

REPORT TO:	CABINET 22nd June 2015
AGENDA ITEM:	9
SUBJECT:	Ambitious for Croydon 2014/15 performance
LEAD OFFICER:	Nathan Elvery – Chief Executive
CABINET MEMBER:	<p>Councillor Tony Newman – Leader of the Council Councillor Simon Hall, Finance & Treasury Councillor Toni Letts, Economic Development Councillor Alisa Flemming, Children, Families & Learning Councillor Alison Butler, Homes & Regeneration Councillor Louisa Woodley, People & Communities Councillor Mark Watson, Safety & Justice Councillor Stuart Collins, Clean Green Croydon Councillor Kathy Bee, Transport & Environment Councillor Timothy Godfrey, Culture, Leisure & Sport</p>
WARDS:	
CORPORATE PRIORITY/POLICY CONTEXT:	
<p>This report details the performance of the Ambitious for Croydon measures based on the framework approved by Cabinet on the 19th January 2015.</p>	
AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS:	
<p>The Ambitious for Croydon framework sets the strategic direction and priorities for the Council based on the priorities of our local residents. In addition it provides a borough wide view of the performance in areas which are delivered by other public sector organisations and statutory partners.</p> <p>The borough wide view provides an open and transparent foundation for our residents to hold the Council and other partners accountable for the delivery of key outcomes.</p>	
FINANCIAL IMPACT There is no financial impact arising directly from this report	
KEY DECISION REFERENCE NO: This is not a key decision	

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet is recommended to:

- 1.1 Note the performance at year end 2014/15 for those measures where data is available.
- 1.2 Note those areas which are underperforming and the identified actions proposed to address these areas of performance.

2. EXECUTIVE SUMMARY

- 2.1 The purpose of this report is to detail the performance of the Ambitious for Croydon measures for 2014/15. These measures flow from the commitments set out in the Administration's 'Ambitious for Croydon' election manifesto and were agreed at Cabinet in January 2015.
- 2.2 This performance report will enable the Council and our residents to track progress and success in a way that promotes openness, transparency and accountability.
- 2.3 These key outcomes detailed on page three, will shape the revised Corporate Plan 2015-18 and the three supporting strategies, Growth, Independence and Liveability and are being incorporated in the development of these strategies accordingly.
- 2.4 Appendix 1 details the year end performance, and how the council is performing against London and England for those measures where data was collected and available for 2014/15. The Council also adopted in January a number of additional measures that will be in place from 1st April 2015 which are also detailed within the appendix and form our 2015/16 performance framework.

3. DETAIL

- 3.1 The outcomes that the Council are seeking for the borough and its residents are summarised in the table below. These are firmly rooted in our "Ambitious for Croydon" commitments. In order to ensure these key outcomes are achieved for our residents and to shape the direction and structure of the Council, three principle strategic priorities have been adopted, creating growth in our economy; helping our residents to be as independent as possible; and creating a welcoming, pleasant place in which local people want to live. These are supported by outcomes in relation support services-the enabling core

The Council's new corporate plan is currently scheduled for presentation at Cabinet in July 2015. The outcomes will be the foundation of the new Corporate Plan which will also include the targets for the performance indicators 2015/16.

GROWTH	INDEPENDENCE	LIVEABILITY	Enabling Core
To create a place where people and businesses want to be	To help families be resilient and able to maximise their life chances and independence	To create a place that communities are proud of and want to look after as their neighbourhood	To be innovative and enterprising in using available resources to change lives for the better
To enable more local people to access a wider range of jobs	To help people from all communities live longer, healthier lives through positive lifestyle choices	To make parks and open spaces a cultural resource	To drive fairness for all communities, people and places
To grow a thriving and lively cultural offer which engages communities and supports regeneration	To protect children and vulnerable adults from harm and exploitation	To create a place where people feel safe and are safe	To be digital by design in meeting the needs of local people
To enable people of all ages to reach their potential through access to quality schools and learning	To help families and individuals be more financially resilient and live affordable lives	To build a place that is easy and safe for all to get to and move around in	To be open and transparent and put communities at the heart of decision-making
To provide a decent, safe and affordable home for every local resident who needs one	To prevent domestic and sexual violence where possible, support victims and hold perpetrators to account	To improve wellbeing across all communities through sport and physical activity	To have the right people with the right skills in the right jobs

3.2 Measuring our success

The performance for 2014/15 is attached in Appendix 1 of this report. The next performance report, detailing the progress of quarter one 2015/16 for those measures reported and for the additional measures will be presented to Cabinet in September 2015.

4. CONSULTATION

4.1 No consultation is required.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

5.1 There are no financial considerations arising directly from this report.

(Approved by: Dianne Ellender, Head of Finance and Deputy S151 Officer)

6. COMMENTS OF THE BOROUGH SOLICITOR AND MONITORING OFFICER

- 6.1 The Council solicitor comments that there are no direct legal implications arising from this report.

(Approved by: Gabriel MacGregor, Head of Corporate Law on behalf of the Council Solicitor and Monitoring Officer).

7. HUMAN RESOURCES IMPACT

- 7.1 Each project within the AfC portfolio is, and continues to have, its HR considerations individually advised and appraised. There are no other immediate HR considerations that arise from the outcome of this report.

(Approved by: Michael Pichamuthu, HRBP on behalf of Heather Daley, Director of Human Resources)

8. EQUALITIES IMPACT

- 8.1 One of the key Ambitious for Croydon outcomes is to “drive fairness for all local people, communities and places”. To support this, the proposed performance framework has been designed to measure the disparities in outcomes and opportunities across the borough. The performance framework has been designed to measure the disparities in outcomes and opportunities across the borough.

9. ENVIRONMENTAL IMPACT

- 9.1 There is no environmental impact arising directly from this report, however the Ambitious for Croydon outcomes reflect the Council’s aspirations to create a place that communities are proud of, and in which people and businesses want to be.

10. CRIME AND DISORDER REDUCTION IMPACT

- 10.1 There is no specific crime and disorder impact arising from this report; however the administration makes a commitment to ensure that local people are safe, and feel safe.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 11.1 Not applicable

12. OPTIONS CONSIDERED AND REJECTED

- 12.1 Not applicable

CONTACT OFFICER: Sarah Ireland, Director of Strategy, Communities and

Commissioning.

BACKGROUND DOCUMENTS: none