highlighted below:

### Compete as a place

- A new Town Centre Board has been established including representatives from Westfield Hammerson, local businesses, the GLA, police and the council to guide the strategic development of the town centre in preparation for new retail and commercial development.
- The 'Pathways to Employment' programme, spearheaded by the council to be run in partnership with Job Centre Plus, private sector companies and charities was launched. The programme aims to get thousands of local people into work with the creation of 16,000 jobs over the next five years.
- The regeneration of the Taberner House site moved a step closer with design and funding arrangements agreed. Demolition remains on course to start in January 2014.
- The Clocktower has been re-launched as a centre for learning and culture, including the local studies room, a gallery for the exhibition of paintings from the borough's art collection and newly-refurbished area for CALAT.

### Manage need and grow independence

- The 'Heart town' programme to improve the borough's cardiovascular health was launched in July. The summer activities programme included the Healthy Living Hub on Tour and Summer's Alive events; awareness raising has taken place through media coverage and cross borough signage and "Know Your Numbers Week' blood pressure awareness took place in September.
- Our work to alleviate homelessness and pressure on housing resulted in 192 empty homes being brought back into use. We are on course to exceed the annual target of 300.
- A full programme of events to promote community cohesion has been developed for 2013-14. Forty Big Lunch events took place in June and plans were developed together with partners and communities for Black History Month in October and Celebrating Age and Silver Sunday in November

### Protect residents' priorities

- Croydon pupils achieved over 68% for good GCSEs including English and maths. This represents an increase of around 6% on last year, making it our best ever set of results at a time when national standards have declined.
- The recycling performance rate for the first quarter of 2013/2014 was 46.4% compared to 46.0% for the same period last year.
- The 'Empowerment project' is delivering intensive intervention for girls and young women affected by gangs.

- A multi-agency safeguarding hub to help keep children and young people safe will be fully operational from 28 October in Bernard Weatherill House.
- A series of community events are taking place to mark key dates in the faith calendar. Celebrating major faith events together helps us to understand each other's customs and traditions and develop a culture of mutual respect. The events are being organised by the council in partnership with Faiths Together in Croydon and are open to all. The first event took place on 21 October to mark Eid ul Adha on the evening of Monday 21st October 2013. The event was attended by approximately 70 people who heard speeches from Imam Moulana Inaam-ul-haq Malik of Croydon Mosque and community member Sameen Rasheedi.
- On 13th November 2013 the Council celebrated Diwali at the new Community Space in Bernard Weatherill House. The event was attended by approximately 125 people who heard speeches from Dr Jagdish Sharma and Mayura Patel.

#### Build the council of the future

- An improved support contract for the council's ICT services has been awarded to Capita Secure Information Solutions Ltd to replace the existing contracts with Capgemini and Northgate from April 2014 this will deliver a saving of £40m over 9 years.
- The phased move of staff from Taberner House into Bernard Weatherill House began in September with all staff successfully transferred by October.

## Priority 1

# MANAGE NEED AND GROW INDEPENDENCE

This means being;

- A place where people manage their own lives successfully
- A place where people take responsibility for their health and wellbeing
- A place where vulnerable adults and children maximise their independence

To help measure and understand our progress, Your Croydon Counts gives a detailed report on the following areas;

- Households living in temporary accommodation
- Delayed transfers of care from hospital
- Teenage pregnancies
- Quitting smoking
- Drug users in effective treatment
- Families receiving support from Croydon's Family Resilience Service
- Young adults leaving our care
- Number of looked after children adopted in the year
- Social care clients able to direct their own support
- Vulnerable people achieving independent living

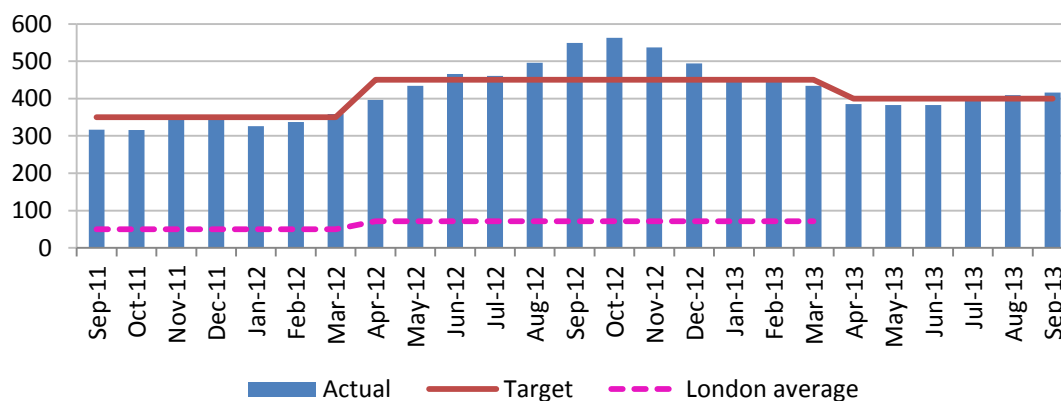
## Households living in B&B and self-contained B&B

What are we measuring?	Number of homeless households living in bed and breakfast and self-contained temporary accommodation
Update frequency	Monthly
Polarity	A <b>smaller</b> number is better
Data source	Internal – OHMS housing management system

### How are we doing?:

2011/12 Result	359
2012/13 Result	434
2013/14 Result so far	416
2013/14 Target so far	400
Last updated	September 13
Status	<b>Slightly worse than target, Better than 12 months ago</b>
Benchmark	<b>Higher than London Borough average</b> of 71 as at 31 <sup>st</sup> March 2013

**Graph:** no. of households living in B&B and self-contained temporary accommodation provided under homelessness legislation



### Comment:

The interplay between the current economic climate, rising homelessness demand, difficulties in securing private rented sector accommodation due to high rents and low supply, Housing Benefit changes and acute shortage of all housing supply has been causing large numbers of families to be accommodated in emergency bed & breakfast hotel accommodation for long periods of time. Forecast trend is for further increases in homeless presentations and people requiring intervention from the Council. Significant and Intensive work continues to be carried out that has developed options and solutions to increase housing supply, support and develop bespoke action plans for people affected by welfare reform, implementing demand management techniques, providing direct support to homeless households and developing strategic relationships with landlords. Additional resources have been allocated by the Council to managing this that is having a positive impact.

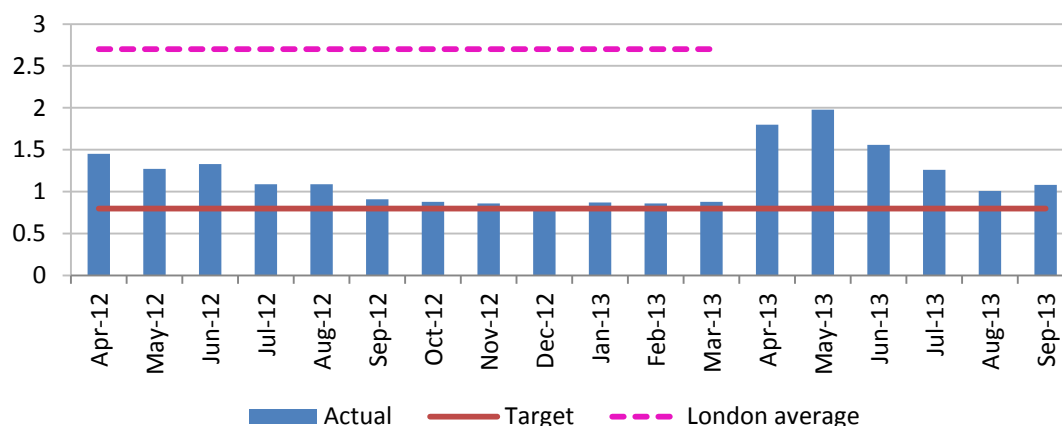
## Delayed transfers of care from hospital

What are we measuring?	Delayed transfers of care from hospital which are attributable to adult social care per 100,000 population (Social Services)
Update frequency	Monthly
Polarity	A <b>smaller</b> number is better
Data source	NHS ENGLAND - <a href="http://www.england.nhs.uk/statistics/statistical-work-areas/delayed-transfers-of-care/">http://www.england.nhs.uk/statistics/statistical-work-areas/delayed-transfers-of-care/</a>

### How are we doing?

2011/12 Result	2.26
2012/13 Result	1.22
2013/14 Result so far	1.08
2013/14 Target so far	0.80
Last updated	September 2013
Status	<b>Worse than target, worse than 12 months ago</b>
Benchmark	<b>Better than average</b> of 2.7 London average

### Graph: daily average delayed transfers of care attributable to social services



### Comment:

This indicator measures the number of delayed transfers of care attributable to social care services per 100,000 population. The number of delayed transfers increased during April and May 2013 which may be attributed to the closure of an escalation ward at Croydon University Hospital (escalation wards are only opened when there is demand for extra beds) this has had a knock-on effect to the year to date overall performance levels. Latest data available for Quarter 2 reporting period shows performance at 1.08 'year to date' per 100,000 population (with 4 social care delays for September 2013).

As previously mentioned during Quarter 1 reporting period, it should still be noted that Croydon has been identified by NHS England as eligible for winter pressures funding this year. The Department of Adult Services, Health and Housing are working with the Clinical Commissioning Group (CCG), Croydon Health Services (CHS) and South London and



Maudsley Mental Health Trust (SLaM) to ensure that this additional funding will further assist us in managing the demand pressures and in meeting the target.

Final 2012-13 statistics released by the Department of Health shows that Croydon held a joint second best performance position out of all London Borough's and performance levels at year end considerably exceeded the London average of 2.7 per 100,000 population.

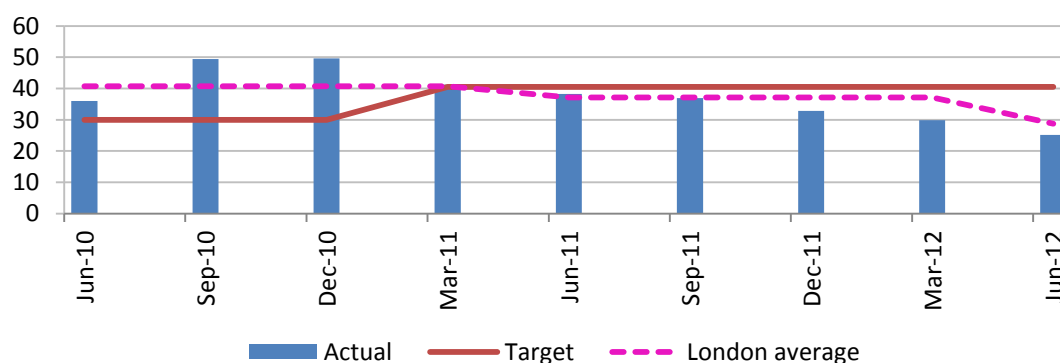
## Teenage pregnancies

What are we measuring?	Rate of conceptions per 1,000 young people aged under 18
Update frequency	Quarterly
Polarity	A <b>smaller</b> number is better
Data source	Public Health

### How are we doing?:

2011 Result	32.8 (per 1000 girls aged 15-17 years of age)
2012 Result so far	25.1 (per 1000 girls aged 15-17 years of age)
Last updated	June 2012 (data is published in arrears)
Status	<b>Better than target, Better than 12 months ago</b>
Benchmark	<b>Better than London average</b> 28.7 (Jun 2012)

### Graph: Rate of conceptions per 1,000 young people aged under 18



### Comment:

Croydon has seen its conception rate drop from a rate of 41.8 conceptions per 1000 15-17 year old women during 2010, to 32.8 per 1000 during 2011. This equates to just 234 conceptions during 2011, which shows a drop of 28 conceptions from 2010 figures. As a result Croydon has seen its under-18 conception rate drop by 44.5% from the 1998 baseline, and shown a staggering drop of 22% from 2010 rates.

More recent data shows our quarterly conception rate for Quarter 2 in 2012 was 25.1 per 1000 conceptions amongst 15-17 year old women. This equated to just 45 conceptions in this period and showed a reduction of 16% from the same point in 2011. A wide range of activities have been undertaken which have contributed to the reduction in teenage pregnancies for under 18 year olds in Croydon, and continue to do so. This has included improved and increased levels of sex and relationship education (SRE) in schools and colleges & the development of local resources and training to support teaching staff, and delivery of Teenage Pregnancy Prevention Programmes aimed at those young people known to be at greater risk of teenage pregnancy

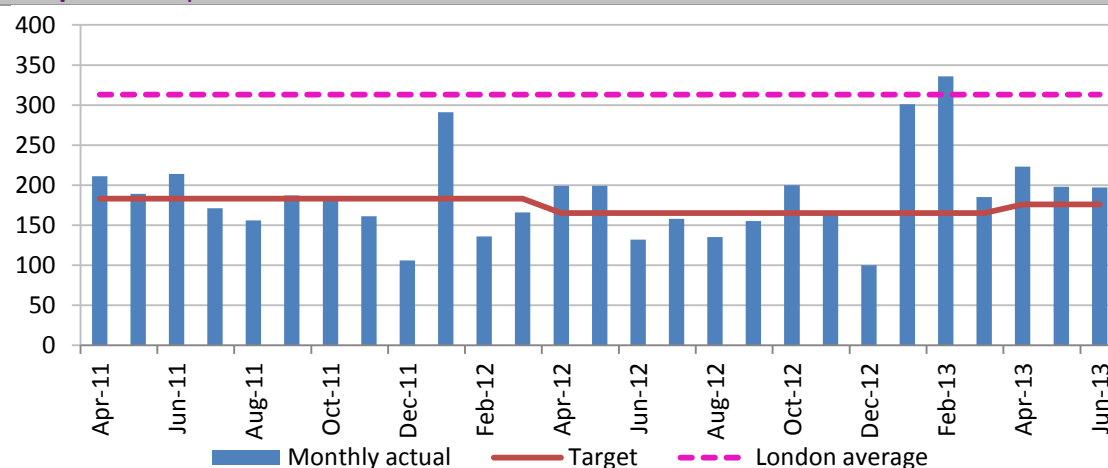
## Quitting smoking

What are we measuring?	The number of people registering with Croydon’s “stop smoking” service who are still not smoking four weeks later
Update frequency	Quarterly
Polarity	A <b>higher</b> number is better
Data source	Stop Smoking Service Website – Quitmaster 7

### How are we doing?:

2011/12 Result	2,174
2012/13 Result	2,263
2013/14 Result so far	618 (Q1 actual)
2013/14 Target so far	176 per month (528 Q1 Target)
Last updated	June 13 (reported 1 quarter in arrears)
Status	<b>Better than target</b>
Benchmark	<b>Worse than average</b> -London average for Quarter 1 13/14 is 313

### Graph: description



### Comment:

Performance is on target for current year. This year (2013-14) sees a varied tariff of payments incentivising support to groups of high need where there is marked inequality. Also, for 2013-14 providers are encouraged to deliver 12 week quits as well as the 4 week quits the services have delivered in previous years. This will greatly increase health benefit and help reduce relapse rates.

## Drug users in effective treatment

What are we measuring?	The number of problem drug users in effective treatment
Update frequency	Monthly
Polarity	A <b>higher</b> number is better
Data source	National Drug Treatment Monitoring System (NDTMS)

### How are we doing?:

2012/13 Target	709
2012/13 Result	667
2013/14 Result so far	666
2013/14 Target so far	715
Last updated	May 13 (reported in arrears)
Status	<b>Slightly worse than target, about the same as last year</b>
Benchmark	<b>Slightly worse than average</b> London average 668.8

### Graph: The number of problem drug users in effective treatment



### Comment:

There has been a small reduction in the number of problem drug users in effective treatment (meaning in treatment for 12 weeks or more after triage, or with a planned exit from treatment) for use of opiates and crack, which is what this indicator currently monitors performance for.

However, there has been an increase in the number of people in effective treatment for 'all drugs' receiving effective treatment. This means that when we look at the overall figures for the number of people in effective treatment for both opiates, crack and other drugs there has been an increase in the number of people receiving treatment for their drug issues.

One of the changes relevant to the context for this performance indicator is that there are fewer people in younger age ranges who are becoming opiate or crack users and this is likely to be contributing to the reduction in numbers in effective treatment. It is also worth noting that there has been a change in emphasis of the treatment system away from stabilisation and harm minimisation, towards recovery from addiction. The DAAT Board are reviewing the appropriateness of this indicator and will recommend measures that better reflect the current issues within the borough.

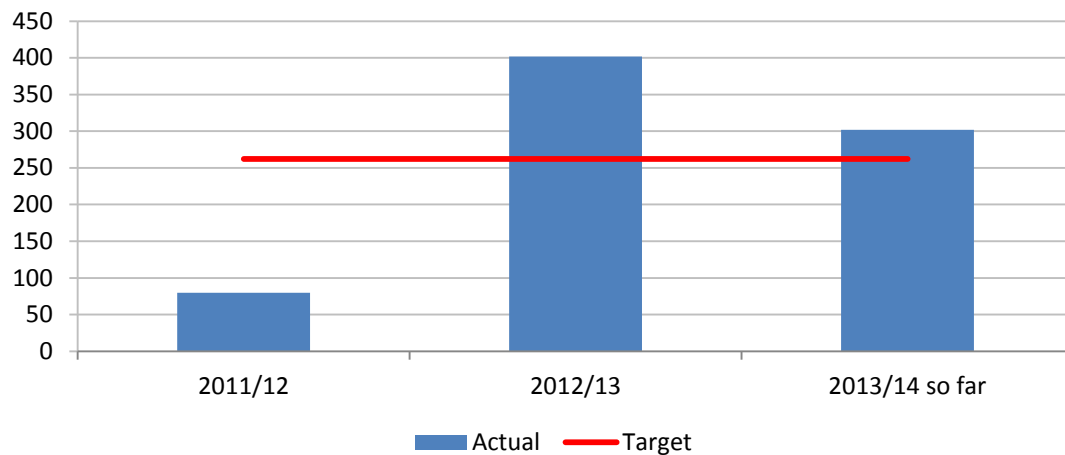
## Families receiving support from Croydon’s Family Resilience Service

What are we measuring?	Number of families referred to Croydon’s Family Resilience Service who met assessment criteria and are receiving support (“attachments”)
Update frequency	Quarterly
Polarity	A <b>bigger</b> number is better
Data source	Croydon’s Family Resilience Service

### How are we doing?:

2011/12 Result	80
2012/13 Result	402
2013/14 Result so far	302
2013/14 Target	260
Last updated	September 2013
Status	<b>Target met, Better than last year</b>
Benchmark	<b>No comparison available</b>

### Graph: No. of attachments to Croydon’s Family Support Service



### Comment:

The Family Resilience Service delivering the Troubled Families Payment by Results initiative is on target in terms of families attached to the programme and is making real headway with achieving outcomes for the families being worked with through the programme.

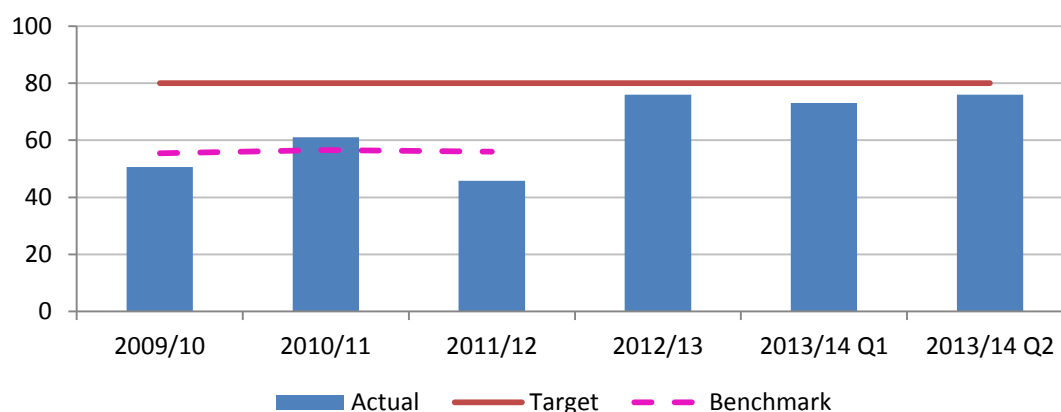
## Care leavers in Education, Employment or Training

What are we measuring?	The proportion of 16-18 year-olds who were formerly in care who are now in employment, education or training
Update frequency	Monthly
Polarity	A <b>bigger</b> number is better
Data source	Department for Education

### How are we doing?:

2011/12 Result	43%
2012/13 Result	58%
2013/14 Result so far	76%
2013/14 Target so far	80% (indicative)
Last updated	September 2013
Status	<b>Slightly below indicative target, Better than 12 months ago</b>
Benchmark	<b>Worse than London average</b> of 56% for London Boroughs in 2011/12

### Graph: % of 16-18 year-olds who were formerly in care who are now in employment, education or training



### Comment:

For the LAC Leaving Care service, part of Croydon Council's overall 'Children, Families and Learning' service, the statistical trend for the number of young people in education, employment or training (EET) has improved over the past two years. In May 2012, the overall percentage of care leavers who were EET was 65%, but by the end of October this figure had risen to around 75%.

Moving into the New Year, by May 2013 the number of care leavers who were EET was just over 72%. This figure rose to over 80% throughout the summer and has remained steadily above this percentage coming into the autumn.

Additionally, on Tuesday 5th November, a workshop was held for young people who were not engaged in employment, education or training (NEET) to plan a strategic approach for getting them into EET.

To capture the remaining 20% NEET, we have started liaising with Care2Work who will be running a diagnostic programme.

We are also working in partnership with JobCentre Plus in an attempt to address the NEET young people under our care.



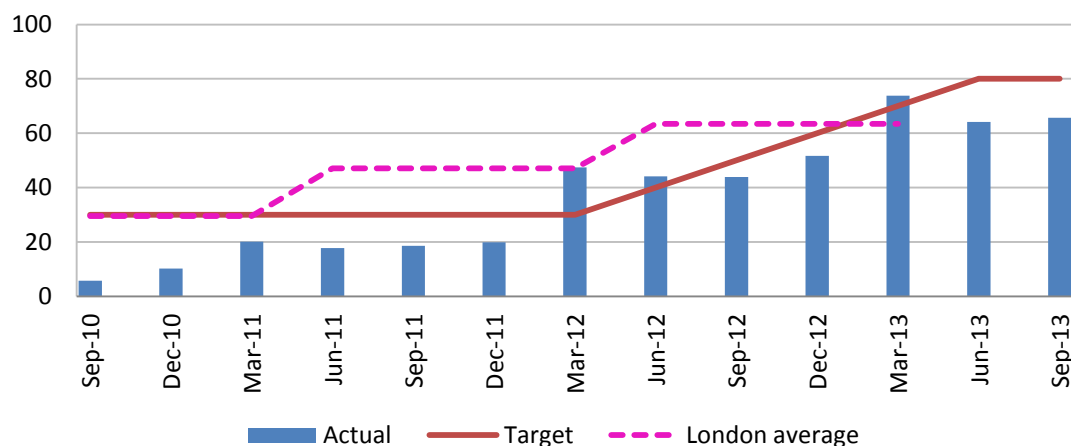
## Social care clients with self-directed support

What are we measuring?	Percentage of adults, older people and carers receiving social care through a Direct Payment (and/or an Individual Budget) in the year to 31st March.
Update frequency	Monthly
Polarity	A bigger number is better
Data source	SWIFT system maintained by Adult Social Care

### How are we doing?:

2011/12 Result	47.45%
2012/13 Result	73.77%
2013/14 Result so far	65.68%
2013/14 Target so far	80.00%
Last updated	September 2013
Status	<b>Worse than target, Better than last year</b>
Benchmark	<b>Better than average</b> 63.5% London average

### Graph: description



### Comment:

Latest data available (Quarter 2 / September 2013) shows performance levels are currently falling below the national target, however year on year comparison shows a marked improvement where performance levels for the same period in the previous year were reported at 43.90%. Across all services, all presenting clients with eligible needs, excluding those in crisis or receiving reablement services, are assessed utilising the single Resource Allocation System to determine the amount of personal budget they will receive to fund their social care services. It should be noted that there are some services where the migration of data to the new Social Care database AIS remains ongoing, therefore we anticipate improved performance levels being reached as that data comes online.

Final 2012-13 statistics released by the Department of Health shows that Croydon exceeded the London average of 63.5%.

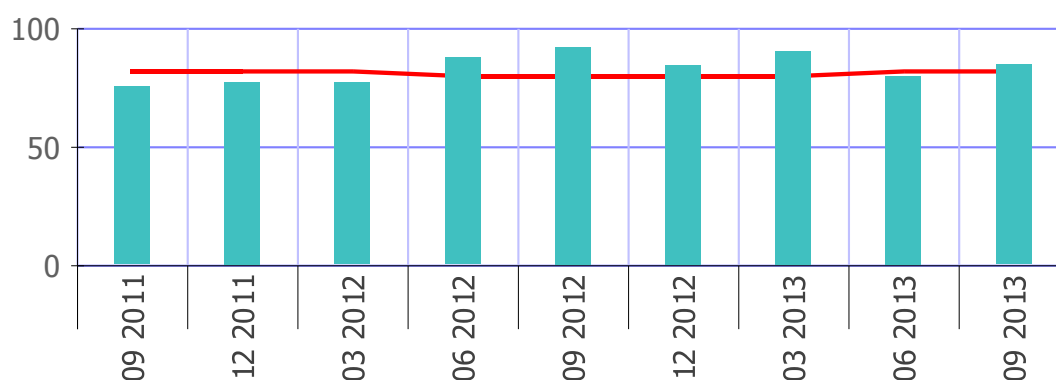
## Vulnerable people achieving independent living

What are we measuring?	The % of service users (i.e. people who are receiving a Supporting People Service) who have moved on from supported accommodation in a planned way
Update frequency	Quarterly
Polarity	A <b>bigger</b> number is better
Data source	Locally maintained system

### How are we doing?:

2010/11 Result	80.26%
2011/12 Result	79.5%
2012/13 Result	88.97%
2013/14 Target	82.00%
2013/14 Results so far	84.92%
Last updated	September 2013
Status	<b>Better than target, Worse than last year</b>
Benchmark	<b>No comparison available</b>

### Graph: Percentage of vulnerable people achieving independent living



### Comment:

Latest data currently available shows that the target has been exceeded for the quarter 2 reporting period. Consistent leadership in the implementation and review of an action plan over the last 5 years has been a significant factor together with success in leveraging in support from national agencies.

## Priority 2

# PROTECT THE PRIORITIES OF OUR RESIDENTS AND CUSTOMERS

This means being;

- A clean place
- A safe place
- A place where people can learn and fulfil their potential

To help measure and understand our progress, Your Croydon Counts gives a detailed report on the following areas;

- Recycling rate
- The number of fly tips reported
- Enforcement for incorrect disposal of rubbish
- No. of licensing compliance visits undertaken
- Ofsted ratings for Croydon schools
- GCSE results
- Children adopted from care
- Young people in education, employment or training

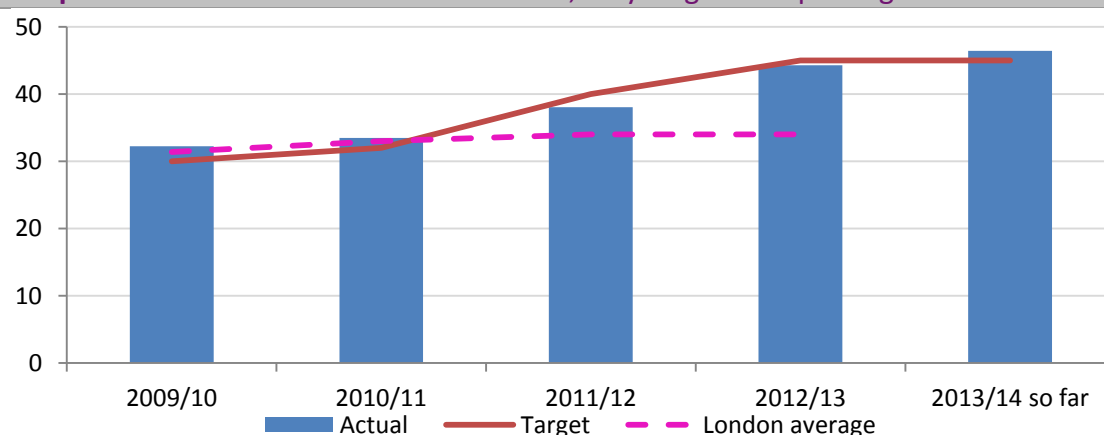
## Recycling rate

What are we measuring?	The percentage of household waste that is sent for reuse, recycling or composting
Update frequency	Quarterly
Polarity	A <b>bigger</b> number is better
Data source	Waste Data Flow, operated by DEFRA

### How are we doing?:

2011/12 Result	38.06%
2012/13 Result	44.30%
2013/14 Result so far	46.40% (provisional)
2012/13 Target	45%
Last updated	June 2013 (reported in arrears)
Status	<b>Better than target, Better than last year</b>
Benchmark	<b>Better than London average</b> of 34% for 2012/13 (based on 30 boroughs) (Source: London Councils)

### Graph: % of domestic refuse sent for reuse, recycling or composting



### Comment:

The percentage of household waste sent for recycling, reuse or composting has slightly increased to 46.4% in quarter one this year, compared to 46.00% in quarter one in 2012/13. The tonnage of household waste collected also shows a small increase of 165 tonnes. The volume of household waste not recycled, reused or composted has increased by 209 tonnes from 15,763 to 15,972 tonnes when comparing the data for quarter 1 for 2012/13 and 2013/14.

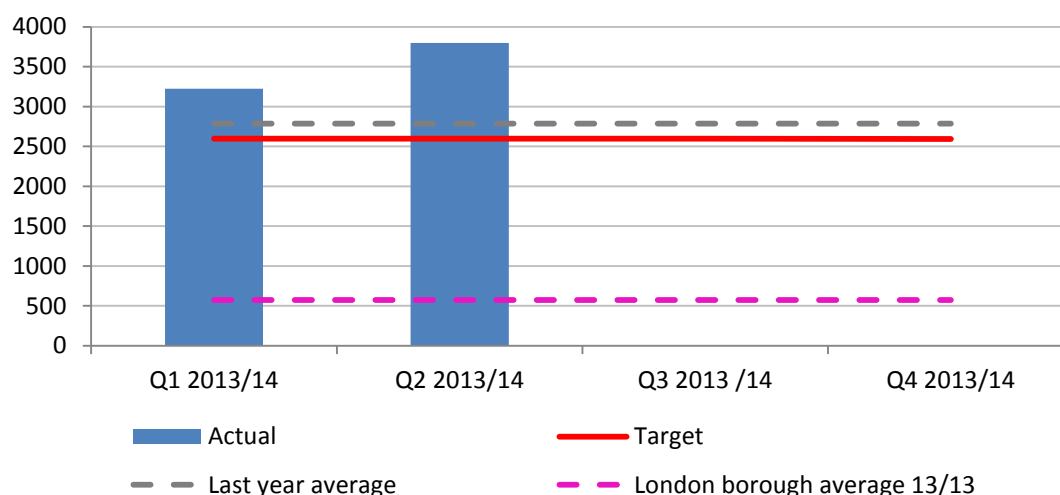
## The number of fly tips reported

What are we measuring?	The total number of fly tips reported
Update frequency	Quarterly
Polarity	A <b>smaller</b> number is better
Data source	Internal – Contender System

### How are we doing?:

2011/12 Result	Not collected
2012/13 Result	11,150
2013/14 Result so far	3,798 (7,022 year to date)
2013/14 Target	2,592 per quarter (10,370 in the year)
Last updated	September 2013
Status	<b>Higher than target, higher than last year</b>
Benchmark	<b>Higher than London Borough average</b> of 574 per quarter for 2012/13 (based on 33 boroughs) Source: DEFRA

### Graph: total number of fly-tips reported to the Council



### Comment:

The level of fly-tipping in Croydon remains high and shows a 26% increase on the previous year. From April to September 2013 there have been 7,022 reported incidents (an average of 1,170 per month) compared to a total of 11,150 the previous year (average of 929 per month). Approximately 75% of reported fly-tips are in the north of the Borough. This increase can partly be explained by changes in the reporting process which now ensures that all incidents are recorded. The figures therefore represent a more accurate reflection of the scale of fly-tipping in the Borough.

To tackle this problem a project team has been established and actions agreed to target hotspot areas including locations in West Croydon and South Norwood. A series of site visits is planned w/c 11th Nov, to agree further action. Meanwhile enforcement operations are underway and on-going in the North of the Borough. A large scale operation is also being

planned for the end of November, alongside deployment of additional CCTV cameras, with the involvement of the police and other partners.

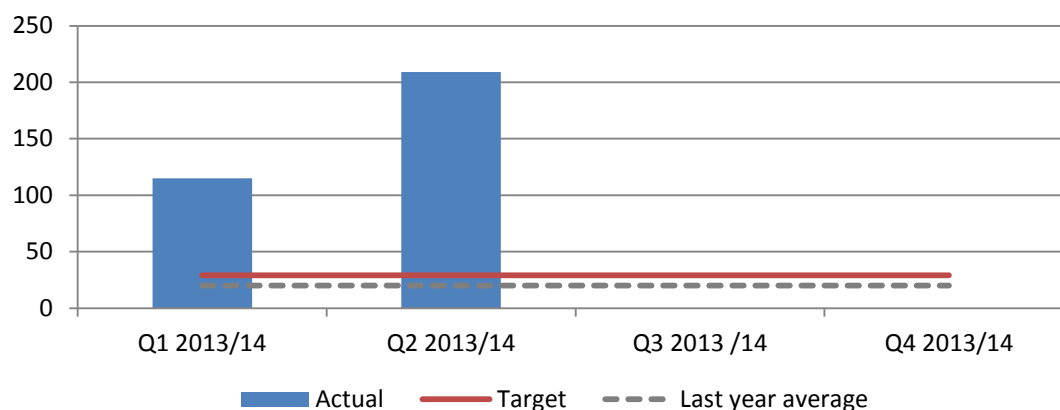
## Enforcement for incorrect disposal of rubbish

What are we measuring?	No. of fixed-penalty notices issued by the Council for incorrect disposal of rubbish
Update frequency	Quarterly
Polarity	A <b>higher</b> number is better
Data source	Internal

### How are we doing?

2011/12 Result	Not collected
2012/13 Result	78
2013/14 Result so far	209
2013/14 Target	117
Last updated	September 2013
Status	<b>Better than target, better than last year</b>
Benchmark	<b>No comparison available</b>

**Graph:** No. of fixed-penalty notices issued by the Council for incorrect disposal of rubbish



### Comment:

Area Enforcement Officers had to suspend the issuing fixed penalty notices (FPNs) during September whilst the Council changed its procedures on payments. This only affected Council-issued fixed penalty notices while the private sector team was not impacted in any way. This means there is no change in the number of FPNs issued which remains at 209 for Quarter 2. The payment issue has now been resolved and the service has now been able to resume the issuing of notices.

This figure is well above the original target. A new process and paperwork has been designed, to be in place by week commencing 21st October to enable the issue of FPNs to recommence.

In addition to those issued by the Council, the Private sector FPN team, which started in the Borough on the 12<sup>th</sup> August 2013, had issued 1,193 FPNs by the end of October.

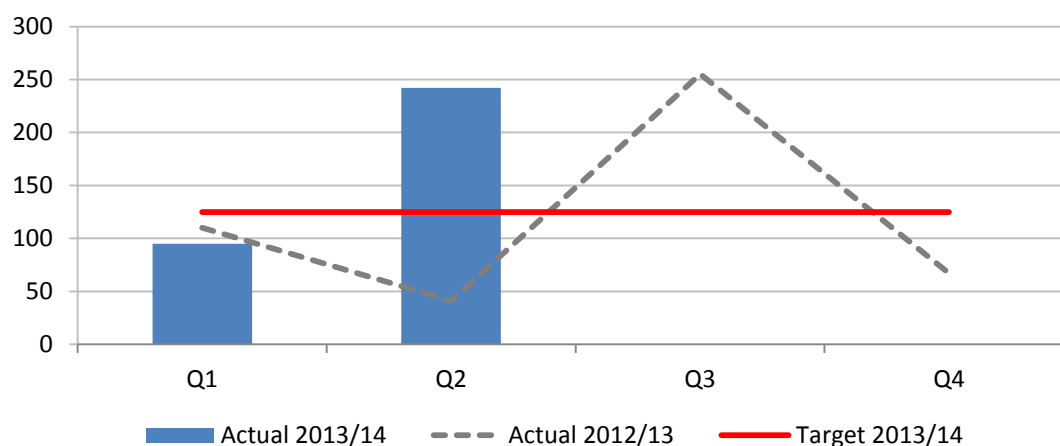
## No. of licensing compliance visits undertaken

What are we measuring?	The number of licencing compliance visits undertaken <b>for all licenced premises</b>
Update frequency	Quarterly
Polarity	A <b>bigger</b> number is better
Data source	Internal

### How are we doing?

2012/13 Result	473
2013/14 Result so far	337
2013/14 Target	500 (for the year)
Last updated	September 2013
Status	<b>Ahead of target, Better than last year</b>
Benchmark	<b>No comparison available</b>

### Graph: description



### Comment:

The number of licensing compliance visits remains above target for the year with 337 visits carried out to date which is over twice the number carried out in the same period last year. 83% of food premises are broadly compliant.



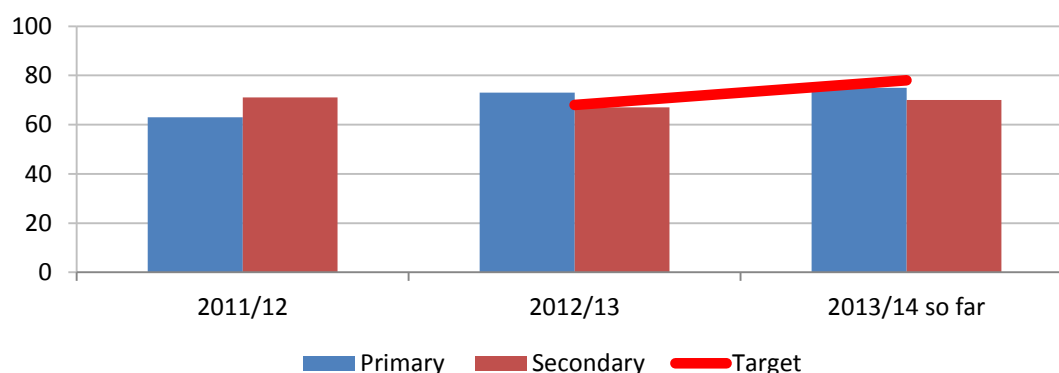
## Ofsted ratings for Croydon schools

What are we measuring?	The percentage of our primary and secondary schools given overall effectiveness rating by Ofsted of good or outstanding
Update frequency	Monthly
Polarity	A <b>bigger</b> number is better
Data source	Ofsted

### How are we doing?

2011/12 Result	63% Primary	71% Secondary
2012/13 Result	73% Primary	67% Secondary
2013/14 Result so far	75% Primary	70% Secondary
2013/14 Target	78% Primary	78% Secondary
Last updated	August 2013	
Status	<b>Primary: Slightly worse than target, Better than last year</b> <b>Secondary: Worse than target, Slightly worse than last year</b>	
Benchmark	<b>Worse than average</b> LA maintained London primary = 83% National primary = 78% LA maintained London secondary = 82% National secondary = 65%	

**Graph:** percentage of our primary and secondary schools given overall effectiveness rating by Ofsted of good or outstanding



### Comment:

**Primary:** As at the end of August 2013, 32 primary schools had been inspected since September 2012 under the new framework. 14 improved their grade from their previous inspection, 10 retained their existing grading and 8 dropped a grade. This is in the context of a more challenging Ofsted evaluation framework where inspectors focused on those schools previously judged as satisfactory. Overall the percentage of primary schools judged good or better has risen from 63% in July 2012 to 75% at the end of August 2013.

**Secondary:** As at the end of August 2013, 6 secondary schools had been inspected since September 2012 under the new framework. Two schools retained their previous grade and 4 schools dropped a grade.

Three of these schools were Academies. The revised and rigorous framework places more emphasis on individual pupil progress, the achievement of groups of pupils and the

destination of pupils in addition to pupils' academic outcomes at GSCE. The percentage of secondary schools judged good or better has remained constant, moving from 71% in July 2012 to 70% at the end of August 2013.

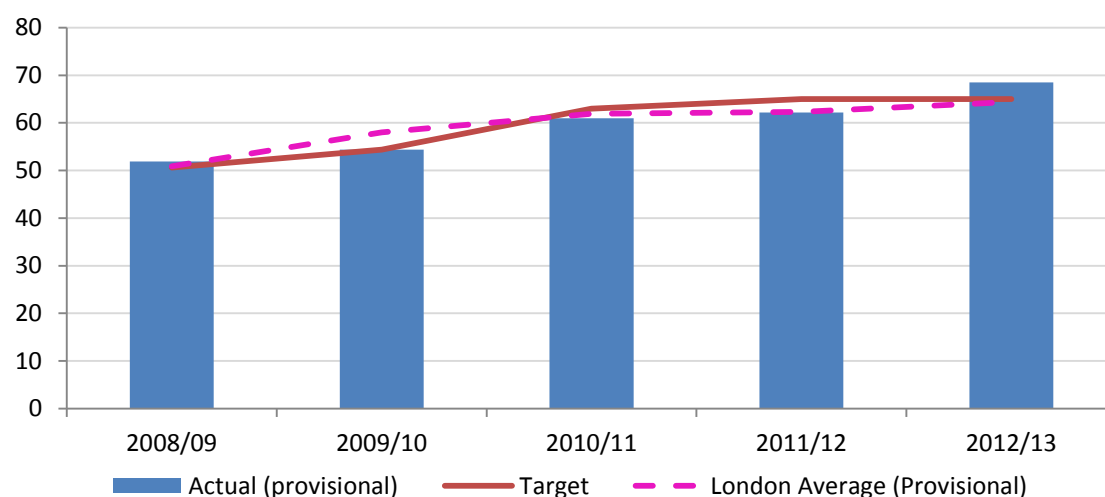
## GCSE results

What are we measuring?	The percentage of pupils achieving 5 or more A*-C GCSE's or equivalent including English and Maths at KS4
Update frequency	Annual
Polarity	A <b>bigger</b> number is better
Data source	Department for Education

### How are we doing?

Summer 2011 Result	61.0%
Summer 2012 Result	62.2%
Summer 2013 Result	68.5% (provisional figure)
Last updated	August 13
Status	<b>Better than target, Better than last year</b> (provisional)
Benchmark	<b>Better than average</b> 2012/13 London Average 64.4% based on 33 London Boroughs (Provisional)

### Graph: description



### Comment:

Provisional data indicates that pupils at Croydon schools have achieved over 68% for good GCSEs. This represents an increase of around six percentage points on last year, making it our best-ever set of results. Whilst the national figure is not yet known, given that nationally results are being reported as down it's clear that Croydon has drawn even further ahead of the national average. This is a real indicator that Croydon's schools are delivering the top-quality education the council has set as a priority.

Confirmed position will be published in December 2013.

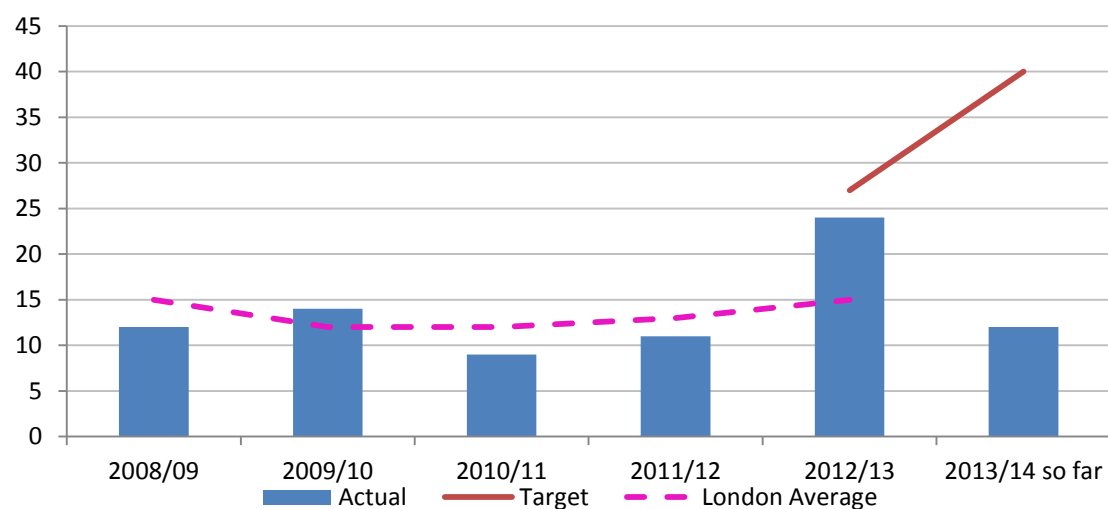
## Adoptions from care

What are we measuring?	The number of children adopted from care
Update frequency	Annual
Polarity	A <b>bigger</b> number is better
Data source	Adoption service records

### How are we doing?

2011/12 Result	11
2012/13 Result	24
2013/14 Result so far	12
2013/14 Target	40 by year end
Last updated	September 13
Status	<b>Worse than target, Slightly worse than last year</b>
Benchmark	<b>Better than average</b> 15 (2012/13) based on 33 London Boroughs

### Graph: the number of children adopted from care



### Comment:

As it stands we are on target for between 40/50 adoptions this year. All the indications are that we will do better than last year. Our aspiration remains that we will achieve the target and it is realistic given the number of adoptions to date and the number of children in adoption placements. So far we have had a total of 13 adoption orders. There are 68 children with an adoption plan, 21 of these children have already been matched and placed and we are currently on target to match and place a further 6 children before the end of the next quarter.

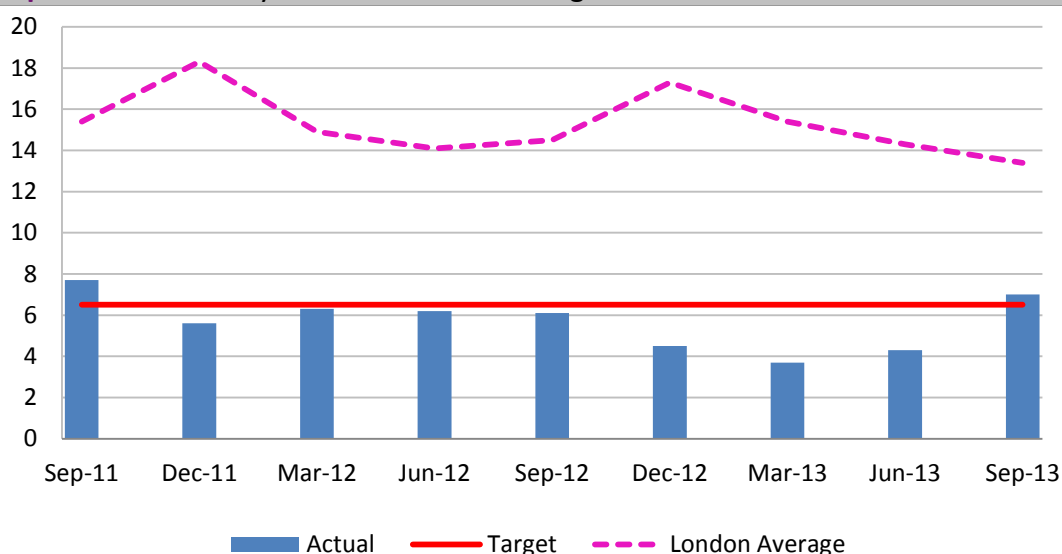
## Young people not in education, employment or training

What are we measuring?	The proportion of 16 to 18-yr olds within the borough who are not in education, employment or training (also referred to as NEETS)
Update frequency	Monthly
Polarity	A <b>smaller</b> number is better
Data source	Croydon's Client Caseload Information System

### How are we doing?

2011/12 Result	6.3%
2012/13 Result	3.7%
2013/14 Result so far	7.0%
2013/14 Target so far	6.5%
Last updated	September 2013
Status	<b>Slightly behind target</b>
Benchmark	<b>Better than London average</b> London average at Jun 2013 = 13.4% Source - DfE

### Graph: % of 16 to 18-yr olds within the borough who are NEET



### Comment:

The figures to date mean very little as there are September figures when the number of not knowns is very high and therefore the NEET figure is not robust. It should be noted that the performance figure should now include the number of participation figure for 16-18 year olds. The main challenge going forward is the reduction of number of young people with a not known status. Over the last year there has been a series of technical challenges related to the management information system and the data quality. There have been big steps to rectify these (mainly through the EMS Board), however, at this time, there are still issues.

There are also difficulties using data within the local authority (customer records, housing data etc) which could reduce the number of not knowns.

**Priority 3**

## **COMPETE AS A PLACE**

This means being;

- A place with a competitive local economy and labour market
- A place that meets physical and social infrastructure needs
- A place where town centres flourish

To help measure and understand our progress, Your Croydon Counts gives a detailed report on the following areas;

- Jobs created for local people
- New affordable homes
- Handling of major planning applications
- Regeneration in district centres
- Collection of housing rent

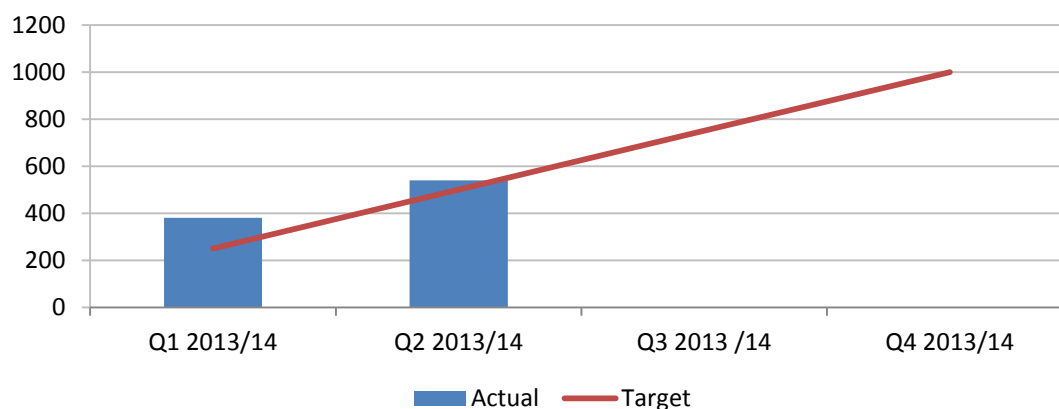
## Jobs created for local people

What are we measuring?	The number of jobs created for local people via the West Croydon Investment package and all other economic initiatives
Update frequency	Annual
Polarity	A <b>bigger</b> number is better
Data source	Economic development team

### How are we doing?

2011/12 Result	New measure
2012/13 Result	New measure
2013/14 Result so far	540
2013/14 Target	1,000 jobs
Last updated	September 2013
Status	<b>Better than target</b>
Benchmark	<b>No comparison available</b>

### Graph: No. jobs created for local people



### Comment:

The most significant development within the Pathways to Employment priority is the Waitrose dotcom fulfilment centre. This new warehousing facility at the Ullswater Crescent Industrial Estate in Coulsdon will create 500 jobs within a year and is only the second site operated by Waitrose in London. The Economic Development Team is working with Waitrose and JCP colleagues to ensure the jobs are retained locally. Over 90% of the jobs at the new Premier Inn in Lansdown Road have been filled by local people. Progress is reflected in the August JSA figures which highlight a further reduction in claimants of 16.6% on this time last year and a decrease of 32% within the 18-24 year old category in Croydon. The Work Programme provider A4E also reported in the second quarter that Croydon had the highest number of job starts (East London contract) among clients.



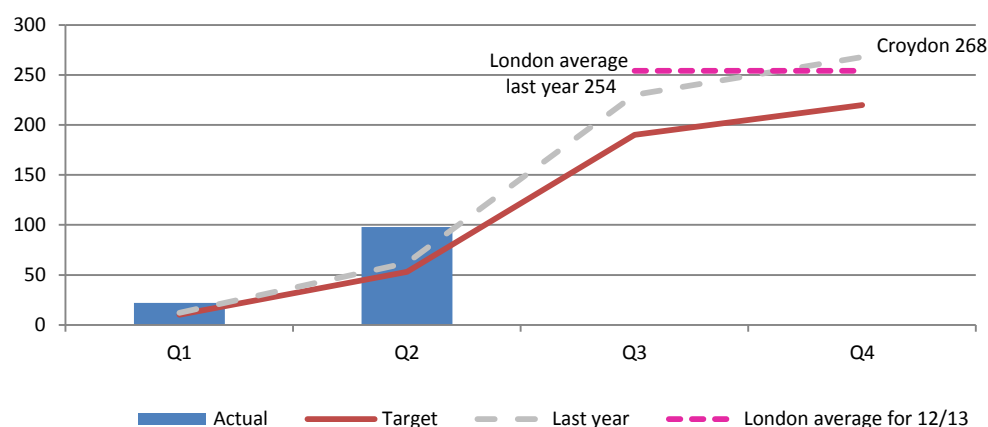
## New affordable homes

What are we measuring?	Number of affordable homes delivered (gross)
Update frequency	Quarterly
Polarity	A <b>bigger</b> number is better
Data source	Housing and Regeneration Statistical Return

### How are we doing?

2011/12 Result	575
2012/13 Result	268
2013/14 Result so far	98
2013/14 Target so far	53 (220 by year-end)
Last updated	September 2013
Status	<b>Better than target, Better than last year</b>
Benchmark	<b>Better than London average</b> of 254 for 2012/13 based on 32 London Boroughs making a returns (Croydon 268)

### Graph: Number of affordable homes delivered (gross)



### Comment:

We are on track to exceed our target of 220 completions, with the bulk of delivery due in the last quarter of this year. This quarter 76 new affordable homes were delivered, taking the total for the year to 98. These included homes at Marlpit Lane (55), Stretton Road (12) and Sanderstead Road (8).

We anticipate that these 220 homes this year will be above the London average, as completion figures across London are forecast to be low this year due to HCA delays in getting the 2011/15 programme underway in the first year. This has meant that starts on site only commenced in significant numbers during last year and the current year. Given an average 18-24 month build period, the majority of these schemes will not be completed until next year, the final year of the programme.

The work that has been undertaken in the past 2 years will therefore provide a high level of completions over the next 2 years. Croydon's start on site figures last year (427) were

higher than the London borough average (315) with a further forecast rise to 609 housing starts this year. These figures demonstrate that Croydon is performing well above the average and that this will translate into much higher completion figures next year. This will include new homes being delivered on sites that had been stalled, such as at Bedford House (99), Thornton/Willett Road (50), Scarbrook Road (39), and Quest House (73). The Scarbrook Road scheme was featured in Inside Housing as 'development of the week'.

To achieve above average delivery was a significant achievement given that evidence provided by GVA Grimley, BNP Paribas, and other consultants clearly showed that below average sales and rent values in Croydon would make it extremely challenging to provide affordable housing through the new affordable housing model introduced in 2011. Despite this, intensive flexible, practical and innovative work with Registered Providers over the first two years of the programme is now delivering a higher than projected affordable housing programme in Croydon.

Underpinning this strong positive record on completions is a strong pipeline of housing starts. In 2012/13 the average number of homes started in all London boroughs was 315, whereas Croydon started construction of 435 homes, significantly higher than the London average. In fact Croydon achieved the 8<sup>th</sup> highest number of homes starting on site in 2012/13 of all London boroughs. In 2013/14 construction has already started on 427 affordable homes and Croydon is on track to exceed our initial forecasts of 609 starts on site this year.

New enabling types of support have been identified and delivered to encourage RPs to commence affordable housing construction in Croydon, despite the impact of the new affordable housing model and 80% reduction in government funding, which initially resulted in a lack of viable affordable housing schemes in Croydon. The increasing number of construction starts demonstrates that our approach is working and will deliver higher than average levels of housing completions over the next couple of years.

This all demonstrates that our approach is working and that Registered Providers and the GLA are prepared to invest substantially in Croydon. So far this year, we have leveraged a total of £94.54m of affordable housing investment from Registered Providers and the GLA into the borough, and are on track to exceed our £100m target.

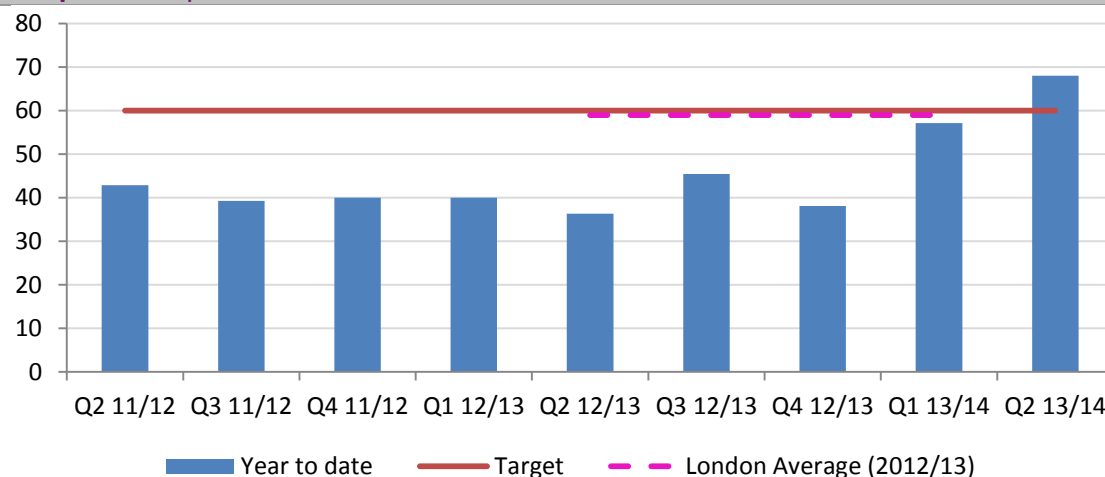
## Handling of major planning applications

What are we measuring?	The percentage of major planning applications determined within the 13-week target time
Update frequency	Quarterly
Polarity	A <b>bigger</b> number is better
Data source	Croydon Planning service

### How are we doing?

2011/12 Result	41%
2012/13 Result	30%
2013/14 Result so far	68%
2013/14 Target so far	60%
Last updated	June 2013
Status	<b>On target, Better than last year</b>
Benchmark	<b>Worse than average</b> Sep12 – Jun 13 London average = 59%

### Graph: description



### Comment:

There has been a marked rise in performance from 55% to 72.2% for the July to September quarter and to 68% for the year to date, both figures well above the Government's target of 60% decisions within 13 weeks.

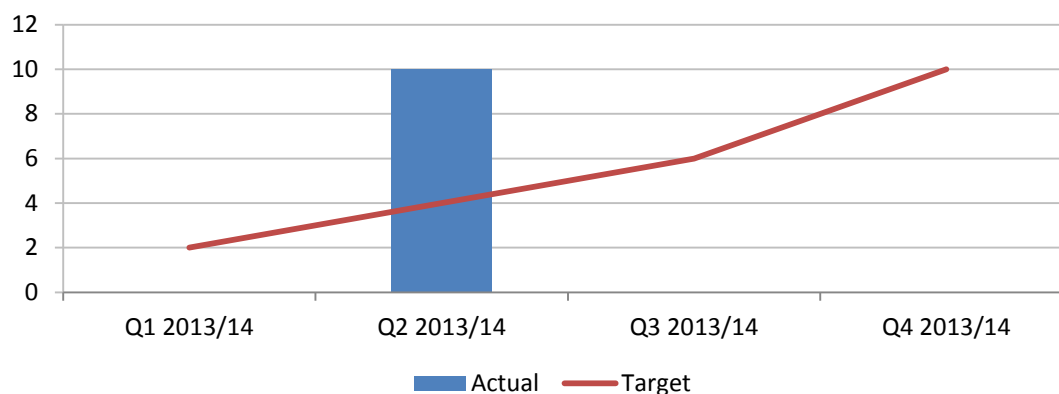
## Regeneration in district centres

What are we measuring?	Number of regeneration schemes enabled in District Centres
Update frequency	Quarterly
Polarity	The <b>targeted</b> number is better (neither too many nor too few)
Data source	Regeneration team

### How are we doing?

2012/13 Result	New measure
2013/14 Result so far	10 schemes are currently being progressed
2013/14 Target so far	10 by year-end
Last updated	New measure
Status	<b>Better than target</b>
Benchmark	<b>No comparison available</b>

### Graph: description



### Comment:

Enabling of regeneration schemes in both OAPF and District Centres is progressing well.

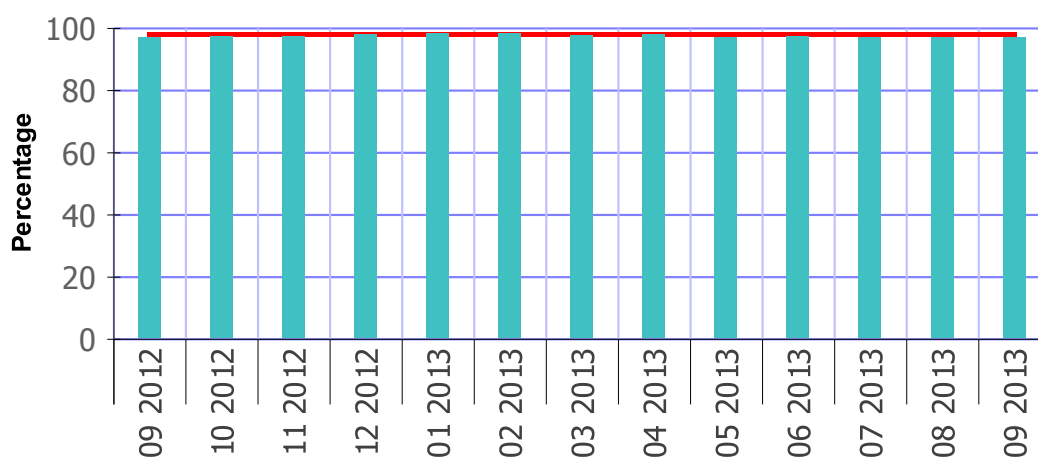
## Collection of housing rent

What are we measuring?	The percentage of housing rent collected
Update frequency	Quarterly
Polarity	A <b>bigger</b> number is better
Data source	OHMS – maintained by ASHH

### How are we doing?

2011/12 Result	98.20%
2012/13 Result	97.58%
2013/14 Result so far	97.33%
2013/14 Target so far	98.20%
Last updated	September 13
Status	<b>Slightly under target, Better than 12 months ago</b>
Benchmark	<b>No comparison available</b>

### Graph: percentage of housing rent collected



### Comment:

The latest collection rate (September 2013) is 97.3%, which shows performance levels marginally below target but exceeding the same period in the previous year (September 2012: 97.02%).

Over the course of the next three months we would anticipate improved collection rates being achieved however, given the welfare reform changes we will be closely monitoring this indicator.