

**BUSINESS SUPPORT  
OVERVIEW AND SCRUTINY COMMITTEE  
12 MAY 2008**

**FINALISING THE NEGOTIATION OF MEDWAY'S SECOND  
LOCAL AREA AGREEMENT 2008-11**

Report from: Neil Davies, Chief Executive

Author: Stephanie Goad, Assistant Director Communications,  
Performance and Partnerships

**Summary**

This report requests the Business Support Overview and Scrutiny Committee to consider and comment on the performance targets to be included in Medway's local area agreement for recommendation to full Council. For targets where the process of negotiation with the government office is still ongoing, Cabinet will be asked to delegate authority to conclude that to the Chief Executive in consultation with the Leader.

**1. Budget and Policy Framework**

- 1.1 The priorities for the local area agreement (LAA) flow from and are consistent with Medway's community plan, adopted as part of the policy framework in November 2006.
- 1.2 Government guidance makes agreement of the LAA a local choice function giving the council the flexibility to assign responsibility for its agreement to either the Cabinet or to council. At the council meeting of 17 April 2008 the responsibility was reserved to Council. A special meeting to agree the LAA will be held on 28 May 2008.

**2. Background**

- 2.1 The council in partnership with the Local Strategic Partnership is required to negotiate a new local area agreement with government by 30 May 2008. The LAA is the key document setting the improvement priorities for Medway to be delivered by the Council and its partners. It must include the list of priorities, and a selection of up to 35

performance indicators to measure achievement of the priorities. The 35 must be drawn from a list of 198 national indicators set by government. Against each of the 35 indicators we must set annual performance targets for the 3 years of the LAA. In addition to the 35 there are 16 statutory targets relating to early years and educational achievement. These are subject to separate target setting procedures but where data is available this is included in appendix 3 to this report.

- 2.2 The government has imposed a very tight timescale for agreeing the LAA, with a series of milestones leading to the submission deadline of 30 May. Despite only receiving formal sign off from the Secretary of State in June, the LAA will be 'backdated' with an official start date of 1 April 2008. It will run for the three financial years to 31 March 2011. It will be subject to annual review.
- 2.3 The list of LAA priorities at appendix 1 flows from the community plan agreed by the Council in November 2006. It is important to note that the LAA priorities are for the Council and its partners, not just for the Council alone. The priorities as they affect the Council are consistent with its own priorities in the performance plan.
- 2.4 The LSP Board considered and supported the list of priorities for the LAA at its meeting in January 2008. Business Support Overview and Scrutiny Committee received an update report on 7 February 2008. Cabinet endorsed the priorities at its meeting on 11 March 2008.
- 2.5 Once the priorities were agreed, officers within the Council and partner agencies worked to develop a list of potential indicators to measure achievement of LAA priorities. Up to 35 indicators had to be chosen from the list of 198 national indicators. This was quite a complex exercise as the list of indicators is new and many have not been gathered before. Officers were mindful that to be meaningful the LAA must include measures where it is important that the council make improvement. However, the targets must be realistic within the resources available to the Council and its partners, and must focus on areas where the council is in a position to directly influence the outcome.
- 2.6 The list of 35 indicators was submitted to the Government Office for the South East (GOSE) on 31 March 2008, following consideration by Cabinet on 11 March and the LSP Board on 18 March. A briefing for all members was held on 3 April. The list of indicators can be found at appendix 1.
- 2.7 The local public service agreement (LPSA) has one year to run and comes to an end on 31 March 2009. These targets are shown at appendix 2. The current LPSA targets will sit alongside the LAA for the remaining year of the LPSA agreement –in addition to the 35 LAA targets.

### 3. Target Setting

#### 3.1 Summary of overall progress

3.1.2 Officers within the council and across partner organisations have been negotiating potential performance targets with GOSE. This has been a time-consuming process with GOSE advisers needing to satisfy themselves and central government departments. In some instances this has meant that where the council had hoped to have secured informal agreement, it is now being asked to revisit target levels.

3.1.2 Appendix 3 shows annual targets for each of the indicators. Where these are shown in bold informal agreement has been reached between Medway and GOSE. Where the figures are not in bold they represent Medway's current negotiating position. In some instances officers are waiting for GOSE feedback on the targets, in others officers are finalising figures with partner organisations before submission to GOSE. In a small number of cases data is still not yet available.

3.1.3 Although all of the LAA indicators come from the new national indicator set, guidance is not yet available for all indicators from government. In a number of instances this means the council is not required to set targets for the first year of the LAA, in others a proxy measure is being used. This is shown in appendix 3.

3.1.4 Detailed action plans will be developed for each target. Agencies have been careful to propose targets in the context of resources available, whilst recognising that effective partnership working itself will help to boost performance. This report summarises progress to date on action planning.

#### 3.2 Progress by theme

### Children, young people and families

3.2.1 Negotiation has progressed well for this theme, with most targets near to agreement.

Indicator NI 51 effectiveness of child and adolescent mental health service (CAMHS)	
Progress on negotiation	Progress on action planning
This indicator relies on self assessment of the CAMHS service. It is a new indicator but draws in part from data collected previously by the PCT. 3 year targets have been proposed by the PCT which they and the council think are achievable. Officers await GOSE feedback.	CAMHS is a priority for the children and young people's strategic partnership. A fundamental review is ongoing which will lead the development of the service. A partnership forum will be put in place to lead joint commissioning.

Indicator NI 59 initial assessments for children's social care carried out within 7 days	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
This is an existing indicator for which the council has a sound baseline. Medway has made improvement in the last year, from a comparatively poor performance against statistical neighbours. 3 year targets have been proposed by the council which officers believe are achievable – aiming to exceed the average performance of statistical neighbours. GOSE feedback is awaited.	Clear eligibility criteria in place and widely communicated. Multi agency consistency meetings being held – this will act as steering group to monitor and improve practice and ensure all agencies are visiting and carrying out assessments to required timescales. Medway Safeguarding Board will oversee and challenge progress.
Indicator NI 60 – core assessments for children's social care carried out within 35 working days of commencement	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
This is an existing indicator for which the council have a sound baseline. Medway has made improvement in the last year, from a comparatively poor performance against our statistical neighbours. 3 year targets have been proposed by the council which officers believe are achievable – aiming to achieve performance at top banding level. GOSE feedback is awaited.	As for indicator 59 above. Deep dive qualitative assessment carried out in December 2007 leading to development of multi agency action plan.
Indicator NI 65 – children becoming subject to a child protection plan for a second or subsequent time	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
Medway performs relatively well on this indicator but sought to include it in the LAA as an important companion indicator to PIs 59 and 60 above. Achieving on this trio of indicators is an important measure of Medway's continued journey of improvement for children's care following the 2006 joint area review. The target is designed to achieve top band performance. 3 year targets have been submitted to GOSE and feedback is awaited.	Child protection plans monitored through child protection conferences. Through the Safeguarding Board officers will continue to reinforce multi agency commitment to child protection plans.

Indicator NI 112 – under 18 conception rate	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
Medway's teen conception rate is significantly higher than the regional average. Medway Council is not on target to achieve a 50% reduction from 1998 levels – performance has remained static. 3 year targets have been proposed by the PCT which are consistent with targets already agreed with the Strategic Health Authority. These require a significant improvement which is unlikely to be met during the life of the LAA. GOSE feedback is awaited.	A deep dive qualitative assessment was carried out in December 2007 leading to the development of a multi agency action plan. The council will work with young men and women, particularly those young people most at risk.
Indicator NI 113 – prevalence of Chlamydia in under 20s	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
In the first year of the LAA this indicator will measure screening take-up rather than the prevalence of Chlamydia. A target has been proposed by the PCT consistent with its vital signs target agreed with the SHA. Feedback from GOSE is awaited.	A multi agency action plan is in place focussing on awareness raising and increasing the provision of screening.
Indicator NI 117 – 16-18 year olds not in education, employment or training	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
This is currently a PSA target which Medway is on target to achieve. Medway's performance has improved significantly since the PSA began. Medway is seeking to withdraw the indicator from the LAA in its first year, leaving the possibility of reinstating it, or another employment related target for young people in year 2 if performance dictates this. GOSE feedback is awaited.	PSA action plan currently being delivered focussing on maintaining post 16 on line application process, further developing the 14-19 offer including diplomas, tracking pupils and their destinations from year 11 so pupils at risk of not moving into education, employment or training are identified for support.

## Health, well being and older people

3.2.2 Negotiation has progressed well with this theme with most targets near to agreement. Many of the health targets are also within the new indicator set for the PCT – vital signs – so it has been important to get consistency.

Indicator NI 8 – adult participation in sport	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
Performance is calculated from a Sport England survey. Medway is currently in the lowest quartile for adult participation in 30 minutes plus moderate exercise per week. The proposed target of 2% increase per annum has been put forward by GOSE. The council is currently consulting partners on the achievability of this level of stretch but is likely to suggest 1% in year 1 followed by 2% per annum in years 2 and 3 to fit with timing of the Black Lion redevelopment.	This is consistent with Medway's plans for the Black Lion redevelopment and increasing participation in sport as part of the 2012 Olympics plans. Sports development, leisure and public health staff are currently developing further programmes of activity.
Indicator NI 56 – obesity among primary school children in year 6	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
The percentage of Medway 11 year olds who are obese exceeds national averages. The PCT has proposed challenging 3 year targets consistent with its vital signs target. The targets are within a range given by GOSE as acceptable but officers await formal feedback.	Action plan in place to build on work developed for PSA2. This will focus on working with children and their families, encouraging an active lifestyle as well as healthy eating.
Indicator NI 39 rate of hospital admissions for alcohol related harm	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
Medway has seen an increasing trend of alcohol related hospital admissions and a higher than average level of alcohol related deaths. The PCT has proposed 3 year targets consistent with its vital signs targets. GOSE feedback is awaited.	A multi agency alcohol strategy has been developed and the findings of the recent fundamental review of drugs and alcohol services will result in further improvements including the establishment of a Medway Drug and Alcohol Board chaired by the chief executive of the PCT.

Indicator NI 40 drug users in effective treatment	
Progress on negotiation	Progress on action planning
Drug abuse continues to be a key driver of crime. Retention in drug treatment in Medway is below the national average. The PCT has proposed 3 year targets consistent with its vital signs targets. GOSE feedback is awaited.	The findings of the recent fundamental review of drugs and alcohol services will result in improvements including the establishment of a Medway Drug and Alcohol Board chaired by the chief executive of the PCT.
Indicator NI 121 – mortality rates from all circulatory diseases at ages under 75	
Progress on negotiation	Progress on action planning
Heart disease and stroke are the biggest causes of preventable death in England. The PCT has proposed challenging 3 year targets consistent with its vital signs targets. GOSE feedback is awaited.	This is a key area of work where the council and PCT can work together through the public health team but more widely too. The Cardiac Local Implementation Team actively monitors progress and is working to help GPs to identify those at greatest risk. Preventative work is a key priority for the public health team. Progress on smoking and obesity targets will have a positive effect here.
Indicator NI 123 – 16+ smoking prevalence	
Progress on negotiation	Progress on action planning
Data collection and target setting ongoing	
Indicator NI 124 – people with long term conditions supported to be independent and in control of their condition	
Progress on negotiation	Progress on action planning
The HealthCare Commission will carry out a survey in July 2008 which will give the baseline of user feeling on the degree to which they are properly supported to maintain their independence. Targets will then be set for years 2 and 3.	Action planning will take place once the baseline is known.

Indicator NI 141 – number of vulnerable people achieving independent living	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
This data is drawn from the supporting people programme measuring the effectiveness of the service in supporting people to move on from temporary accommodation. Targets have been proposed and GOSE feedback is awaited.	Performance will be assessed on a quarterly basis by the multi agency Core Strategy Development Group so targeted work can then take place with individual supporting people providers.

### Safer and stronger

3.2.3 Negotiation had proceeded well, but recently targets where officers believed they had secured outline agreement are being reconsidered by GOSE.

Indicator NI 1 % of people who believe people from different backgrounds get on well together	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
This data will be taken from the Place Survey, the first one to be carried out later this year. A proxy baseline is being taken from the BVPI survey from 2006/7 and a year 1 target set against that which will be tracked quarterly through KCVS. Targets for years 2 and 3 will be set after the results of the Place Survey are known. GOSE agreement secured.	The two year Place Survey will not give sufficiently frequent feedback so officers will continue to track progress using KCVS data, community futures work for the development of neighbourhood action plans and the council's other consultation mechanisms. A multi agency and sector Equalities and Cohesion Group has been established as a sub group of the Safer and Stronger Partnership of the LSP. That group will oversee the development and delivery of an action plan.
Indicator NI 4 - % of people who feel they can influence decisions locally	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
This data will be taken from the Place Survey, the first one to be carried out later this year. Baselines will be established and targets set for years 2 and 3 during 08/9.	A multi agency action plan is currently being developed

Indicator NI 15 – serious violent crime rate	
Progress on negotiation	Progress on action planning
This indicator measures various types of violent crime from murder to dangerous driving. The Home Office has made changes to the classifications of violent crime so the baseline for this target will be agreed and targets set for years 2 and 3 during 08/9. In the meantime the Police are negotiating a target based on 07/08 data with GOSE. Negotiation is ongoing.	Multi agency serious violent crime plan in development.
Indicator NI 16 – serious acquisitive crime rate	
Progress on negotiation	Progress on action planning
This indicator includes measurement of a range of crimes including burglary and theft of a vehicle. Agreement has been reached with GOSE.	This is a key part of the Policing Plan. In addition the council and health partners, through the community safety partnership, have key roles to play in designing out crime for a safe environment eg car park security, maintaining a clean environment, and providing support to drug misusing offenders who offend to fund their habit.
Indicator NI 17 – perceptions of anti social behaviour	
Progress on negotiation	Progress on action planning
For this measure people's perceptions of anti social behaviour cover a range of issues from littering, noisy neighbours to vandalism, drug dealing and teenagers simply hanging around. This data will be taken from the Place Survey, the first one to be carried out later this year. A proxy target is being set for 2008/9 using the baseline from the 2006/7 BVPI survey which asked the same question. In year 1 progress will be tracked through the quarterly KCVS surveys carried out by the police. The police and council have set this year 1 target. GOSE are in agreement.	The police and council and other partners in the community safety partnership will continue to take appropriate action against anti social behaviour, whilst also seeking to tackle its root causes. Community safety tv plasma screens have been used to communicate enforcement successes. A new joint communication campaign aimed at deterring anti social behaviour will be launched in 2008/9.

Indicator NI 19 – rate of young re-offending	
Progress on negotiation	Progress on action planning
The baseline will be calculated this year and a target set for years 2 and 3 of the LAA by December.	The Youth Offending Team will lead the work in this area supported by a wide range of partners including police, probation, housing and a range of children’s services. Preventative work will focus on a range of young people from those released from custody to those who have yet to attend court.
Indicator NI 30 – re-offending rate of prolific and priority offenders	
Progress on negotiation	Progress on action planning
The baseline and targets for years 2 and 3 will be set during 08/9.	Kent Police in Medway are introducing the first Offender Management Unit to monitor and target the most prolific offenders in the area with a focus on enforcement and rehabilitation. Effective partnership work and information sharing between agencies will underpin this approach.
Indicator NI 32 – repeat incidences of domestic violence	
Progress on negotiation	Progress on action planning
Medway MARAC (multi agency risk assessment conference) will collate baseline figures during Year 1 Improvement target for Years 2 and 3 will be set by the end of Yr 1, using performance figures from Yr 1 and taking into consideration any further guidance from GOSE as appropriate.	MARACs are a new national initiative designed to focus on high risk victims of domestic violence. By sharing information through the conference all agencies get a better picture of the victim’s situation so can develop a tailored response to the individual and any children involved. The Medway Safeguarding children board have domestic violence as a key priority for 08/9.

Indicator NI 47 people killed or seriously injured in road crashes	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
<p>All agencies across Medway have wanted this indicator included in the LAA. This has been supported by community feedback. One death from a road crash is one too many.</p> <p>Performance has improved in Medway over the last 3 years so GOSE do not regard this as a priority for the Department of Transport and as a result have asked for a very stretching target. Medway has proposed a 1% reduction per annum (3% over the life of the LAA), which is consistent with targets that the Police have submitted for other purposes. GOSE are asking for 7.5% over the life of the LAA. Negotiation is ongoing</p>	<p>Kent Fire and Rescue have produced a range of educational packages for various age groups to have a positive impact on driver behaviour. The council's local transport plan continues to focus on preventative work at accident hotspots. Medway Police are offering education as an alternative to prosecution in some cases, combined to visible policing and road checks to act as a deterrent. Multi agency communication campaigns focusing on the major causes of crashes will continue – speed, mobile phones, seat belts and alcohol.</p>

### **Economic development, skills and transport**

3.2.4 Progress on negotiation on this block has been slower due to lack of clarity from government about data collection methodology.

Indicator NI 152 – working age people on out of work benefits	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
The baseline figure has been calculated and work continues on target setting.	Job Centre Plus are consulting partners on a delivery plan.
Indicator NI 161 – learners achieving a level 1 qualification in literacy	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
The baseline figure is being confirmed to enable target setting to take place.	
Indicator NI 163 – working age population qualified to at least level 2 or higher	
<b>Progress on negotiation</b>	<b>Progress on action planning</b>
A baseline has been calculated and LSC continue work towards target setting.	

Indicator NI171 – new business registrations	
Progress on negotiation	Progress on action planning
Definitions on this indicator have changed from VAT registrations to new business registrations. The baseline and targets will be set in 08/9.	
Indicator NI 167 – congestion – average journey time per mile during the morning peak	
Progress on negotiation	Progress on action planning
This is a complex indicator measuring average journey times. Consultants are supporting officers to calculate an accurate baseline using DfT supplied figures. Negotiation is ongoing.	Work is progressing with the police to use automatic number plate recognition to monitor progress on an ongoing basis to support action planning.
Indicator NI 175 – access to services and facilities by public transport, walking and cycling.	
Progress on negotiation	Progress on action planning
This will be measured by the percentage of new dwellings with an accessible public transport service providing links to a town centre in Medway during the morning and evening peak periods. Negotiation is ongoing.	There are a number of well established processes to be used to deliver this target including close working between development control and transport planning officers, sophisticated measurement through Accession software and monitoring of new development proposals. The Executive Transport Group (sub group of Medway Economic Partnership Board of the LSP) will have a key role to play and will be means of engaging transport providers.

### **Regeneration including housing, environment and culture**

3.2.5 Negotiation on this block has, in part, been slower due to turnover in staff in key posts.

Indicator NI 154 – net additional homes provided	
Progress on negotiation	Progress on action planning
Target setting is ongoing. GOSE are asking for a target consistent with Medway's allocation in the south east plan – 815 units completed per year. This is very stretching and negotiation is continuing.	Housing Delivery Action Plan to be developed by the council and its partners.

Indicator NI 155 – number of affordable homes delivered	
Progress on negotiation	Progress on action planning
Target setting is ongoing.	
Indicator NI 156 – number of households in temporary accommodation	
Progress on negotiation	Progress on action planning
Target setting is ongoing	
Indicator NI 186 – reduction in carbon emissions in Medway	
Progress on negotiation	Progress on action planning
This indicator measures energy usage and a proxy measure on traffic flow. Figures are collated nationally. Target setting and negotiation is ongoing. As Medway has a target in PSA2 measuring emissions reduction albeit in a more limited way than this indicator, officers propose to defer the start of this work and set targets from year 2 onwards.	This will require concerted action across Medway. The strategy will be overseen by the Medway Renaissance Partnership who are taking the lead for the LSP on regeneration including environmental sustainability.
Indicator NI 191 – residual waste per household	
Progress on negotiation	Progress on action planning
This indicator relates to the amount of waste that is not reused, recycled or composted. Medway compares comparatively poorly on this indicator despite having good recycling rates. Target negotiation is ongoing. Figures are currently indicative as officers seek to model impact of population growth and potential outcomes from contract re-letting process.	Delivery will flow from the waste contract re-let in 2009. A communications campaign to further boost recycling will continue this year.

### 3.3 Conclusions

- 3.3.1 Although negotiation is not as advanced as officers would like in order to be able to give members a full set of targets for consideration at this stage, progress has been good against an almost impossible national timescale.

## 4. **Diversity Impact Assessment**

- 4.1 Promoting equality and diversity is central to achieving good community cohesion which is a key aim of LAA2, so diversity issues

will be reviewed in all of the action plans developed as a result of the process.

## **5. Consultation**

- 5.1 The LAA priorities flow from the community plan which was subject to extensive consultation. Where other consultation has been carried out by the council and its partners these results have been used to inform the selection of LAA priorities. There has been extensive involvement of partner organisations in the development of the working list of indicators.

## **6. Monitoring delivery of the LAA**

- 6.1 The LAA will be monitored through various council, partner and partnership bodies. These arrangements will be subject to later detailed reporting. For clarity at this stage on responsibility within the council appendix 4 shows where the council is lead or supporting agency for the 35 indicators, and allocates targets to portfolio holders and overview and scrutiny committees.

## **7. Financial and legal implications**

- 7.1 The Local Government and Public Involvement in Health Act 2007 places the duty on councils to lead the preparation of the LAA for the area. Government guidance gives the deadline for submission as 30 May 2008.
- 7.2 Action on the targets so far as this relates to the council is, for this financial year, consistent with agreed budgets. Proposals for the future years of the LAA will be considered as part of budget setting.

## **8. Recommendations**

- 8.1 That Members consider and comment on the performance targets set out in appendices 1-4.

### **Lead officer contact**

Stephanie Goad, assistant director communications, performance and partnerships; Gun Wharf 5<sup>th</sup> floor, extension 2737.  
stephanie.goad@medway.gov.uk

## **Background papers**

LAA operational guidance January 2008

National indicator set

Reports to LSP Board on negotiating Medway's second local area agreement, January 15, 2008 and March 18 2008

Report to cabinet on negotiating Medway's second local area agreement 11 March

Slides from all member presentation on LAA, April 3 2008