

Report for Resolution

Report to Executive
28 May 2008
Report of Chief Executive
Subject Norfolk Local Area Agreement

5

Purpose

To consider the final draft of the Norfolk Local Area Agreement

Recommendations

- 1) To write to the Government Office and Norfolk County Council stating that the Local Area Agreement as drafted does not focus upon meeting some of the key issues facing the City
- 2) To note the final form of the Norfolk LAA and this Council's duty to co-operate to deliver targets set out in the agreement.

Financial Consequences

The financial consequences of this report are none directly but inclusion of targets in the LAA will influence allocation of mainstream funding and of the Area Based Grant in the future.

Strategic Objective/Service Priorities

The LAA sets the context for the Council's objectives and priorities and will be reflected in the Corporate Plan.

Executive Member: Finance, Performance, Policy and Procurement: Councillor Waters

Ward: All

Contact Officers

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Background Documents

None.

Report

Introduction

1. The purpose of this report is to update the Executive on progress made with the Norfolk LAA. Members have already received reports on progress – this report makes members aware of the final draft LAA (attached as Appendix 1) and the process for concluding it.
2. As this LAA covers the whole of Norfolk, it necessarily represents a compromise between needs of different areas of the County. The County Council followed an inclusive process in bringing this document together and involved all Districts/District Local Strategic Partnerships, as well as around 50 other partnerships.
3. The City Council have been engaged throughout the process and have influenced the design of the LAA. Of the indicators which the Executive and the Partnership identified which they would like to see in the LAA, 17 appear as national indicators and 3 as local indicators. This represents a reasonable level of alignment, although for reasons set out below, the LAA still does not meet some key needs identified through our work on the evidence base for a Norwich LAA.
4. The County Council started with the outcomes and priorities which they wished the LAA to address and selected appropriate indicators to help deliver this. One of our concerns throughout the process has been that we would not have started from the same position and that the LAA was consequently not addressing or giving enough prominence to some key issues such as tackling deprivation and inequalities and the growth agenda. Whilst these are referred to in the introduction, they did not influence indicator selection – indeed this section of the LAA was only added at a very late stage of the process.

Issues arising for the City from the Norfolk LAA

5. With regard to the selection of indicators, it would have been unrealistic to expect complete alignment. As a result, we have sought to influence the LAA as far as possible and to seek local indicators to reflect particular City needs. As an example, the City asked for local indicators in respect of:
 - Those indicators identified as important for the City which were not within the LAA – this request was considered at a County Management Group meeting but was not agreed as to include local indicators for Norwich would mean this would have to be offered to other Districts and because of the complexity of the process at the time – the County Council did not feel there would be sufficient time to achieve this. The indicators requested by the Executive and the City of Norwich Partnership which are not in the LAA are:
 - 5 – overall/general satisfaction with local area
 - 46 – young offenders access to suitable accommodation
 - 52 – take up of school lunches
 - 57 Children and Young peoples participation in high quality PE &

Sport

- 65 – Children becoming the subject of a child protection plan for a second or subsequent time
 - 106 – young people from low income backgrounds progressing to higher education
 - 113 – prevalence of Chlamydia in under 20 year olds
 - 116 – proportion of children in poverty
 - 133 – timeliness of social care packages
 - 147 – care leavers in suitable accommodation
 - 149 – adults in contact with secondary mental health services in settled accommodation
 - 151 – overall employment rate
 - 153 – working age people claiming out of work benefits in the worst performing neighbourhoods
 - 161 – Learners achieving a level 1 qualification in literacy
 - 162 - Learners achieving an Entry level 3 qualification in numeracy
 - 185 – CO2 reduction from local authority operations
 - 192 – household waste recycled and composted
 - 196 – improved street and environmental cleanliness – fly tipping
- (In respect of these indicators we are seeing how these can be built into priorities in the Corporate Plan and in delivery of the Partnerships sustainable community strategy)
- Vitality of the City Centre and growth which were seen to be Norwich specific issues but of sufficient importance in the County Council as a whole to be included within the LAA. The County view was that all indicators, even local ones, should be applicable across the whole County and not just to parts of the County
6. Some of the indicators are of little relevance to the City e.g. NI 175 which is about rural accessibility. The City will have little part to play in such areas.
7. The phase of the LAA which has just concluded has been in relation to target setting. It is in this area where there has been a real opportunity to reflect a more local dimension in the LAA through targets being set at a district or sub district level, and the County Council have been encouraging indicator leaders to consider this. This has given an opportunity to focus on the unique urban needs of the City and to narrow the gap between the City and the rest of the County. The Council and the Partnership have put forward indicators where they would wish to see local targets and have received a variety of responses as to whether or not this is achievable.
8. An analysis of the target setting stage from the City's perspective is that:
- There are a number of indicators for which no targets are being set in year 1 because there is no baseline data – this is the case in respect of the place survey where new questions are being asked. As a result there will need to be a significant review & refresh of the LAA which will take place in the autumn/winter of 2008/09 to set baselines and targets. There are 24 national and local indicators to which this applies which will mean a significant exercise will have to take place later this year.

- There are a number of areas where district targets are in place such as the environment, waste, housing where these are district functions and the County target is an amalgamation of what is already going on in Districts
- There are some critical areas for the City such as the statutory educational achievement targets and the target for teenage pregnancy where it is vitally important that the City's needs are defined, underperformance tackled and the gap between the City and the rest of the County reduced. To achieve this we have been arguing for local targets. The County have said that as their children's service areas are not co-terminous with District boundaries they are not able to set District targets and that there would need to be further discussions with partners to take this issue forward.
- There are a significant number of other areas where we have requested District targets and where the response has been variable. In some cases the data does not exist for the district or has not been collated that way in the past and investigations are underway to achieve this.

Process

9. The County Strategic Partnership considered the draft of the LAA at a joint meeting of the Board and the Management Group on 13th May. The final draft of the LAA was submitted to GoEast by 23rd May. On 6th June GoEast have to submit the LAA for ministerial approval and Minister's should sign it off by the end of June 2008.
10. There is no requirement on this Council or the LSP to sign off the LAA – we do however have a duty to co-operate to deliver targets and there are a number of areas for which we have direct responsibility and a number where we can make a contribution to delivery. We are picking this up as part of our corporate planning process. The Corporate Plan will come to Executive on 11th June.
11. The City of Norwich Delivery Partnership Board will also be considering the LAA on 3rd June when they will be discussing the contributions which partners can make to the delivery of the LAA.

FINAL DRAFT

Norfolk Action

Norfolk's Local Area Agreement

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Introduction

Norfolk's Local Area Agreement is the delivery plan for **Norfolk Ambition**, the county's sustainable community strategy, for the next three years. Achievement of the outcomes set out in this agreement will move us towards fulfilling the vision we have for Norfolk set out in **Norfolk Ambition**:

A place that inspires individuals and businesses to create, thrive and achieve

Communities that prosper, welcome and support

On England's frontline in tackling climate change and environmental sustainability

This agreement therefore takes **Norfolk Ambition** and the challenges it has identified for the county as its starting point, and through negotiations with Government departments is the reflection of the joint priorities of local people, partners and the Government for Norfolk. Throughout the LAA you will see references to the 9 Key Themes in **Norfolk Ambition**, showing how the LAA indicators link to these priorities and how they will be helping to deliver the long term vision.

Cross-cutting themes in the Norfolk LAA

Growth:

With the prospect of significant growth for Norfolk (an additional 55,000 jobs and 78,000 home by 2021), a key priority for the county is helping to create the right conditions for accelerated economic growth. There is a shared and growing recognition of the sense that the county is at a significant cross-roads where the future of its economic health and well-being is concerned. The county is

earmarked for major employment growth with a rate of housing development proposed not seen in the county since the 1970s.

The biggest single concentration of growth will be in the greater Norwich area, which will benefit the whole of the county. Regional plans rightly identify greater Norwich as the key "engine of growth" for much of the county. Significant housing growth is also planned for Thetford and King's Lynn. Great Yarmouth (with Lowestoft) is increasingly being recognised as the region's highest regeneration priority, with EastPort one of its biggest opportunities.

Delivering this will be a massive challenge but an even bigger one will be that of ensuring that this growth is jobs-led, creates balanced, sustainable communities and sustains the natural environment. This agenda is reflected throughout the LAA in our priorities for improvement and selection of performance indicators, covering; housing, community cohesion, support for businesses, transport and access, and ecological networks.

Deprivation:

Although Norfolk is a relatively healthy and safe place, there are areas of significant deprivation. Norfolk is the most deprived county in the East of England and the ninth most deprived non-metropolitan county in England. Deprivation is a significant issue in parts of Norwich, Great Yarmouth and King's Lynn with 27 Super Output Areas (SOAs) in the 10% most deprived in the country (Index of Multiple Deprivation, 2007). Indeed 4 SOAs in Yarmouth (all in Nelson ward) and 1 SOA in King's Lynn (North Lynn) are within the worst 3% nationally. The communities living in these wards suffer from inequalities in terms of, but not exhaustively, quality of life, economic well-being, skills levels, and incidence of crime.

There are also significant pockets of deprivation in rural areas, particularly in the Brecks and the Fens, which are not always highlighted by the Index of Multiple Deprivation. Particular issues

affecting deprived rural communities are: low pay, pensioners on low incomes, lack of access to local services, and limited provision of affordable housing.

Tackling these inequalities is therefore a priority that features across the LAA outcomes, including; raising average earnings, decreasing the number of people dependent on workless benefits, affordable housing, homelessness, fuel poverty, access to services, health inequalities including premature mortality, and anti-social behaviour and crime.

Children and young people:

“We believe that all children and young people have the right to be healthy, happy and safe; to be loved, valued and respected; and to have high aspirations for their future”. Our vision for children and young people in Norfolk is based on what they have told us is important to them. Many people and organisations are contributing to the achievement of this vision – parents, carers, families, communities and organisations providing services for children and young people, as well as children and young people themselves. Our purpose is to improve outcomes and opportunities for all children and young people in Norfolk, whilst also understanding that there are those who are particularly vulnerable or disadvantaged.

Children and young people are therefore at the heart of the Norfolk LAA and our priorities reflect the five Every Child Matters outcomes; being healthy, to stay safe, to enjoy and achieve, to make a positive contribution and to achieve economic well-being. By building in these priorities across the LAA outcome we aim to maximise the cross-cutting benefits of achieving other priorities all of which have an impact on improving outcomes for children and young people.

In order to embed the particular needs of looked after children in everything we do we will be including in the action plans a dimension which takes into account the needs of children and young people looked after and leaving care.

Older people:

Norfolk has a relatively high proportion of older people, with 20% of our population aged 65 years or over, compared with 16% for England and Wales. 9.6% of our population are aged 75 or over (76,500) compared with 7.6% in England and this gap is expected to increase over the next 25 years.

Ageing is a complex process that affects individuals in different way, giving rise to the need for local and flexible services to meet specific needs. Although much can be done to give older people a longer period of good health, the proportionate increase in the number of older people living in the county will create difficult challenges and additional costs, with an increasing demand for health and social care. Developing early intervention and preventative services is therefore a priority. Norfolk is one of 29 areas piloting innovative schemes for older people that aim to shift the focus of interventions away from residential and hospital admissions towards earlier, better targeted community based services, e.g. improving the process for adapting homes to meet the changing needs of residents.

Achieving better outcomes for older people in Norfolk feature throughout the LAA, covering support for carers, achieving independence, safeguarding vulnerable people, access to services, reducing anti-social behaviour and crime, tackling fuel poverty, improving mental health, and providing advice and advocacy.

‘Proofing’ the LAA – equality and diversity, rurality, and sustainability

A proofing checklist was developed to aid partners in considering the impact of the LAA targets and delivery plans on equality and diversity, rurality and sustainability (see Annex A). This

acknowledged that the majority of partner organisations have their own standards and procedures in place to consider these issues in their target setting and delivery planning, but prompted them to do so in regard to the development of the LAA. Completion of the checklist has built up a good source of information from partners about the impact of the LAA targets and will continue to inform and shape our delivery. In particular, we want to increase the evidence and understanding we have of the particular needs of different communities in Norfolk and use this information to inform the delivery of services in a targeted way. There are a number of indicators throughout the LAA where we have specifically stated our intention to collect and monitor data in this way as we improve the information we are able to gather.

An initial equality impact assessment has been carried out to review the activities undertaken in the development of the LAA to take account of the needs of diverse communities in Norfolk in the Agreement. In the assessment we detailed activities undertaken, such as the range of meetings / consultation with a wide range of partners, and related guidance given in support (such as the proofing checklist referred to above). It is accepted that the real test as to whether the LAA supports equality of access and outcome will be measured in terms of its practical impact over the next three years. Over coming months we will be working with stakeholders representing diverse groups in Norfolk to ensure that equality impact assessment is integrated into our annual cycle of performance management for the Norfolk LAA.

Engagement with the Voluntary and Community Sector

Norfolk has a vibrant voluntary and community sector that is actively engaged in the Norfolk County Strategic Partnership. In order to support the capacity of the sector to engage in the LAA Norfolk County Council has contributed funding to Voluntary Norfolk

to resource a part-time officer's time to bring the VCS voice into the LAA process in a meaningful way. This arrangement was in place for the first round of LAAs and has continued into the second. This has been hugely beneficial in establishing an on-going dialogue across Norfolk's voluntary and community sector.

A conference held in October 2007 was attended by over 100 voluntary and community organisations and identified their priorities across a range of themes, including children and young people, older people, and people with disabilities. These were fed into the negotiation process and many of the priorities have been included in the final agreement. In particular a local indicator around the provision of advice and advocacy services demonstrates our innovative approach.

An LAA VCS Reference Group was established during the first round of LAAs, bringing together representatives from Voluntary Norfolk, West Norfolk Council for Voluntary Services, the Rural Community Council, the Norfolk & Norwich Race Equality Council and specialist service delivery leads. They provide an effective voice for the sector in the LAA.

Our challenge is to ensure that this engagement is now taken on to the next step and involving the sector and the users that it represents in the planning and delivery of services to deliver the LAA targets.

Links with other key plans and strategies

Throughout the LAA we have shown the links between each indicator and other existing plans and strategies. This is important as the LAA has had to align itself with a whole range of existing documents, which have provided the context and often the targets for the LAA indicators. They will also inform the delivery planning for the LAA. These include the Norfolk Children and Young People's Plan, the Shaping Norfolk's Future Strategy, the Regional

Economic Strategy, the Joint Strategic Needs Assessment, and district Local Development Frameworks.

Structure of the Norfolk LAA

The LAA has been developed around 8 cross-cutting outcomes:

- Thriving economy
- Improving skills and fulfilling aspirations
- Improving housing
- Environmental sustainability
- Stronger communities
- Safer communities
- Supporting independence
- Improving health and well-being

3 year priorities for improvement have been identified for each outcome, supported by the selection of indicators by which we will monitor our progress.

Types of indicators

The new LAA contains three types of indicators that are referred to in this document:

- i) **‘designated indicators’**: these are 35 of the National Indicator Set chosen by the local area in negotiation with GO East
- ii) **‘local indicators’**: these can be other indicators from the National Indicator Set that do not appear in the designated 35, or other indicators not in the national set that we want to measure locally
- iii) **‘statutory indicators’**: these are 16 indicators set by the Department for Children, Schools and Families (DCSF) that will appear in all LAAs.

OUTCOME 1: THRIVING ECONOMY

Why is this important for Norfolk?

- Norfolk is a fast-growing, forward looking county that is gearing up to make the most of future economic growth
- Norfolk is already a significant force in the knowledge economy, with the country's most significant financial service sector outside London. With a growing base in Health and Life Sciences, the county is well placed to attract creative and knowledge based industries.
- Norfolk's economic performance lags behind the rest of the region and the UK in terms of productivity. With the prospect of significant growth in Norfolk, a key priority for the county is helping to create the right conditions for accelerated economic growth.
- Although business survival rates are very good, start up rates are among the lowest, 25% below the regional average
- 60% of our population are economically active compared with 64.3% regionally
- The Gross Value Added per head in Norfolk is £11,800 compared with £14,500 for the East of England, and £15,200 for the UK
- The average Norfolk worker earns £381 a week, compared with £450 in the East of England

What are the priorities for improvement in the LAA?

In the next three years we want to:

- Provide more opportunities for people in employment, or currently out of employment, to improve their vocational skills
- To reduce the number of people in the county who are out of work and dependent on benefits
- To attract businesses to and support businesses in Norfolk, particularly those offering higher skilled jobs
- To improve transport and access to employment

How are we going to monitor our progress?

INDICATOR 1.1 (NI 152): Working age people on out of work benefits (<i>Designated</i>)				
Lead partner: Jobcentre Plus		Links to other plans / strategies: <ul style="list-style-type: none">• Norfolk Ambition – Key Theme 8 (Economically Thriving)• Working Neighbourhoods Fund for Great Yarmouth & Norwich• LEGI in Great Yarmouth & Norwich• New Deal• Welfare Reform Strategy review of Incapacity benefit & lone parent initiatives• Investing in Communities Delivery Plan		
List of other partners supporting activity to deliver target: County Council; District Councils; LSC; Investing in Communities; Connexions; Business Link; Chamber of Commerce, Voluntary and Community Sector				
Evidence for Norfolk: The average rate of benefit claimants, expressed as a percentage of the working age population for the prescribed period, was 9.16% for the Region and 11.03% for Norfolk, a difference of 1.87%. Norfolk's rolling average claim level was 53,770 over the four prescribed quarters from August 2006 to May 2007 set against a working age population of 487,588. A 1% reduction in worklessness rates (4888 people based on latest figures) over the 3 years of the Agreement is a very stretching but achievable target given current and planning initiatives in Norfolk, including introduction of Pathways to Work, Working Neighbourhood Fund, LEGI, changes to New Deal programmes, introduction of Employment and Support Allowance, Greater Norwich, Thetford, and potentially King's Lynn's growth point status. Concerns would include the future of food processing operations in the county and potential for decreased employer vacancies due to financial uncertainty. We have 31 LSOAs that have a worklessness rate in excess of 25%, broken down as: Great Yarmouth (12); Norwich (11); King's Lynn & West Norfolk (7); Breckland (1). The aggregate benefit claim rate for these LSOAs is 31.2%. It is essential that these areas receive extra attention as part of the overall target. Therefore we aim to achieve a fifth of the overall 1% reduction for Norfolk from these 31 LSOAs alone with the remainder being achieved from the rest of Norfolk combined. This equates to a reduction in the LSOAs of around 958 in real terms (3.2%), bringing the overall workless benefit claim rate in these most deprived LSOAs down to around 28%.				
Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	11.03% (53,770 claims)	10.69% (52,141 claims)	10.36% (50,512 claims)	10.03% (48,882 claims)
Worst performing neighbourhoods	31.2% (9,339 claims) (N.B Please see Annex B for list of 31 LSOAs with highest workless benefit claim and baselines for each)	30.13% (9,020 claims)	29.06% (8,701 claims)	28.0% (8,381 claims)

INDICATOR 1.2 (NI 163): Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher (*Designated*)

Lead partner:

Learning and Skills Council

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 4 (Knowledgeable and Skilled)

List of other partners supporting activity to deliver target:

Norfolk Learning Partnership

Evidence for Norfolk (including where available: baseline, comparative data, trends):

People are counted as being qualified to level 2 and above if they have achieved at least either 5 GCSEs grades A*-C (or equivalent, i.e., O levels, CSE Grade 1s), two A/S levels, or any equivalent or higher qualification in the Qualifications and Credit Framework.

In projecting performance improvements against this indicator in Norfolk for the next 3 years we have taken into account the following groups:

- Train to Gain Learners
- Train to Gain Achievers
- Further Education
- Further Education Achievers
- Work Based Learning
- European Social Fund
- First Full Level 2 and 3
- IIC and other funded programmes
- Net new entrants into the workforce with a level 2+
- Non LSC learning

The target set gives a 5% increase over the 3 years of the agreement. We are already performing well in the Train to Gain programme, delivering 16% of the regional total (Norfolk's share is nominally 13.5%), with a 70% achievement rate.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	2008 – 68%	69%	71%	73%

INDICATOR 1.3 (NI 166): Median earnings of employees in the area (*Designated*)

Lead partner: Shaping Norfolk's Future

List of other partners supporting activity to deliver target:

Norfolk County Council; District Councils; Business Link East; Jobcentre Plus; HE and FE institutions; other business support organisations from within the Business Support Alliance, and outside

Links to other plans / strategies:

- Norfolk Ambition – Key Theme 8 (Economically Thriving)
- The new Regional Economic Strategy
- The existing business support programme operated by Business Link East and the activities of East of England International
- A wide range of sector-based activities aimed at supporting high growth, high value-added businesses, co-ordinated by SNF
- Norwich Area Economic Development Strategy and the Greater Norwich Development Partnership Core Strategy
- Other local strategies for jobs growth in urban areas – Thetford, King's Lynn and 1st East

Evidence for Norfolk:

The indicator measures the median gross weekly earnings of full-time employees on a workplace basis. The median provides a 'mid-point' figure for earnings, such that half of all employees earn less than this amount and half earn more.

Baseline (2007): Norfolk: £410.4, Eastern Region: £450.0, GB: £458.6

Median earnings in Norfolk fall considerably behind both the equivalent regional and national figures. Within the county, there are sharp variations with North Norfolk (£368.0) and Breckland (£372.6) displaying the lowest levels of median earnings, which equate to 90% and 91% of the county figure. The highest level, £445.5 (in Great Yarmouth) is likely to be the result of the distortion brought about by wage rates in the off-shore sector. Figures for the remaining parts of the county are as follows: Broadland (£392.0); King's Lynn (£422.3); Norwich (£411.8); South Norfolk (£419.3).

Trends in Norfolk:

Average annual absolute increase over past 5 years: £12.20 (past 9 years: £11.80)

Average annual percentage increase over past 5 years: 3.1% (past 9 years: 3.2%)

Regional comparison:

Average differential with regional level over past 5 years: £43.80 (past 10 years: £38.30)

Average percentage differential with regional level over past 5 years: 11.4% (past 10 years: 10.6%)

National comparison:

Average differential with national level over past 5 years: £45.30 (past 10 years: £39.50)

Average percentage differential with national level over past 5 years: 12.2% (past 10 years: 10.9%)

Given the considerable gap between the county and regional/national figures, we are seeking an improvement in performance in Norfolk against this indicator relative to the region. This minimises the impact of externalities, such as the impact of macro economic shocks.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Not yet finalised – pending agreement with BERR (due before sign off)	Narrow the gap between the county and regional earnings figure to £x per week	Narrow the gap between the county and regional earnings figure to £x per week	Narrow the gap between the county and regional earnings figure to £x per week

INDICATOR 1.4 (NI 171): New business registration rate (*Designated*)**Lead partner:** Business Link East**Links to other plans / strategies:**

- **Norfolk Ambition** – Key Theme 8 (Economically Thriving)
- The business start up programme operated by Business Link East
- Investing in Communities
- LEGL programmes in Norwich and Great Yarmouth
- Other programmes such as the new LEADER Approach
- District Council funded programmes to stimulate and support business start up

List of other partners supporting activity to deliver target:

Norfolk & Waveney Enterprise Services; Norfolk County Council; District Councils; Jobcentre Plus; voluntary organisations; other business support organisations from within the Business Support Alliance, and outside

Evidence for Norfolk:

Norfolk performance for 2006 (the last full year of performance data available) is reported as follows:

Business registrations: 2110; Population over 16: 689, 900; Giving a rate of 30.6 registrations per 10,000 of population (N.B. the average rate over the three years up to and including 2006 is also 30.6). Comparative figures for 2006 for the Region are 38.6 registrations per 10,000 and for Great Britain is 37.3 per 10,000. Business survival rates tend to be higher in Norfolk than the region as a whole.

Analysis of performance for 2006 by local authority area, suggests a high correlation between this measure of economic performance and related issues such as employment, earnings and deprivation. Particular focus will be aimed at Great Yarmouth and Norwich where the rate is lowest.

LA	Registrations	16+ population	Rate
Breckland	340	105,200	32.4
Broadland	320	101,000	31.7
Great Yarmouth	200	76,700	26.0
King's Lynn	340	117,300	29.1
North Norfolk	265	85,300	31.2
Norwich	300	109,400	27.5
South Norfolk	345	95,000	36.3

The dataset for this indicator is due to change during the first year of the LAA to include information on other businesses that appear on the HMRC records as PAYE participants. This means that a new baseline for 2007 will need to be established during the current calendar year. While it is unlikely that new base data will require any change to planned action to stimulate new business starts, it is not possible to commit to targets until the new baseline has been established.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Baseline for 2007 to be set using new guidelines that incorporate data on PAYE registrants	Baseline for 2007 to be set using new guidelines that incorporate data on PAYE registrants	A growth in the number of registrations above the level required to maintain the baseline ratio (% to be	A growth in the number of registrations above the level required to maintain the baseline ratio (% to be

			determined)	determined)
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INDICATOR 1.5 (NI 175): Access to services and facilities by public transport, walking and cycling (*Designated*)**Lead partner:** Norfolk County Council**Links to other plans / strategies:****List of other partners supporting activity to deliver target:**

A range of transport providers including bus operators and community transport providers will help support delivery of the target. There are also a number of partners involved in delivering improvements through the Access4Life project, including: Norfolk Rural Community Council; Norfolk Primary Care Trust; Voluntary Norfolk; Older People's Forums; Norfolk Learning Partnership; various community transport providers

- **Norfolk Ambition** – Key Theme 9 (Accessible and Well-housed)
- The Local Transport Plan for Norfolk 2006-11
- The County Council Plan
- Local Development Frameworks
- Draft East of England Plan

Evidence for Norfolk (including where available: baseline, comparative data, trends):

In Norfolk this indicator measures the percentage of households without a car in rural areas of the county able to access a market town or key service centre by public transport in 30 minutes at least twice a week.

This is a new indicator for Norfolk as it replaces the previous Local Transport Plan (LTP) accessibility indicator.

The baseline for April 2008 is 76.55%.

The indicator is not comparable with that of other authorities as it should be defined by local priorities identified through the LTP process.

The targets are countywide. Although data is available it is difficult to forecast improvements at a district level, particularly when considering improvements to public transport in rural areas.

However, some of the activities including the Access4Life project will have an area focus. During 2008/09 the project will be developed in north west Breckland, with a delivery plan produced for April 2009. An area in King's Lynn and West Norfolk will be the focus after the area in Breckland.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	76.55%	78%	79%	80%

INDICATOR 1.6: Better Business Regulation (*Local*)**Lead partner:**

Norfolk County Council – Trading Standards

List of other partners supporting activity to deliver target:

Environmental Health – District Councils; Fire and Rescue - Norfolk County Council

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 8 (Economically Thriving) and Key Theme 3 (Safe)
- Individual plans for each partner organisation

Evidence for Norfolk:

The aim of this measure is to improve support for businesses in managing the regulatory framework, helping the sustainability of businesses. A key dimension is the positive impact effective support and regulation (providing fair competition) has on business success. There is a current focus on strategies to improve regulatory outcomes for honest business and consumers whilst at the same time reducing unnecessary burdens upon compliant businesses and improving consistency for business dealing with different regulatory bodies.

Business satisfaction data that already exists shows a positive trend. Common data is now to be collected by all partners. Existing baseline data provides for a first year target of 80% satisfaction – to be reviewed for year two.

Business compliance / improvement data exists in a number of forms by each partner dependent of the range of interventions conducted by services. This includes business compliance scores, risk improvement and dispute resolution. The trends are improvements and joint working should accelerate these improvements.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Business satisfaction (NI 182)	Data not yet collated county-wide, but targets set on the basis of satisfaction data currently collated by Norfolk County Council	80% satisfaction	82% satisfaction	84% satisfaction
Business compliance improvement	To be established in 2008/09	Overall 5% improvement 2008/09	To be set at first annual refresh	To be reviewed after year 2

INDICATOR 1.7: Employment in Higher Level Occupations (*Local*)

Lead partner:

Shaping Norfolk's Future

List of other partners supporting activity to deliver target:

Norfolk County Council; District councils; Business Link East; Jobcentre Plus; HE and FE institutions; other business support organisations from within the Business Support Alliance, and outside

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 8 (Economically Thriving)
- New Regional Economic Strategy
- Existing business support programme operate by Business Link East and the activities of East of England International
- A wide range of sector-based activities aimed at supporting high growth, high value-added businesses, co-ordinated by Shaping Norfolk's Future
- Norwich Area Economic Development Strategy and the Greater Norwich Development Partnership Core Strategy
- Other local strategies for jobs growth in urban areas – Thetford, King's Lynn and 1st East

Evidence for Norfolk:

Local indicator definition: Percentage of all persons in employment, occupied in SOC 2000 major group 1-3 (The major grouping of higher level occupations – as defined in Standard Occupational Classification (2000) – covers i) managers and senior officials, ii) professional occupations, iii) associate professional and technical occupations)

Baseline (2007): Norfolk: 37.7%, Eastern Region: 43.2%, UK: 42.6%

Norfolk as a whole has continually lagged behind both the regional and national averages – however, the differential with the region has dropped steadily from 10.2% in 2001 to 5.5% in 2006/07. This gap is a reflection of the county's economic profile with a relatively low level of knowledge-based businesses and a preponderance of low paid employment in traditional sectors. Within the county, there are sharp variations (see table below) with Great Yarmouth and North Norfolk displaying the lowest proportions of employment in the higher level occupations, which equate respectively to 64% and 75% of the county figure. Conversely, the highest level (in South Norfolk) is some 130% of the county average but this is a strong reflection of the high levels of out-commuting by the district's residents. The data used for this indicator does not exclude people who live in Norfolk but work outside the county, however it is the best measure we have available and this is mainly limited to 'pockets' of commuters.

2006/07

Local Authority	%	Local Authority	%
Breckland	38.3	North Norfolk	28.3
Broadland	38.4	Norwich	39.3
Great Yarmouth	24.1	South Norfolk	49.0
King's Lynn & W Norfolk	36.9	Norfolk	37.7

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	Current variation between the county and the region is 5.5%	Reduce differential between county and the region to 5.0%	A further reduction of 0.5% in the differential to 4.5%	A further reduction of 0.5% in the differential to 4.0%

OUTCOME 2: IMPROVING SKILLS AND FULFILLING ASPIRATIONS

Why is this important for Norfolk?

- The skills base is a key determinant of economic performance and we need to ensure that people in Norfolk have the skills that will meet current and future business needs.
- We want to fulfil the aspirations of the current and future workforce, embedding a culture of lifelong learning. Good educational achievement by Norfolk's young people is a foundation for long-term economic growth and for an inclusive, prosperous society.
- The basic literacy and numeracy skills in Norfolk are below the UK and the East of England region. 38% of Norfolk people of working age have NVQ Level 3 and above, compared with 42% regionally. 15% of economically active people in Norfolk have no qualifications.
- The percentage of pupils in local authority schools achieving Level 4 or above in the Key Stage 2 English test is 76.8%, compared with 79% nationally. In Maths, achievement of Level 4 at Key Stage 2 is 73.3% in Norfolk and 76% nationally. The percentage of pupils in local authority schools achieving 5 or more GCSEs at Grade A8 – C or equivalent is 55.2% in Norfolk, compared with 57.5% nationally.
- 6.2% of young people aged 16-18 in Norfolk are Not in Employment, Education or Training (NEET), with the highest numbers in Great Yarmouth and Norwich.

What are the priorities for improvement in the LAA?

In the next three years we want to:

- Improve basic skills and encourage lifelong learning
- Continue to raise educational attainment
- Continue to reduce the number of young people Not in Employment, Education or Training

N.B. The following indicators will be reviewed for inclusion as local indicators at the first annual refresh of the LAA:

NI 13 – Migrants' English language skills and knowledge

NI 161 – Number of Level 1 qualifications in literacy (including ESOL) achieved

NI 162 – Number of Entry level qualifications in numeracy achieved

They have not been included at this stage due to the amount of work partners felt would be needed to set baselines for these indicators and to decide if there were more appropriate indicators that could be used as alternatives.

How are we going to monitor our progress?

INDICATOR 2.1 (NI 79): Achievement of a level 2 qualification by the age of 19 (<i>Designated</i>)							
Lead partner: Learning and Skills Council				Links to other plans / strategies: <ul style="list-style-type: none">• Norfolk Ambition – Key Theme 4 (Knowledgeable & Skilled)• Norfolk 14-19 Strategy			
List of other partners supporting activity to deliver target: Norfolk Learning Partnership							
Evidence for Norfolk: <p>This indicator is one of the 5 key ‘litmus tests’ used in the Norfolk 14-19 Strategy, which are used to assess how well the 14-19 system is working overall. They provide a good indication of how well the education system is working and the extent to which it is enabling young people to realise their potential. They are also a measure of how well the education system is supporting the competitiveness of businesses and the Norfolk economy more generally – skills (i.e. human capital) are any business’s key asset and are the prime source of their competitiveness. Finally, they provide a means of assessing and measuring both the impact and effectiveness of the actions we take and investment we make in the education system.</p> <p>The trend data for Norfolk over the past few years is shown below:</p>							
	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)	2007 (%)
Full level 2 at 16	51	51	51	51	53	54	54
Full level 2 at 17		57	59	59	60	63	65
Full level 2 at 18			62	65	65	68	72
Full level 2 at 19				67	69	70	73
Area / target group	Baseline	Improvement Targets					
		2008/09	2009/10	2010/11			
Norfolk	73% (2007)	80%	82%	84%			

INDICATOR 2.2 (NI 89): Reduction in number of schools judged as requiring special measures and improvement in time taken to come out of the category (*Designated*)

Lead partner:

Norfolk County Council

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 4 (Knowledgeable & Skilled)
- Norfolk Children and Young People's Plan

List of other partners supporting activity to deliver target:

Children and Young People's Partnership Trust

Evidence for Norfolk:

Local authorities need to take swift and decisive action to prevent schools from failing and reverse failure quickly when it happens. The Prime Minister has said that by 2011 there will be no secondary school with fewer than 30% of its pupils not getting good GCSE results. All partners in the Children's Trust have a role in helping to bring this about by, for example, commissioning integrated services that remove barriers to an individual's learning. Raising standards of attainment and preventing and tackling school failure must be seen as a shared responsibility of all Children's Trust partners. The Children's Trust Board will take collective ownership of the strategy for challenging and supporting schools that are underperforming.

This indicator is measured in two parts, to raise school standards by:

- reducing the number of failing schools (a simple count of all eligible schools in special measures at the end of the summer term each year)
- the average time a school spends in failure (for those schools which have come out of special measures during the previous academic year)

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	a) 14 schools (2008)	a) 5	0	0
	b) 19 months	b) 15 months	Not applicable if target for part (a) achieved	Not applicable if target for part (a) achieved

INDICATOR 2.3 (NI 117): 16 to 18 year olds who are not in employment, education or training (NEET) (*Designated*)

Lead partner:

Connexions Norfolk

List of other partners supporting activity to deliver target:

NCC Children's Services; Local LSC; Jobcentre Plus; Schools; Colleges; Training providers; voluntary sector; District Councils; YOT, NDAP, Police

Links to other plans / strategies:

- **Norfolk** Ambition – Key Themes 4 (Knowledgeable & Skilled) and 8 (Economically thriving)
- Youth Matters (& Youth Matters: Next Steps)
- PSA Delivery Agreement 14 – Increase the number of children and young people on the path to success
- Norfolk Children & Young People's Plan
- Connexions Norfolk service plan, NEET strategy and Area Delivery Plans
- 14-19 Strategy and implementation plan
- Shaping Norfolk's Future – Economic Development Strategy
- Investing in Communities Strategy

Evidence for Norfolk:

NEET % comparison with statistical neighbours and national							
	Nov 2005	Nov 2006	Nov 2007		Nov 2005	Nov 2006	Nov 2007
ENGLAND	8.1%	7.5%	6.7%	Dorset	6.2%	7.0%	5.6%
Norfolk	7.4%	8.0%	6.1%	Herefordshire	7.0%	4.9%	5.7%
Cornwall & Isles of Scilly	6.9%	5.7%	6.0%	Lincolnshire	5.7%	5.0%	4.0%
Cumbria	6.3%	5.2%	5.2%	Shropshire	5.3%	5.2%	4.7%
Derbyshire	8.0%	6.4%	6.0%	Somerset	5.2%	5.2%	4.3%
Devon	5.9%	5.6%	5.8%	Suffolk	8.7%	8.6%	7.4%

Norfolk's performance has shown a significant improvement from November 2006 to November 2007, but still remains behind its statistical neighbours.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
		For the annual snapshot at Nov 08, Dec 08 and Jan 09. To have reduced the % of NEET young people from the baseline at Nov 07 to:	For the annual snapshot at Nov 09, Dec 09 and Jan 2010. To have reduced the % of NEET young people from the baseline at Nov 07 to:	For the annual snapshot at Nov 2010, Dec 2010 and Jan 2011. To have reduced the % of NEET young people from the baseline at Nov 07 to:
Norfolk	6.2%	5.8	5.5	5.2
Norwich	Data has not previously been collated at district level, but new collection of data has allowed us to set targets for 2008/09	6.3	5.9	5.6
Great Yarmouth		5.9	5.5	5.2
Breckland		6.8	6.4	6.0
Broadland		6.7	6.3	5.9
King's Lynn & West Norfolk		7.4	6.9	6.5
North Norfolk		4.9	4.6	4.4
South Norfolk		5.9	5.6	5.3

The 16 statutory indicators for the Department of Children, Schools and Families will also monitor progress for this LAA outcome:

(Norfolk County Council, Children's Services is the lead partner for these indicators, with the Norfolk Children and Young People Partnership Trust as supporting delivery partners)

	Indicator	Baseline 07/08	LAA Improvement Targets		
			2008/09	2009/10	2010/11
2.4 (NI 72)	Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of scales in Personal Social and Emotional Development and Communication, Language and Literacy	52	57.8	58.9	Not yet set
2.5 (NI 73)	Achievement at level 4 or above in both English and Maths at Key Stage 2	68	N/A	78	"
2.6 (NI 74)	Achievement at level 5 or above in both English and Maths at Key Stage 3	68	N/A	74	"
2.7 (NI 75)	Achievement of 5 or more A* - C grades at GCSE or equivalent including English or Maths	45.2	50.0	51.0	"
2.8 (NI 83)	Achievement at level 5 or above in Science at Key Stage 3	74	79.0	79.0	"
2.9 (NI 87)	Secondary school persistent absence rate	7.9	N/A	6.9	"
2.10 (NI 92)	Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest	34.3	30.9	29.2	"
2.11 (NI 93)	Progression by 2 levels in English between Key Stage 1 and Key Stage 2	79	N/A	91	"
2.12 (NI 94)	Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2	72	N/A	86	"
2.13 (NI 95)	Progression by 2 levels in English between Key Stage 2 and Key Stage 3	28	N/A	35	"
2.14 (NI 96)	Progression by 2 levels in Maths between Key Stage 2 and Key Stage 3	62	N/A	68	"
2.15 (NI 97)	Progression by 2 levels in English between Key Stage 3 and Key Stage 4	52	N/A	63	"
2.16 (NI 98)	Progression by 2 levels in Maths between Key Stage 3 and Key Stage 4	26	N/A	33	"
2.17 (NI 99)	Looked after children reaching level 4 in English at Key Stage 2	50	51.5	62.5	"
2.18 (NI 100)	Looked after children reaching level 4 in Maths at Key Stage 2	38	55.3	62.5	"
2.19 (NI 101)	Looked after children achieving 5 A* - C GCSEs (or equivalent) at Key Stage 4 (including Maths and English)	N/A	9.3	32.8	"

OUTCOME 3: IMPROVING HOUSING

Why is this important for Norfolk?

- Significant growth in Norfolk allocated through the East of England Plan is placing increased pressure on the provision of housing throughout the county.
- Increased house prices across the county, coupled with shortages in local authority housing stock has led to reductions in local affordability and problems regarding homelessness.
- Growth figures for the region have increased the targets for housing from 72,600 to 78,700 between 2001 and 2021. Although housing completions are increasing annually, current performance is falling short of the annual average required.
- In 2005/06 affordable housing completions were 14% of total completions. However, this lags behind the regional completion rate of 16%, and the national completion rate of 24%. Proposed changes to the East of England Plan require 35% of housing to be affordable, but at present all districts in Norfolk are falling short of this.

What are our priorities for improvement in the LAA?

In the next three years we want to:

- Increase the number of affordable homes available in the county
- To address the growth agenda in Norfolk and increase the overall number of additional homes provided
- To improve the quality of homes occupied by vulnerable households in the private sector

How are we going to monitor our progress?

INDICATOR 3.1 (NI 154): Net additional homes provided (*Designated*)

Lead partner:

North Norfolk District Council

List of other partners supporting activity to deliver target:

District Councils; Norfolk County Council; Registered Social Landlord partners (affordable housing element)

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 9 (Accessible & Well-housed)
- Regional Spatial Strategy
- Local Plan Policies and emerging Local Development Frameworks
- Regional, sub regional and District Housing Strategies

Evidence for Norfolk:

Data is collected through the Annual Monitoring Report – data for end of preceding year collated by 30 June.

Baseline: 3490 (average of last 3 years completions – published figures – 2004/05, 2005/06, 2006/07)

The RSS (Regional Spatial Strategy – 2001/21) has already agreed targets with Norfolk through ERA and these are seen as floor targets . There has been some slippage against these figures to date, and the LAA targets seek to redress this. District Councils contributions to achieving these targets are listed below.

District	RSS figures	Overall Target	2008/9	2009/10	2010/11
Breckland	15200 (760)	2240 (745)	685	755	800
North Norfolk	8000 (400)	1365 (455)	285	520	560
Kings Lynn & WN	12000 (600)	3035 (1012)	985	1050	1000
Broadland	12200 (610)	1145 (382)	385	375	385
Norwich	14100 (705)	3385 (1128)	885	1200	1300
South Norfolk	11200 (560)	3120 (1040)	990	1100	1030
Great Yarmouth	6000 (300)	710 (237)	185	250	275
Total	78700 (3935)	78700 (5000)	4400	5250	5350

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	3490	4400	5250	5350

INDICATOR 3.2 (NI 155): Number of affordable homes delivered (gross) (*Designated*)**Lead partner:**

North Norfolk District Council

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 9 (Accessible & well-housed)
- Regional Spatial Strategy
- District Local Plan and emerging Local Development Frameworks
- Regional, sub regional and district housing strategies

List of other partners supporting activity to deliver target:

District Councils; Norfolk County Council; Registered Social Landlord partners

Evidence for Norfolk:

Data is collected through the Annual Monitoring Report – data for end of preceding year collated by 30 June.

Baseline: 531 (average of last 3 years completions – published figures – 2004/05, 2005/06, 2006/07) – or 15% of all completions.

District contributions to the targets are listed below:

District	Overall targets	2008/9	2009/10	2010/11
Breckland	300	100	100	100
North Norfolk	300	100	100	100
Kings Lynn & WN	560	160	180	220
Broadland	665	110	230	325
Norwich	850	200	300	350
South Norfolk	545	155	190	200
Great Yarmouth	280	75	100	105
Total	3500	900	1200	1400

Affordable Housing is defined as 'including social rented and intermediate housing', and includes rented housing owned by local authorities and registered social landlords with controlled rent levels. Affordable housing is funded through a number of means including developer contributions, Housing Association Grants, Local Authority Grant and Second Homes Council Tax income.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	531	900	1200	1400

INDICATOR 3.3 (NI 187): Tackling fuel poverty - % of people receiving income based benefits living in homes with a low energy efficiency rating (*Local*)

Lead partner:

North Norfolk District Council

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 9 (Accessible and well-housed) and Key Theme 2 (Healthy and Well)
- District Council Housing Strategies

List of other partners supporting activity to deliver target:

District Councils, Registered Social Landlords, Private Sector Landlords, Home Improvement Agencies, Energy Saving Trust, Warmfront, etc., Voluntary and Community Sector

Evidence for Norfolk:

This is a new national indicator and performance against this indicator will be determined by the District Council undertaking an annual telephone or postal survey of households on income related benefits to determine whether the SAP rating of their property is below 35 or greater than 65. DEFRA has issued guidance on the methodology to be used in undertaking the survey.

This measures % of people receiving income based benefits living in homes with a low (SAP of less than 35) and a high (SAP of more than 65) energy efficiency rating, and is collected through a survey to be undertaken in year 1.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	To be set in Year 1 – initial survey	Baseline	Set following initial survey in Year 1	Set following initial survey in Year 1

INDICATOR 3.4: Decent Homes in Private Sector (Local)**Lead partner:**

North Norfolk District Council

List of other partners supporting activity to deliver target:

District Councils, Home Improvement Agencies, Voluntary and Community Sector, Private Sector Landlords

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 9 (Accessible and well-housed) and Key Theme 2 (Healthy and Well)
- District Council Housing Strategies
- Central Government and Regional Housing Strategies

Evidence for Norfolk:

The District Councils will continue to monitor progress in improving the quality of their private sector housing stock against the now abolished Public Service Agreement 7 on Decent Homes which measures the number of economically vulnerable households in homes which meet the Decent Homes Standard. The Government target was for: 70% of vulnerable households live in decent housing by 2011, and 75% of vulnerable households live in decent housing by 2021

Four of the seven districts have already met the 2011 target, 3 of which have also met the 2021 target. However the remaining 3 districts have not met the target with 2 districts, Great Yarmouth (53%) and Norwich (58%) falling well short. The position is not a static one, and a property if not maintained can move back to be non-decent, so interventions to make property decent will need to continue across the county.

District	No. economically vulnerable households	No. economically vulnerable households in decent housing	% of economically vulnerable households in decent housing	No economically vulnerable households in non-decent housing	% economically vulnerable households in non-decent housing	Stock Condition Survey date
Breckland	13037	10025	77%	3062	23%	July 2007
Broadland	9780	7139	73%	2641	27%	June 2006
Great Yarmouth	7850	4178	53%	3672	47%	2006
Kings Lynn & WN	16711	12986	78%	3725	22%	July 2007
North Norfolk	10589	8169	77%	2421	23%	March 2007
Norwich	12380	7230	58%	5150	42%	June 2006
South Norfolk	8410	5668	67%	2742	32%	2006
Total	78807	55394	70%	23413	30%	

District Council's undertake Private Sector Housing Stock Condition Surveys every 4-5 years, and this is how these figures are collected. Most Norfolk authorities completed their last survey in 2006/07 or 2007/08 and therefore the next surveys are due to be undertaken in 2010/11 or 2011/12, so the target is for each district to have met the 70% target by 1 April 2011 at the end of the 3 year Local Area Agreement.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	See table above			Overall county target of 72.5%

INDICATOR 3.5: Homelessness measure – Joint assessments (*Local*)**Lead partner:**

North Norfolk District Council

List of other partners supporting activity to deliver target:

District Councils, Registered Social Landlords, Norfolk County Council (Children Services, Adult services, Youth Offending Team) , Norfolk Probation, Health agencies.

(Other agencies will be involved where appropriate, including agencies who provide advice and advocacy)

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 9 (Accessible and well-housed) and Key Theme 2 (Healthy and Well)
 - District Sustainable Community Strategies
 - District Housing and Homelessness Strategies
 - Norfolk Supporting People Strategy
 - Client based strategies
 - Norfolk Parenting Strategy
- (Youth Homelessness and Intentional Homelessness protocols)

Evidence for Norfolk:

Significant progress has been made in recent years by Norfolk District Councils, in partnership with other agencies with the support of Homelessness Prevention Grant from Central Government, to prevent homelessness and reduce the number of households being accepted as homeless. In addition significant progress has been made in reducing the use of poor quality temporary accommodation and in particular the use of Bed and Breakfast accommodation. It is recognised that further improvements to the joint working arrangements of the main statutory agencies has the potential to significantly improve the outcomes for homeless households with complex support needs and therefore a target which monitors the effectiveness of joint working arrangements is being proposed

The proposed measure is the percentage of joint assessments undertaken in respect of a vulnerable household who is homeless or threatened with homelessness that result in an action plan that is agreed by all agencies involved. The joint assessment can be requested by one of a number of named agencies including a housing authority, a Registered Social Landlord, Norfolk County Council Children's Services or Adult Services, Norfolk Youth Offending Team, Norfolk Probation, an agency of the Statutory Health Authority.

The number of requests for joint assessments will be monitored to assist with performance management and to ensure that the assessments being requested are appropriate. The reason for refusal of an identified agency to participate in a joint assessment will need to be documented along with the reasons for an action plan not being agreed by all parties.

Each of the named agencies will set up monitoring systems to record and monitor the number of joint assessments requested and the outcomes of the joint assessments they request. The data will be collated on a quarterly basis. A protocol will be developed to provide guidance on how this target will be delivered, existing joint assessment processes will be used where possible.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	There is no baseline as monitoring of joint assessments has not been consistently undertaken	75%	80%	85%

INDICATOR 3.6: Housing adaptation measure (Local)**Lead partner:**

North Norfolk District Council

List of other partners supporting activity to deliver target:

District Councils, Registered Social Landlords, Norfolk County Council Occupational Therapy Service, Home Improvement Agencies, Voluntary and Community Sector

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 9 (Accessible and well-housed) and Key Theme 2 (Healthy and Well)
- District Council Housing Strategies
- Norfolk County Council Older Persons Strategy
- Norfolk Supporting People Strategy

Evidence for Norfolk:

Evidence has not been collected at this point. Housing aids and adaptations are delivered by District Councils, Registered Social Landlords and Norfolk County Council, Adult Services. Practice varies across the County and is dependent on the availability of funding and other resources.

The provision of aids and adaptations is critical to sustaining independence, reducing delays in hospital discharge and in the prevention of falls in the home and thus has a significant impact on the health and wellbeing of elderly and disabled residents of Norfolk.

The Government is undertaking a review of the statutory Disabled Facilities Grant and is proposing the more flexible use of resources to deliver practical solutions as an alternative to the use of aids and adaptations to enable disabled households to maintain their independence. The review will enable partners delivering Disabled Facilities Grants to utilise the freedoms to find innovative solutions which should help to reduce waiting lists and processing times for the Grant. Consideration will be given to the outcomes of the pilot project undertaken by Broadland District Council and Norfolk County Council Occupational Therapy Service as part of the 1st round Local Area Agreement along with other potential innovations.

This indicator is to be worked on during year 1 of the LAA for inclusion from year 2. The indicator will seek to improve the delivery of housing aids and adaptations for residents regardless of the tenure of the property in which they live. Part of this work will seek to address the inconsistency across the County and the inconsistency in aids and adaptations being provided across different tenures.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Develop indicator in year 1	Indicator and baseline set	Targets to be set at Year 1 refresh	Targets to be set at Year 1 refresh

OUTCOME 4: ENVIRONMENTAL SUSTAINABILITY

Why is this important for Norfolk?

- Norfolk has a high quality environment, with many natural landscape assets and evidence of a rich cultural past. Our landscape, open space, countryside and historic background all make Norfolk a unique place and the reason for over 4 million visitors to our county each year.
- Norfolk has many species and habitats that are of importance, nationally and internationally. However, there have been large losses of habitat over the last 50 years and the population of many species has declined. The remaining semi-natural areas are small and heavily fragmented, and plans to create improved ecological networks across the county could halt the effects of such fragmentation. This is of greater importance with the pressures on land as a result of the growth planned in Norfolk.
- The UK Climate Impacts Programme data suggests that by 2080 East Anglia will experience more extreme conditions in terms of more intense rainfall and stronger winds in the winter and less rainfall and more heatwaves in the summer.
- The key impacts identified in the Atkins report (2007) are: an increase in fluvial, tidal and pluvial flood risk and huge increases in the associated costs; probable sea level rise of 0.4m, meaning a large increase in the number of properties and agricultural land at risk on the east coast; water shortages in view of rising demand and diminishing supply. This is likely to pose particular challenges in terms of infrastructure, health, insurance premiums, agriculture, the natural environment and quality of life for our communities

- In Norfolk almost 39% of municipal waste collected is recycled and composted (2006/07), making it one of the top ten counties nationally. We are however completely reliant on landfill at the moment to handle the rest of our waste, and have challenging targets to reduce biodegradable waste sent to landfill to 75% of 1995 levels by 2010, with costly fines if we fail.

What are our priorities for improvement in the LAA?

In the next three years we will:

- Mitigate and adapt to the impacts of climate change in the county
- Maintain and enhance biodiversity in Norfolk
- Reduce the amount of waste that needs to be land filled

How are we going to monitor our progress?

INDICATOR 4.1 (NI 186): Per capita reduction in CO2 emissions in the LA area (Designated)				
Lead partner: Broadland District Council		Links to other plans / strategies: <ul style="list-style-type: none">• Norfolk Ambition – Key Theme 6 (Environmentally Responsible)• Local Transport Plan• Shaping Norfolk’s Future Strategy – Strategic Goal 4 (To make Norfolk an exemplar of environmentally sustainable prosperity)• Local Development Frameworks• Growth Point Programme of Development (for Greater Norwich & Thetford) and the Integrated Development Plan (Greater Norwich)• Carbon reduction plans of key public sector partners (e.g. Norfolk PCT)		
List of other partners supporting activity to deliver target: Norfolk Climate Change Task Group, All partners on Norfolk County Strategic Partnership; Shaping Norfolk’s Future; a range of other partners such as Energy Savings Trust, CRed				
Evidence for Norfolk: <p>The Defra dataset (produced by AEA) shows the following per capita CO2 emissions footprint across Norfolk in 2005, this has been used to provide the baselines shown below. UK-wide per capita emissions were 7.9 T/CO2 in 2005. The above data is based on emissions from domestic housing, business and the public sector, and road transport. Of these sectors, Norfolk has higher than average emissions from road transport. This is also the reason for higher average emissions in districts such as King’s Lynn & W Norfolk, South Norfolk and Breckland. Statistics produced by AEA show the projected reductions in CO2 emissions that could be achieved from 2005-2010 based on “business as usual” in implementing existing national policy and regulations. The data shows total reductions possible through all national measures (delivered by a range of partners), and specifies what element of that can be influenced by local authorities.</p> <p>The indicative target for Norfolk will be to reduce per capita emissions by 3% by end 2010/11, saving 204.56 kt/CO2. This is based on those aspects of the AEA model that can be influenced by local authorities, with the projected savings for 2005-2010 calculated pro rata to give a three year equivalent for 2008-2011. The breakdown for each district is shown below. The 3% target is set in the context of a projected overall 11% reduction in Norfolk (0.9t/CO2 per capita) from all national measures. A number of assumptions have been made in setting the indicative target and it will therefore need to be reviewed at the first annual refresh once more up to date emissions figures are available (for 2006), and when the Norfolk baseline and Delivery Plan are established. In particular, it is assumed that performance on this indicator will be assessed primarily on the basis of actions set out in the Delivery Plan, and not the AEA statistics, which are not directly linked to actions delivered in the LAA period.</p>				
Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk County Average, <i>within which:</i>	8.4 (t/CO2)			11%, of which: 8% from national measures only (0.9 tonnage savings/capita)*, and 3% from national measures with local authority influence (0.25 tonnage savings/capita)
Breckland DC	8.8 (t/CO2)			3.4% (0.3 tonnage savings/capita)
Broadland DC	6.8 (t/CO2)			3.4% (0.23 tonnage savings/capita)
Great Yarmouth BC	6.0 (t/CO2)			3.4% (0.2 tonnage savings/capita)
BC of King’s Lynn & W Norfolk	11.4 (t/CO2)			2.4% (0.27 tonnage savings/capita)
North Norfolk DC	8.1 (t/CO2)			3.1% (0.25 tonnage savings/capita)
Norwich CC	7.2 (t/CO2)			2.8% (0.2 tonnage savings/capita)
South Norfolk DC	9.5 (t/CO2)			2.8% (0.27 tonnage savings/capita)
				* N.B. Local authorities are not accountable for that percentage of savings from national measures only, and this will not prejudice any future achievement of reward grant

INDICATOR 4.2 (NI 188): Planning to adapt to climate change (*Designated*)**Lead partner:**

Broadland District Council

Links to other plans / strategies:

- **Norfolk Ambition** – Key theme 6 (Environmentally Responsible)
- Shaping Norfolk's Future Strategy – Strategic Goal 4 (To make Norfolk an exemplar of environmentally sustainable prosperity)
- Local Development Frameworks
- Growth Point Master Plans
- Climate Action Plan East
- Individual authorities' environmental and climate change strategies
- AONB management plans

List of other partners supporting activity to deliver target:

the Norfolk Climate Change Task Force, Environment Agency; Natural England; Broads Authority; Shaping Norfolk's Future; Biodiversity Partnership; Anglian Water; and a range of other organisations

Evidence for Norfolk:

This is a new indicator and there is no previous baseline of adaptation activity. It is a process based indicator and will track the progress of Norfolk partners in planning and putting in place appropriate measures to adapt to climate change. The Norfolk Climate Change Task Force will agree a Delivery Plan and review progress against the Plan at regular intervals.

Background evidence on climate change and its impact in relation to Norfolk, includes:

- Atkins Report "Review of current position and activity on climate change mitigation and adaptation in the East of England" (May 2007)
- UKCIP02 on climate change scenarios
- Work with UEA project to establish Norfolk-specific scenarios

There is also a wide range of plans that already take account of expected climate change impacts at a strategic level, such as the Norfolk Community Risk Register, Emergency Response Strategy, Strategic Flood Response Plan and sustainability appraisals of Local Development Frameworks, amongst others.

A full baseline will be established and agreed with partners and GO East during 2008/09. A public declaration of the commitment of the Norfolk County Strategic Partnership to tackle climate change will be through the publication of a Norfolk Climate Change Strategy later in the year.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	To be established in 2008/09	Level 0 (full baseline) Level 1	Level 2	Level 3

INDICATOR 4.3 (NI 193): Percentage of municipal waste land filled (*Designated*)**Lead partner:**

Norfolk County Council

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 6 (Environmentally Responsible)
- Waste Strategy for England 2007
- Landfill directive
- Joint Municipal Waste Management Strategy for Norfolk

List of other partners supporting activity to deliver target:

The Norfolk Waste Partnership comprises all 8 local authorities

Evidence for Norfolk:

Baseline data on municipal waste to landfill and recycling and composting performance for districts and county council for 2006/07 and 2007/08 has been used to identify trends and calculate the targets.

Comparative data for municipal waste to landfill in 2006/07 and 2007/08		
	2006/07 (%)	2007/08 (%)*
Norwich	81	77
Great Yarmouth	74	74
King's Lynn & West Norfolk	72	68
Breckland	60	56
Broadland	53	51
North Norfolk	57	55
South Norfolk	67	64
County Council Recycling Centres	36	47
Countywide performance	60	61

* It should be noted that the figures for 2007/08 are based on recycling and composting figures for the district and county council for the first three quarters with an estimate for quarter four. Audited figures for 2007/08 will be available in July 2008.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norwich	77	74	68	67
Great Yarmouth	74	72	70	69
King's Lynn & West Norfolk	68	60	58	57
Breckland	56	57	56	55
Broadland	51	50	49	48
North Norfolk	55	54	52	50
South Norfolk	64	62	61	60
County Council Recycling Centres	47	39	38	36
Countywide performance	61	57	55	54

INDICATOR: 4.4 (NI 197) : Improve local biodiversity – proportion of local sites where positive conservation management has been or is being implemented (*Designated*)

Lead partner:

Norfolk County Council

List of other partners supporting activity to deliver target:

Norfolk Wildlife Trust

Natural England

Farming and Wildlife Advisory Group

Forestry Commission

Norfolk Biological Records Centre

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 6 (Environmentally Responsible)
- Natural Environment and Rural Communities Act/ Planning Policy Statement 9
- UK Biodiversity Action Plan
- Regional Environment Strategy
- Draft Regional Spatial Strategy (biodiversity and ecological network components)
- Norfolk Biodiversity Action Plan
- NCC Environment and Waste Service Plan

Evidence for Norfolk:

This is a new indicator and so there is no analysis of trends available. As summarised in the table below, an initial assessment of the baseline suggests that only 46% of Norfolk's County Wildlife Sites are currently in 'Positive Conservation Management' (as defined by national guidance)

COUNTY WILDLIFE SITES (CWS)		PROVISIONAL BASELINE
District	No. of CWS	<i>No. of CWS in Positive Conservation Management as of 1 April 2008</i>
Breckland	416	203 (49%)
Broadland	116	62 (53%)
Great Yarmouth	13	7 (54%)
North Norfolk	239	129 (54%)
Norwich	29	13 (45%)
South Norfolk	245	93 (38%)
West Norfolk	198	74 (37%)
Total Norfolk	1256	581 (46%)

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Year 1 will be used to establish a more accurate baseline – above table gives figures we are working on	Provisional target of 644 (51%)	Provisional target of 719 (57%)	Provisional target of 807 (64%)

INDICATOR 4.5: Ecological Networks (*Local*)

Lead partner:

Norfolk County Council

List of other partners supporting activity to deliver target:

Norfolk Biodiversity Partnership, which includes Borough Council of Great Yarmouth; Borough Council of King's Lynn and West Norfolk; Breckland District Council; British Trust for Ornithology; Broads Authority; Broadland District Council; Environment Agency; Forestry Commission; Natural England; Norfolk Biological Records Centre; Norfolk County Council; Norfolk Farming and Wildlife Advisory Group; Norfolk and Norwich Naturalists' Society; Norfolk Wildlife Trust; North Norfolk District Council; Norwich City Council; RSPB; and South Norfolk Council; and the Water Management Alliance

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 6 (Environmentally Sustainable)

Evidence for Norfolk:

- Over the last century, many of Norfolk's habitats have been lost and fragmented. For example, between the end of World War II and 1984, grasslands in Norfolk declined by 70%; of those that survived, only 7% were rich in wildflowers. Similarly, the area of Norfolk's heathlands is estimated to have declined by 80-90% over the last 200 years. Approximately 85% of Norfolk's orchards have been grubbed out, and half of all ancient woodlands were lost between 1945 and 1973.
- As a result of these trends, once extensive areas of habitat have now been reduced to small remnants isolated from each other and surrounded by relatively inhospitable land-uses. This poses many challenges to conservation. For example, small and isolated sites are likely to be more severely impacted by climate change than larger sites. They may no longer be able to support viable populations of particular species; they are vulnerable to adverse impacts from surrounding land-uses; and they can be severely damaged by catastrophic events such as fires, flooding and storms.
- To address these concerns, the Norfolk Biodiversity Partnership accords high priority to the development of an *ecological network*. A map showing the key elements of an ecological network for the county has now been prepared, which identifies: **core areas**, formed of high-value wildlife sites; and **enhancement areas**, where there is a need for habitat improvement and creation.
- The proposed indicator will provide a useful and readily understandable measure of progress towards the implementation of this ecological network.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Baseline to be established in year 1	Baseline to be established in year 1	Targets to be set once baseline established	Targets to be set once baseline established

OUTCOME 5: STRONGER COMMUNITIES

Why is this important for Norfolk?

- Our communities are increasingly diverse, with more than 80 languages spoken following increasing levels of migration into the county, a significant number coming from the newly acceded EU countries, and large Portuguese community.
- The majority of people in Norfolk are satisfied with their neighbourhood and agree that they have a strong sense of belonging, this is strongest in small communities and rural areas.
- They generally feel that people from different backgrounds get on well together (80% agree across Norwich), but this view is less strong in Great Yarmouth (49%), King's Lynn & West Norfolk (53%), and in Breckland (56%) (2007 BVPI Satisfaction Survey).
- Improving the public's engagement in the life of their communities is seen to improve understanding and foster a greater sense of belonging. A thriving voluntary and community sector exists in Norfolk, with at least 3,994 organisations working across communities in Norfolk (The Sector Counts report 2006).
- Culture plays a unique and vital part in supporting social cohesion and stronger communities. Norfolk's rich cultural offer includes landmark museums and libraries, internationally famous heritage sites, and vibrant arts and media sectors. The county is home to major international festivals and a year round programme of community based events. Participation in cultural activities is high, interest

keen and satisfaction high, with a strong recognition of the value of cultural activities in the broader social and economic life of the county.

What are our priorities for improvement in the LAA?

In the next three years we want to:

- Promote strong, cohesive communities where diversity is valued and positive relationships exist between people from all backgrounds and in all areas of community life
- Increase the participation of people in their local communities and encourage active citizenship
- Develop an environment in which voluntary and community organisations can thrive
- Increase the engagement of people in the arts and cultural life of the county

How are we going to monitor our progress?

INDICATOR 5.1 (NI 1): Percentage of people who believe people from different backgrounds get on well together in their local area (*Designated*)

Lead partner: Norfolk County Council	Links to other plans / strategies: <ul style="list-style-type: none"> • Norfolk Ambition – Key Theme 1 (Inclusive & Diverse) • Community Cohesion Strategic Work Plan – <i>in development</i>
List of other partners supporting activity to deliver target: All local authorities and partners representing statutory and voluntary sector organisations through the Community Cohesion Strategic / Steering Groups	

Evidence for Norfolk:

Baselines provided by Best Value Satisfaction Survey 2006/07 (conducted by Ipsos MORI):

Local Authority	% score	Local Authority	% score
Great Yarmouth DC	58.4	Norfolk CC	80.7
Breckland DC	62.8	North Norfolk DC	83.9
Kings Lynn & West Norfolk DC	63.5	South Norfolk DC	84.4
Norwich DC	78.4	Broadland DC	87.4

Supplementary information on local perceptions of cohesion is available from the 2007 Citizens Panel Survey results, and some districts have completed additional quantitative and qualitative research which will be used to inform the development of local action plans and targeted strategies. The targets have been grouped in order to set achievable local targets for the three areas which performed least well in previous years, to collectively allow them to work towards achieving results that are on a trajectory to meet the national average of 80%. The districts that have already reached this level of performance have been set targets to demonstrate an ongoing commitment to maintaining and exceeding this level over the duration of the LAA.

N.B. Comparability of BVPI survey with new Place Survey is still in question, and it is proposed that these are treated as provisional figures, subject to change following the results of the first Place Survey later this year.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Great Yarmouth	58.4%			6% increase over 3 Years
Breckland	62.8%			6% increase over 3 years
King's Lynn & West Norfolk	63.5%			6% increase over 3 years
Norwich	78.4%			Maintain
Broadland	87.4%			Maintain
North Norfolk	83.9%			Maintain
South Norfolk	84.4%			Maintain
Norfolk	80.7%			Overall increase of 4% over whole County

INDICATOR 5.2 (NI 4): Percentage of people who feel they can influence decisions in their locality (*Designated*)**Lead partner:**

Norfolk County Council and District Councils

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 1 (Inclusive & Diverse) and Key Theme 5 (Active & Engaged)

List of other partners supporting activity to deliver target:

Voluntary and Community Sector

Evidence for Norfolk:

Results from the Best Value Satisfaction Survey shows that scores vary across the county, however on average 34% agree and 66% disagree

Experience from the various Neighbourhood Management projects in Norfolk, in particular where Neighbourhood Element funding was made available in Great Yarmouth and Kings Lynn, have been working towards better engagement and empowerment of local people, and their experience will prove useful to delivery planning for this measure.

2006 BVPI Survey Results (Do you agree or disagree that you can influence decisions affecting your local area)

Authority	Agree	Disagree
Broadland	37%	63%
South Norfolk	37%	63%
Norwich	35%	65%
Breckland	34%	66%
Norfolk District Average	34%	66%
West Norfolk	33%	67%
North Norfolk	32%	68%
Great Yarmouth	29%	71%

No targets have been sent – awaiting setting the targets in first Place survey and will be included in first annual refresh, but when they are they will show a statistically significant increase on the baseline.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Baseline to be set by Place Survey in 2008/09	Baseline set	To be set following Place Survey at end of 2008	To be set following Place Survey at end of 2008

INDICATOR 5.3 (NI 6): Participation in regular volunteering (Local)**Lead partner:**

Voluntary Norfolk

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 5 (Active & Engaged)
- **LAA Reference Group Action Plan** – increasing the diversity of volunteers

List of other partners supporting activity to deliver target:

LAA VCS Reference Group, specifically: West Norfolk Voluntary and Community Action; Norfolk Rural Community Council; Norfolk Coalition of Disabled People; Norfolk & Norwich Race Equality Council; Age Concern Norfolk; Community Connections (Great Yarmouth); Norfolk Council for Voluntary Youth Services, Health and Social Care & Voluntary Sector Strategic Forum, County Strategic Forum, PCT Boards

Evidence for Norfolk:

The inclusion of this measure was supported by many statutory and voluntary agencies in the development of the LAA, understanding that a thriving third sector is reliant on good levels of volunteering. Norfolk has relatively good overall levels of volunteering in a wide range of services and activities including, but by no means exclusively, retained firefighters, supporting youth and community groups, community transport, hospital visiting, and responding to emergencies. However, it is clear that there is a need to further extend the scope of volunteering and the range of volunteers.

Traditionally, formal volunteers come from older age groups more established communities, and have predominantly been involved in supporting education and local/community groups. In contrast, informal volunteering was even more localised and consisted mainly of advice and support to neighbours / local people.

There is however evidence of a need to extend the scope and range of volunteering - the Citizens Panel survey in 2007 discovered that very few of the respondents were involved in volunteering for BME organisations, or supporting ethnic / migrant communities. In addition, there is evidence from the VCS itself that opportunities for volunteering for people with learning difficulties, people living with mental health problems or physical/sensory impairments, is limited. Similar difficulties arise regarding older people, who would welcome a wider range of volunteering opportunities. Issues of recruitment and retention for organisations using volunteers are identified as an important factor in addressing this.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Baseline to be set by Place Survey in Autumn 2008	Baseline to be set	Targets to be set once baseline established	Targets to be set once baseline established

INDICATOR 5.4 (NI 7): Environment for a thriving third sector (*Designated*)

Lead partner:

Voluntary Norfolk

List of other partners supporting activity to deliver target:

LAA VCS Reference Group, specifically: West Norfolk Voluntary and Community Action; Norfolk Rural Community Council; Norfolk Coalition of Disabled People; Norfolk & Norwich Race Equality Council; Age Concern Norfolk; Community Connections (Great Yarmouth); Norfolk Council for Voluntary Youth Services, Health and Social Care & Voluntary Sector Strategic Forum, County Strategic Forum, PCT Boards

Links to other plans / strategies:

- Norfolk Ambition – all Key Themes
- Public Services Delivery Project
- Guide and Checklist on Commissioning from the 3rd Sector

Evidence for Norfolk:

This is a new indicator and will be measured by a new survey commissioned by the CLG which will take place in Autumn 2008, and will be repeated bi-annually. This indicator will provide a measure of the contribution that local government and its partners make to the environment in which independent third sector organisations can operate successfully, through a survey of third sector organisations.

The provisional target is set pending the finalisation of the baseline during 2008. At the annual refresh at the end of 2008, the targets will be reviewed and amended if appropriate

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Countywide	Baseline will be set by the new 3 rd sector survey (Autumn 2008)	Baseline set	To be determined once baseline set	Provisional target of 4.1% over 3 years To be reviewed once baseline set

INDICATOR 5.5 (NI 110): Young people's participation in positive activities (*Designated*)

Lead partner: Connexions	Links to other plans / strategies: <ul style="list-style-type: none"> • Norfolk Ambition – Key Theme 5 (Active & Engaged) • DCSF Aiming High for young people: A ten year strategy for positive activities (& implementation plan) • DCSF Youth Taskforce Action Plan • Youth Matters (& Youth Matters: Next steps) • PSA Delivery Agreement 14 – Increase the number of children and young people on the path to success • Norfolk's CYP Partnership commissioning strategy for young people – The Youth Offer • CYP Partnership Plan • Connexions Norfolk service plan • Children's services plan • Youth Work Improvement Plan
List of partners supporting activity to deliver target: Norfolk Children and Young People Partnership Trust NCC Children's Services; NCC Cultural Services; District Councils, YOT; schools providing extended services; colleges; voluntary sector	

Evidence for Norfolk:

This is a new indicator and is measured by the proportion of young people in school year 10 responding 'yes' to the question: "In the last 4 weeks, have you participated in any group activity led by an adult outside school lessons (such as sports, arts or a youth group?", based on the analysis of the weighted TellUs survey data.

National data (Source: Youth Taskforce Action Plan, DCSF 2008):

- Overall around four in five 14 year olds participated in positive leisure activities
- More young people are volunteering than in any other age group
- Participation in school sports has increased for 5-16 year olds from 62% in 2004 to 85% in 2007
- Roughly a quarter of young people do not participate in any activity

Based on national data there is a minimum expectation that 75% of our young people will be involved with positive activities

Norfolk data: Taken from a survey of young people aged 13 to 19 years in November 2007

Activities currently or recently involved in	%	Activities currently or recently involved in	%
Sports activities	54%	Environmental action	15%
Arts activities	27%	Helping how Norfolk spends money on youth	12%
Fundraising / charity work	27%	Politics / debating	9%
Volunteering	22%	Faith / religious activities	9%
Helping people with special and additional needs	19%	Other activities	5%
Nothing	17%		

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	Baseline to be established through the annual TellUs survey, autumn 2008	Baseline to be established	To be agreed	To be agreed

INDICATOR 5.6 (NI 140): Fair treatment by local services (*Local*)**Lead partner:**

Norfolk County Council and District Councils

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 1 (Inclusive & Diverse)

List of other partners supporting activity to deliver target:

Health and Social Care Strategic Forum; Voluntary and Community Organisations

Evidence for Norfolk:

Dignity and respect are recognised as key determinants of an individual's well-being. Fair treatment by others is a critical component of removing inequalities of process, which create unjust barriers to involvement in society as well as in the economy. As a moral and ethical principle, fair and equal treatment is one to which we should aspire. The low self-esteem and sense of identity that unfair treatment can create impacts on all areas of daily life – including economic and civic participation, mental well-being, social relationships etc.

Collection of this data will be through the new Place Survey, due to take place in autumn 2008. Responses to the question “*In the last year would you say that you have been treated with respect and consideration by your local public services?*” (with multiple choice options for responding) will be used. The data from this survey will create the baseline for this indicator. Targets will then be set at the first annual refresh.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	To be established by the Place Survey, Autumn 2008	Baseline set	To be set at first annual refresh	To be set at first annual refresh

INDICATOR 5.7: Participation in cultural activities (*Local*)

Lead partner:

Norfolk County Council, Cultural Services

List of other partners supporting activity to deliver target:

Arts organisations, Arts Award Scheme, District Councils, other cultural providers, schools, HE and FE sectors, Active Norfolk, Norfolk Cultural Forum Board, Norfolk Arts Forum, Norfolk Olympic and Paralympic Group, Creative Industries Board, Arts Council England, YOT, MLA, Voluntary and Community Organisations

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 5 (Active & Engaged) and Key Theme 7 (Creative)
- Every Child Matters, DfES, 2003
- McMaster Review: Supporting Excellence in the Arts, 2008
- Our Agenda for the Arts in the East of England 2006-08 – Arts Council England
- A Better Life: the role of culture in sustainable development in the East of England – Living East
- Norfolk Children and Young People's Plan 2006-09

Evidence for Norfolk:

Participation and interest in cultural activities in Norfolk is high but more needs to be done to ensure that people in the county, particularly in rural areas, can access cultural activities. We need to build the evidence so that we can identify the gaps and make provision accordingly. There is evidence that engagement in culture offers a powerful route in to developing skills that can be used in other areas of life and work, getting people into mainstream education and training, and therefore providing a pathway into employment. There is a need to profile the excellent work underway in this area in Norfolk.

The London 2012 Olympic and Paralympic Games provide a unique opportunity to people in Norfolk to participate in cultural activities in the years leading up to the Games in 2012. We want to measure the reach and impact of the Games programme in Norfolk.

The following measures will be used:

1. Participation figures in education and outreach programmes from arts organisations that have a 3 year funding agreement with the County Council
2. Number of young people registered on the Arts Award and the number of young people achieving a qualification through the Arts Award
3. The number of events and the number of attendees taking part in the Cultural Olympiad in Norfolk under the 'Norfolk Celebrating Talent' brand.

Year 1 is a development year and changes will be considered at the end of the year.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	1. Education and outreach: 93,772 (2007/08)	108,602	To be set at annual refresh	To be set at annual refresh
	2. Arts Awards:	377	To be set at annual refresh	To be set at annual refresh
	a) Number of young people registered – baseline not available			
	b) Number of young people achieving a qualification – baseline not available	354	To be set at annual refresh	To be set at annual refresh
	3. Norfolk Celebrating Talent:	2008/09 is the first year of this event	To be set at annual refresh	To be set at annual refresh
	a) Number of events			
	b) Number of attendees			

OUTCOME 6: SAFER COMMUNITIES

Why is this important for Norfolk?

- Residents in Norfolk continue to be concerned about crime, although it appears that the main issues remain anti-social behaviour and criminal damage. Overall levels of crime have continued to fall, but perception of crime as an issue still remains high, staying in the top 10 of issues that local people felt needed to be improved (2006 BVPI Satisfaction Survey).
- Failure to prioritise identified locations for increased levels of ASB and criminal damage could impact on other reported crime and incident levels, detection rates, protection of vulnerable groups and have a negative impact on community cohesion.
- Protection of vulnerable people is vital to increasing public safety and community confidence. Analysis has highlighted that young people are vulnerable to alcohol and drugs misuse and older people to anti-social behaviour, criminal damage and domestic burglary.
- The identification of the most deprived areas within the county of Norfolk and the work carried out on the Vulnerable Localities Index has provided an opportunity to identify the drivers of anti-social behaviour and criminal damage by focussing not only on the locations but also the victim and the offender types.
- Supporting people suffering from domestic abuse is a continuing priority in Norfolk.

- Road safety has been identified through community engagement as an issue of concern and is often linked to anti-social behaviour type incidents.

What are our priorities for improvement in the LAA?

In the next three years we want to:

- Raise the confidence of communities in the safety of their local area
- Reduce the incidence of crime and anti-social behaviour
- Protect vulnerable people, particularly young people, older people, and people vulnerable to domestic abuse
- Improve support to offenders to prevent them from re-offending, particularly prolific and priority offenders
- Reduce the harm caused by the misuse of drugs and alcohol
- Continue to reduce the number of people killed and seriously injured on Norfolk's roads

How are we going to monitor our progress?

INDICATOR: 6.1 (NI 18): Adult re-offending rates for those under Probation supervision (<i>Local</i>)				
Lead partner: Norfolk Probation		Links to other plans / strategies: <ul style="list-style-type: none">• Norfolk Ambition – Key Theme 3 (Safe)• National 5 year strategy for protecting the public and reducing re-offending• HM Government “Working together to cut crime and deliver justice”• Home Office Crime Strategy “Cutting Crime: A new partnership 2008-11”• National Drugs Strategy “Drugs: protecting families and communities”• National Reducing Re-Offending through skills and employment.• Dept of Health “Improving health, supporting justice”		
List of other partners supporting activity to deliver target: Key local partners who can make a difference will include: local authorities, the PCTs, police, fire and rescue, Norfolk VCS organisations, social landlords, the N-DAP and others.				
Evidence for Norfolk: <ol style="list-style-type: none">1. Norfolk Probation Area (NPA) undertakes over 3,000 court reports each year on offenders committing crimes of all types.2. At anyone time NPA supervises 2,000 offenders subject to Community Orders across the county and an additional 800 offenders serving custodial sentences of longer than 12 months.3. Evidence from the Government’s Social Exclusion Unit identifies the importance of addressing a number of key “criminogenic” factors if offenders are to desist from further offending. Problems around accommodation, finance, substance misuse, relationships, mental health, lifestyles and attitudes impact on the decisions that offenders make to re-offend. Norfolk has some of the highest indicators of offender need than any other county in England and Wales. For example:<ul style="list-style-type: none">• 59% of the NPA caseload has needs linked to employment, training and education, with 57% of men unemployed and 70% of women offenders unemployed;• 45% of cases are in unsettled and unsuitable accommodation;• 49% have significant problems with alcohol misuse and 27% with drug related problems;• over 70% of the caseload have been assessed as having an offending and personal history that suggests a significant risk that they will re-offend;• it is estimated that more than 50% of crime is committed by offenders who have already been through the criminal justice system;• National data estimates that the total cost of re-offending is around £11 billion a year whilst the emotional and physical impact of crime on victims is estimated at £18 billion.				
Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Baseline to be established in year 1	Baseline to be set	Targets to be set when baseline established	Targets to be set when baseline established

INDICATOR 6.2 (NI 19): Rate of proven re-offending by young offenders (Local)**Lead partner:**

Norfolk Youth Offending Team

Links to other plans / strategies:

- Norfolk Ambition – Key Theme 3 (Safe)

List of other partners supporting activity to deliver target:

Contributory partners are numerous, but will significantly include: (a) the 7 District Councils (especially their Anti-social Behaviour Units and staff including Neighbourhood Wardens) and in Great Yarmouth and Norwich services set up utilising funding for Family Intervention Projects and parenting practitioners; (b) Norfolk Connexions Service in relation to the development of IYS; (c) Norfolk Constabulary; (d) Norfolk Children's Services; (e) Key voluntary and community sector delivery partners

Evidence for Norfolk:

The overall reduction figures for this indicator are still to be finalised by the Youth Justice Board. A baseline will be created from the January to March 2005 figures, but not validated until July 2008 and will be subject to a refresh in December 2008. Actual targets can therefore not be set until the end of the year.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	To be finalised in December 2008	Year for base-lining new indicator	Targets will be set following finalisation of baseline	Targets will be set following finalisation of baseline

INDICATOR 6.3 (NI 21): Dealing with local concerns about anti-social behaviour and crime issues by the local council and police (Designated)

Lead partner:

Norfolk Constabulary

List of other partners supporting activity to deliver target:

County Strategic Group (Crime Reduction), Norfolk County Council; all District Councils; other local CDRP representatives; responsible authority partnerships; Voluntary and Community Sector

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 3 (Safe)
- County Community Safety Delivery Plan
- Norfolk Constabulary Force Strategic Assessment
- Norfolk Constabulary Force Control Strategy
- District Partnership Plans

Evidence for Norfolk:

Data collection for this indicator will be carried out by the new Place Survey. The baseline will be set at the end of year 1 (2008-09) using the Place Survey. Existing data from the Citizens Panel, British Crime Survey and measures built up from Safer neighbourhoods Surveys (APACS) will be used to set proxy targets in the interim. These are not included in the LAA but will be used by partners to drive performance locally. Although this measure looks specifically at what local councils and the police are doing to tackle local concerns about anti-social behaviour it is recognised that many other agencies are involved through Community Action Groups and Safer Neighbourhood Teams.

In 2007 the Citizens Panel results show that 15% of people surveyed are completely or very satisfied that the police are dealing with things that matter to that individual, 35% are fairly satisfied. The results also show that 3% of people surveyed indicated that the local police and Safer Neighbourhood Teams are very effective and 30% fairly effective at working with the community to tackle crime and anti social behaviour. The Norfolk Constabulary User Satisfaction Survey produced in April 2008 shows that 24% of those surveyed are completely or very satisfied with the way police deal with ASB. The Safer Neighbourhood Teams will measure, through surveys, their performance in dealing with and understanding local concerns about anti-social behaviour and crime.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
County and District targets will be set. It is also anticipated that targets could also be set by the ethnicity of the respondent.	Baseline will be set using the appropriate data from the Place Survey. Citizens Panel, BCS Survey and Safer Neighbourhood Team data will be used as local proxy measures in the interim.	Baseline set by Place Survey, Autumn 2008	Place Survey is a biannual survey and targets will be set for 2010/11. Proxy targets will continue to be used in 2009/10 that are complementary to the Place Survey.	% increase in the number of people surveyed who are satisfied that the police and local councils are dealing with things that matter to that individual to be set once baseline established

INDICATOR 6.4 (NI 30): Re-offending rate of prolific and priority offenders (*Local*)**Lead partner:**

Norfolk Probation

List of other partners supporting activity to deliver target:

Local authorities

PCTs

Norfolk Constabulary

Fire and Rescue

Norfolk VCS organisations

Norfolk Drug Action Partnership

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 3 (Safe)
- National 5 year strategy for protecting the public and reducing re-offending
- HM Government 'Working together to cut crime and deliver justice'
- Home Office Crime Strategy 'Cutting Crime: a new partnership 2008-11'
- Norfolk PPO Review and Action Plan

Evidence for Norfolk:

Home Office modelling work suggests there are about one million active offenders in the general population at any one time. Of these, around 100,000 will accumulate more than three convictions during their criminal careers and, although representing only 10% of active offenders, they commit at least 50% of all serious crime. In addition, it can be reasonably assumed that this group is responsible for a disproportionately high amount of unsolved crime.

The active offender population is not static. As offenders give up offending and leave the population, a steady stream of new offenders replace them. In the group of 100,000 most active offenders, the Home Office estimates that approximately 20,000 offenders drop out and are replaced by similar numbers each year.

Within this pool of 100,000 most active offenders, analysis suggests that ever smaller numbers of offenders are responsible for disproportionately greater amounts of crime. We estimate that the most prolific 5,000 offenders, representing 0.5% of the entire active offender population, are responsible for around 9% of all crimes. This strategy is aimed at tackling this 'super prolific' group.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Baseline to be established during 2008	Baseline set	To be determined once baseline set	To be determined once baseline set

INDICATOR 6.5 (NI 32): Repeat incidents of domestic violence (*Designated*)**Lead partner:**

Norfolk Constabulary

List of other partners supporting activity to deliver target:

County Strategic Group (Crime Reduction), Norfolk County Council; all District Councils; Norfolk PCT; Norfolk Probation Area; Leeway; Olive Tree and other local CDRP members

Links to other plans / strategies:

- Norfolk Ambition – Key Theme 3 (Safe)
- County Community Safety Delivery Plan
- Norfolk Constabulary Force Strategic Assessment
- Norfolk Constabulary Force Control Strategy
- District Partnership Plans

Evidence for Norfolk:

Data is currently collected by Norfolk Constabulary Domestic Violence Units. For 2006-07 the repeat victimisation rate for all incidents of domestic violence was 30.3% with 1479 victims. MARACs (Multi Agency Risk Assessment Conference) have subsequently been established in three locations across the County to deal with high risk cases and prevent repeat victimisation. A repeat victim is an individual subject to a violent incident occurring within 12 months of the original incident coming to the MARAC.

The longest running MARAC in Norfolk covers Norwich and the surrounding area. Although not running for a complete year as yet, in 2007-08 saw 82 cases where they were referred again following further incidents. But data on the overall level of repeat violence reported needs to be assessed, and is likely to be much higher. It is anticipated that around 300 cases will be referred to the MARACs in 2008-09.

With the limited period that MARACs have been operational there is limited data available. Once each MARAC has been running for a year we will start to build up a picture of performance. The full picture across the county will not be available until January 2010 (2 years from the start of the final MARAC for Norfolk) as violent incidents occurring in the last 12 months will need to be matched against MARAC cases in the previous 12 months.

The previously collected data will be used to inform the performance in 2008-09 however the full year's data from 2008-09 for Norwich and the surrounding area (available April 2010) will then be utilised to provide a more reliable baseline and inform the targets for 2009/10 and 2010/11.

There have been long running problems with data capture of DV cases (and therefore the reliability of current figures) but by the end of March 2010 it is intended to have suitable mechanism in place for partners to measure and monitor repeat victimisation for all domestic abuse incidents. This can then be used to provide a comparison of levels of repeat victimisation for those subject to MARC intervention and those not.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
3 county MARACs	Proposed baseline established with the available data. Targets set once baseline data captured.	Baseline to be established	Targets to be set once baseline data captured, for each of the 3 county MARACs.	Targets to be set once baseline data established

INDICATOR 6.6 (NI 47): People killed or seriously injured in road traffic accidents (*Designated*)**Lead partner:** Norfolk County Council**List of other partners supporting activity to deliver target:**

Road Casualty Reduction Group. Member organisations include: Norfolk Constabulary; Fire & Rescue Service; Safety Camera Partnership; Norwich City Council; Ambulance Services; Primary Care Trust; Hospital Trust; Highways Agency

Links to other plans / strategies:

- Norfolk Ambition – Key Theme 3 (Safe)
- Local Transport Plan 2
- Future of Casualty Reduction in Norfolk 2008/09
- A Rural Road Safety Strategy for Norfolk
- Norfolk's Motorcycle Casualty Reduction Plan
- Force Road Policing Strategy 2006-09: Norfolk Police
- Area 6 Casualty Reduction Plan: Highways Agency

Evidence for Norfolk:

In 2000, the Department for Transport established criteria for national road safety targets. Baselines were established using the average of the killed and seriously injured (KSI) figures for each County in the years 1994-1998. For Norfolk the baseline figure was 862.

By 2006, Norfolk had achieved the national target of a 40% reduction in KSI four years early and therefore a stretched target of a 50% reduction from the baseline has been agreed. Although the overall figures have improved this continues to be an important priority in Norfolk, particularly in rural communities. In the LAA we also want to focus on motorcycle casualties where performance has not improved at the same pace. At the end of 2007 the KSI figure was 7% above the baseline for motorcycle casualties. We have therefore set a target, within the overall KSI stretch target, of a 20% reduction in motorcycle casualties compared to the baseline.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Overall KSIs (Norfolk)	862	473	449	425
Motorcycle KSIs (Norfolk)	131	128	117	105

INDICATOR 6.7 (NI 60): Percentage of core assessments for children's social care that were carried out within 35 working days of their commencement (*Designated*)

Lead partner: Norfolk County Council

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 3 (Safe)
- Children and Young People's Plan
- Children's Services Service Plan
- Norfolk County Council Corporate Improvement Plan

List of other partners supporting activity to deliver target:

Children and Young People Partnership Trust; Norfolk Local Safeguarding Children Board

Evidence for Norfolk:

For the year end 2007/08 there has been an improvement of almost 14% bringing Norfolk up from 60.5% (2006/07) to 74.3%. This improvement exceeds the 2007/08 target of 71.3% and means that Norfolk now compares favourable with our statistical neighbours (average achievement 74%). Further advances in performance are planned for the next three years.

Although Norfolk County Council Children's Services has the lead for this measure, all agencies within the Children's Trust and LSCB have a significant role to play in helping performance improve further by ensuring that information and specialist assessments required are provided within the appropriate timescale. The timely completion of Core Assessments means that the most vulnerable children and families are helped to receive the right support when they most need it.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	72% (2007/08)	75%	80%	85%

INDICATOR 6.8 (NI 111): First time entrants to the Youth Justice System aged 10 - 17 (*Designated*)**Lead partner:**

Norfolk Youth Offending Team

List of other partners supporting activity to deliver target:

Contributory partners are numerous, but will significantly include: (a) the 7 District Councils (especially their Anti-social Behaviour Units and staff including Neighbourhood Wardens) and in Great Yarmouth and Norwich services set up utilising funding for Family Intervention Projects and parenting practitioners; (b) Norfolk Connexions Service in relation to the development of IYS; (c) Norfolk Constabulary; (d) Norfolk Children's Services; (e) Key voluntary and community sector delivery partners

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 3 (Safe)
- YISPs are the main delivery mechanism providing services in support of targets in the Norfolk Children and Young People's Plan for 2006-09
- Prolific and other Priority Offender Strategy 'Prevent and Deter Action Plan'

Evidence for Norfolk:

Final technical definition for this indicator are awaited from central government and form part of the Assessments of Police and Community Safety framework (APACS) and as such are subject to separate consultation running to later timetable (details expected by December 2008). The baseline will therefore be set using 2007/08 figures.

An initial target of a 5% reduction over the three years of the agreement has been discussed with Go East. This would be a very ambitious target based upon current and past performance in Norfolk. Norfolk's 2006/07 outturn was 1143 and performance over the first three quarters of 2007/08 is showing a 22.8% increase against the proposed target of a 5% reduction. The regional average showed a 9.7% reduction. Thus for Norfolk to achieve a 5% reduction by 2011 would require a significant turnaround in the direction of current travel whilst for Suffolk to achieve a 7% reduction would continue existing progress.

A projected baseline for 2007/08 based on an average of the first three quarters of the period projected for a full-year equates to 1517 first time entrants into the youth justice system, but could be as high as 2113. An initial baseline half-way between these two figures (at 1815) and review the baseline against the actual final outturn figures for 2007/08 at the first annual refresh of the LAA in 2009 when the targets will also be finalised.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	1815 (to be confirmed at first annual refresh)	1797 (1% reduction) (to be confirmed)	1779 (2% reduction) (to be confirmed)	1724 (5% reduction) (to be confirmed)

INDICATOR 6.9 (NI 115): Substance misuse by young people (*Designated*)

Lead partner:

Norfolk Drug and Alcohol Action Team

List of other partners supporting activity to deliver target:

Norfolk Drug and Alcohol Partnership, which includes: Norfolk Drug & Alcohol Action Team; Norfolk Children's Services; Norfolk Healthy Schools; Norfolk Connexions; Norfolk Youth Offending Team; Norfolk's substance misuse treatment providers; Norfolk County Council; District Councils; 7 Crime and Disorder Reduction Partnerships; Norfolk Probation Area; Norfolk Constabulary; HM Prisons (Norwich & Wayland); Norfolk Health; National Treatment Agency for Substance Misuse; GO East (Crime and Drugs Team), Voluntary and Community Sector

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 2 (Healthy & Well) and Key Theme 3 (Safe)
- DfES, Home Office, Department of Health (2005) Change for Children: Every Child Matters Young People and Drugs
- Norfolk Children and Young People's Plan 2005-09
- HM Government (2007) PSA Delivery Agreement 14 – Increase the number of children and young people on the path to success
- HM Government (2007) Safe. Sensible. Social – The next steps in the National Alcohol Strategy
- HM Government (2008) National Drug Strategy – Drugs: protecting families and communities
- Norfolk Drug and Alcohol Partnership Outcomes Strategy 2008-11
- Norfolk Drug and Alcohol Partnership Young People's Substance Misuse Treatment Plan 2008-09
- Norfolk Drug and Alcohol Partnership (2006) Tier 1 Strategy – young people and drugs and alcohol
- Norfolk Crime & Disorder Reduction Partnerships Partnership Plans 2008-09

Evidence for Norfolk:

The TellUs2 survey was undertaken over the period 24/04/07 to 14/06/07 and covered 1,420 school-aged children in Norfolk. The results were published in November 2007.

The TellUs3 survey will be undertaken over the period 17/03/08 to 12/06/08. The results are expected by November 2008. Although we have the data from the TellUs2 survey the TellUs3 survey will differ from the original questions asked and will therefore be used to set the baseline, with targets to be set at the first annual refresh. It is expected that a proxy measure will be required for Year 1

Proxy measure / target agreed for Year 1 pending completion of TellUs3 Survey. After this is received, 2009/10 targets onwards will be negotiated during the first year refresh

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Proxy measure using TellUs 2 results Year 1	Proportion who say they have been drunk – 22% Increase % who have not taken drugs – 77%	Year 1 target is to get Norfolk to national position	To be negotiated at first annual refresh	To be negotiated at first annual refresh
(Negotiate targets for Year 2 and 3 at the refresh following publication of TellUs 3 survey)		19% 80%		

INDICATOR 6.10 (NI 195): Improved street and environmental cleanliness (levels of litter detritus, graffiti and fly posting) (Local)
Lead partner:

District Councils

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 3 (Safe) and Key Theme 6 (Environmentally Responsible)

List of other partners supporting activity to deliver target:

Norfolk Waste Enforcement Group; Voluntary and Community Sector

Evidence for Norfolk:

All councils in Norfolk agree that we need to keep a focus on improving street and environmental cleanliness. Anti-social behaviour such as graffiti, litter and fly-posting blights the lives of individuals and whole communities, raising the fear of crime. Even the most minor incident can be associated in peoples' minds with a strong perception of neglect and a low expectation of service providers to make a difference.

At its most severe, it can affect people both physically and emotionally, undermining health and well-being, destroying social cohesion and deterring visitors and businesses. If it is not controlled, it can prevent important regeneration and create an environment in which crime can take hold more easily.

Area / target group		Baseline	Improvement Targets		
			2008/09	2009/10	2010/11
Broadland	a) Litter & detritus	9%	10%	10%	Not yet set
	b) Graffiti	1%	2%	2%	
	c) Fly posting	2%	2%	2%	
King's Lynn & West Norfolk	a) Litter & detritus	6%	8%	7%	6%
	b) Graffiti	1%	1%	1%	1%
	c) Fly posting	2%	1%	1%	1%
North Norfolk	a) Litter & detritus	12%	14%	13%	12% (Not yet agreed)
	b) Graffiti	0.4%	1%	1%	
	c) Fly posting	0.4%	1%	1%	
Breckland	a) Litter & detritus	10%	10%	10%	9%
	b) Graffiti	1%	1%	1%	0%
	c) Fly posting	0%	0%	0%	0%
Norwich	a) Litter & detritus	17.7%	15%	13%	11%
	b) Graffiti	5%	3%	2%	1%
	c) Fly posting	1%	1%	1%	0%
South Norfolk	a) Litter & detritus	8%	8%	8%	8%
	b) Graffiti	2%	2%	2%	1%
	c) Fly posting	1%	1%	1%	0%
Great Yarmouth	a) Litter & detritus	Data not yet available	Data not yet available	Data not yet available	Data not yet available
	b) Graffiti				
	c) Fly posting				

INDICATOR 6.11: Reduction in overall crime (Local)**Lead partner:**

Norfolk Constabulary

Links to other plans / strategies:

- Norfolk Ambition – Key Theme 3 (Safe)
- County Community Safety Delivery Plan
- Norfolk Constabulary Force Strategic Assessment
- Norfolk Constabulary Force Control Strategy
- District CDRP Partnership Plans

List of other partners supporting activity to deliver target:

Norfolk County Council, all District Councils, other local CDRP members, Norfolk Probation Service, YOT

Evidence for Norfolk:

County trend has been to decrease over the last 3 years with an 11% decrease for 2007/8.

Trends for each of the priority neighbourhoods are variable – the District targets reflect this and have been produced taking account of most similar CDRPs. District targets aggregate to make up the county target.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Overall 12.5% reduction in all recorded crime	Baseline figure for 2007/8 is 55,686	5% reduction to 52,902	3% reduction to 51,315	5% reduction to 48,749
Breckand	6,329	6,189		
Broadland	4,632	4,546		
Great Yarmouth	8,823	8,562		
KLWN	8,722	8,322		
North Norfolk	4,463	4,285		
Norwich	17,890	16,414		
South Norfolk	4,827	4,682		

INDICATOR 6.12: Safeguards against poor treatment of vulnerable adults (*Local*)**Lead partner:**

Norfolk County Council – Adult Social Services

Links to other plans / strategies:

- Community Care Service Plan
- Adult Safeguarding Executive – developing plans and strategies

List of other partners supporting activity to deliver target:

Adult Safeguarding Executive
Norfolk Constabulary
Voluntary and Community Sector
Older People's Strategic Partnership

Evidence for Norfolk:

Measure to be finalised during 2008/9, and targets set for 2009/10 onwards

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	Will be set in 2008/9	No targets set	Targets to be set once baseline agreed	Targets to be set once baseline agreed

OUTCOME 7: SUPPORTING INDEPENDENCE

Why is this important for Norfolk?

- The development of individualised and personalised services is a key theme in the development of future social care services in Norfolk. The services that people need to enable them to live their lives to the full are different from those traditionally provided, which have been focussed on residential or care in formalised settings.
- There is a need for a better balance of services, which take into account the continued need to safeguard the most vulnerable in society, but also meet a range of needs for carers, younger adults, as well as older people who have different expectations of old age than previous generations.
- As part of an overall move towards giving increasing independence and choice in care provision, Norfolk has prioritised Direct Payments to clients for their care in recent years, and over 1,000 people were in receipt of payments over 2006/07.
- 9.6% of our population are aged 75 or over (76,500) compared with 7.6% in England and this gap is expected to increase over the next 25 years with the number of residents over 75 expected to increase by 89%. 15% of 65-74 year olds are carers and overall 10% of people are providing unpaid care. 81% of those over 85 live at home.
- A wide range of service users, including ex-offenders, victims of domestic violence, and drug and alcohol mis-users, are assisted to live independently by the Supporting People programme in Norfolk – a service co-ordinating the work of

over 100 service providers, providing housing and other forms of support. Norfolk is part of the Supporting People Pathfinder, which is assessing how the programme can be delivered through the LAA.

What are our priorities for improvement in the LAA?

In the next three years we want to:

- Focus on early intervention and prevention, particularly for vulnerable people
- To improve access to information and services, particularly for vulnerable people
- To continue to improve our services to meet the needs of individuals

How are we going to monitor our progress?

INDICATOR 7.1 (NI 54): Services for disabled children (<i>Local</i>)				
Lead partner: Norfolk County Council		Links to other plans / strategies: <ul style="list-style-type: none">• Norfolk Ambition – Key Theme 1 (Inclusive and diverse) and Key Theme 2 (Healthy and well)		
List of other partners supporting activity to deliver target: Norfolk Children and Young People’s Partnership Trust				
Evidence for Norfolk: <p>Norfolk County Council is a signatory to the Every Disabled Child Matters Local Authority Charter, which includes a commitment to ensure that “Our Local Area Agreement includes targets for the level of service to be delivered to families with a disabled child”.</p> <p>This indicator will assess parents’ general experience of services for disabled children (aged 0 –19) and the extent to which services for disabled children are delivered according to the ‘core offer’ standards:</p> <ul style="list-style-type: none">• Good provision of information;• Transparency in how the available levels of support are determined;• Integrated assessment;• Participation of disabled children and their families in local services, and;• Accessible feedback and complaints procedures. <p>A questionnaire and survey methodology to provide information on experience of services are currently being developed, and it is anticipated that these will be available from Autumn 2008. Targets for this indicator will therefore be set at the first annual refresh.</p>				
Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
	To be determined by new survey of parents’ experience, expected Autumn 2008	To be established	To be set once baseline established	To be set once baseline established

INDICATOR 7.2 (NI 125): Achieving independence for older people through rehabilitation / intermediate care (*Designated*)**Lead partner:**

Norfolk County Council, Adult Social Services

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 2 (Healthy & Well)
- Norfolk County Council Annual Business Plan 2008/09
- Adult Social Services Community Care Service Plan 2008/09, Objective 3
- Adult Social Services Older Peoples Strategy – Living Longer Living Well
- Tier 3 Vital signs

List of other partners supporting activity to deliver target:

NHS Norfolk; Great Yarmouth & Waveney PCT; Providers, Voluntary and Community Sector; Older People's Strategic Partnership

Evidence for Norfolk:

This is a new indicator and therefore no baseline and no comparative data is available (pilot outputs inappropriate for baselining)

Nature of target – proportion increase in the number of people achieving independence three months after entering intermediate care / rehabilitation

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	78%	82%	86%	90%

INDICATOR 7.3 (NI 130): Social Care clients receiving Self Directed Support per 100,000 population (Direct Payments and Individual Budgets) (Designated)

Lead partner:

Norfolk County Council, Adult Social Services

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 2 (Healthy & Well)
- Norfolk County Council Annual Business Plan 2008/09
- Adult Social Services Service Plans 2008/09
- Care Management Review 2008
- Adult Social Services Older Peoples Strategy – Living Longer Living Well
- Learning Difficulties Strategy
- 3 Tier Vital Signs

List of other partners supporting activity to deliver target:

Norfolk Mental Health Care Trust; Norfolk Learning Difficulties Service; Providers, Independent and Voluntary Sector

Evidence for Norfolk:

Norfolk is currently a leader in direct payments (ranked 16th nationally out of 105).

This indicator measures the number of people receiving direct payments per 100,000 of the age standardised population. The calculation takes the number of Direct Payments by each age group against the population make up of each age group within Norfolk. Finally it is applied to the percentage share of that adult age group of England. The overall direct payments figure can be misleading thus the target must take into account the proportionate growth of age groups (18-64, 65-74, 75-84, 85+). Therefore, the first number equates to this calculation, whilst the number in brackets reflects the total number of people that the result relates to. This measure is developed in this way to make it more readily comparable with other parts of the country.

Base line for 2006/07 – 184.0 (equal to 1,217).

Area / target group	Baseline	2008/09	2009/10	2010/11
Eastern	114	151	564	1,598
Northern	225	297	1,100	3,145
Norwich	163	215	804	2,278
Southern	253	334	1,248	3,536
Western	240	316	1,182	3,349
Learning Difficulties Service	123	162	606	1,717
MH Care Trust	99	131	486	1,377
Norfolk	1,217	1,605	6,000	17,000

Dis-aggregation will also be available by service / user specialism (e.g. learning difficulties), age and ethnicity

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	184.0 (1,217) (2006/07)	241 (1,605)	900 (6,000)	2,555 (17,000)

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INDICATOR 7.4 (NI 135): Carers receiving needs assessment or review and a specific carer's services, or advice and information (Designated)

Lead partner:

Norfolk County Council, Adult Social Services

List of other partners supporting activity to deliver target:

Norfolk and Waveney Mental Health Care Trust; Norfolk Learning Difficulties Service; Providers, Independent and Voluntary Sectors

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 2 (Health & Well)
- Norfolk County Council Annual Business Plan 2008/09
- Adult Social Services Service Plans 2008/09
- Adult Social Services Carers Strategy
- Adult Social Services Older Peoples Strategy
- 3 Tier Vital Signs

Evidence for Norfolk:

Norfolk is currently ranked 55th nationally out of 105.

Definition is determined by the Department of Health

Nature of target – numbers of carers (including young carers) receiving an assessment and then receiving a carers service expressed as a % against those receiving a community based service from ASSD. Thus the disaggregating would be the Norfolk level percentage target for all districts

Baseline for 2006/07: 12.6% (equal to 3,549)

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	12.6% (equal to 3,549) (2006/07)	14.5% (4,084)	17 % (4,788)	28% (7,886)

INDICATOR 7.5 (NI 136): People supported to live independently through social services (Local)**Lead partner:**

Norfolk County Council, Adult Social Services

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 2 (Healthy & Well)
- Norfolk County Council Annual Business Plan 2008/09
- Adult Social Services Service Plans 2008/09
- Care Management Review 2008
- Adult Social Services Older Peoples Strategy – Living Longer Living Well
- Learning Difficulties Strategy

List of other partners supporting activity to deliver target:

Norfolk and Waveney Mental Health Care Trust; Norfolk Learning Difficulties Service; Providers, Independent and Voluntary sectors

Evidence for Norfolk:

This indicator is an amalgamation of previous measures that were based on client categories e.g. learning difficulties.

Using existing PAF information out of the 105 Councils Norfolk ranked:

PAF	Ranked Nationally
Older People	90 th
Physical Disabilities	2 nd
Learning Difficulties	50 th
Mental Health	59 th

The voluntary sector with SLAs with grant-funded provision will be included in this measure.

This is the number of people receiving community-based services per 100,000 of the age standardised population. The calculation takes the number of services by each age group against the population make up of each age group within Norfolk. Finally it is applied to the percentage share of that adult age group of England. As this NI is age standardised the overall figure can be misleading, thus the target must take into account and proportionate growth of age groups (18-64, 65+). The figure given equates to this standardised figure, and in brackets the number reflects the total number of people the results relate to. This measure is developed in this way to make it more readily comparable with other parts of the country.

Baseline for 2006/07: 4,128 (28,879) – this is the amalgamation of the previous performance returns.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	2006/07: 4,128 (28,879)	4,134 (30,592)	4,144 (31,163)	4,159 (31,751)

INDICATOR 7.6 (NI 141): Number of vulnerable people achieving independent living (*Designated*)

Lead partner:

Norfolk County Council, Norfolk Supporting People

List of other partners supporting activity to deliver target:

Service providers funded by the Supporting People programme, District Councils, Probation Area, DAAT, Primary Care Trusts, YOT

Links to other plans / strategies:

- Norfolk Ambition – Key Theme 2 (Healthy & Well) and Key Theme 9 (Accessible & Well-housed)
- National, regional and local Supporting People strategies
- Norfolk client group housing and support strategies
- Supporting People service plan
- District Council and sub-regional housing and homeless strategies
- Adult Social Services client strategies
- 'Our health, our care, our say'

Evidence for Norfolk:

Totals for past 4 quarters by Primary Client Group – Short Term Services				
Period	Primary Client Group	Service Users Who Have Moved On in a Planned Way	Total No. of Service Users Who Have Moved On	Overall %
Past 4 Quarters Totals	Homeless Families with Support Needs	181	220	82.3
	Offenders or People at risk of Offending	12	48	25.0
	People with Alcohol & Drug Problems	4	4	100.0
	People with Mental Health Problems	34	41	82.9
	Single Homeless with Support Needs	540	884	61.1
	Teenage Parents	7	10	70.0
	Traveller	0	19	0.0
	Women at Risk of Domestic Violence	108	122	88.5
	Young People at Risk	109	160	68.1
	Totals	995	1508	66.0

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	66%	66%	68%	70%

INDICATOR 7.7 (NI 142): Number of vulnerable people who are supported to maintain independent living (Local)
Lead partner:

Norfolk County Council, Norfolk Supporting People

List of other partners supporting activity to deliver target:

Service providers funded by the Supporting People programme, District Councils, Probation Area, DAAT, Primary Care Trusts, YOT

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 2 (Healthy & Well) and Key Theme 9 (Accessible & Well-housed)
- National, regional and local Supporting People strategies
- Norfolk client group housing and support strategies
- Supporting People service plan
- District Council and sub-regional housing and homeless strategies
- Adult Social Services client strategies, including 'Living Longer, Living Well'
- 'Our health, our care, our say'

Evidence for Norfolk:
Totals for past 4 quarters by Primary Client Group – Accommodation Based Services

Period	Primary Client Group	Service Users in Receipt of Support	Service Users Who Established Independence	Service Users No Longer Living Independently	Overall %
Past 4 Quarters Totals	Frail elderly	2647	108	29	99.0
	Older people with support needs	26301	530	271	99.0
	People with a Physical or Sensory Disability	91	8	1	99.0
	People with Learning Disabilities	733	5	7	99.1
	People with Mental Health Problems	225	11	4	98.3
	Single Homeless with Support Needs	23	9	3	91.4
	Traveller	323	2	13	96.2
	Totals	30343	673	328	99.0

Totals for past 4 quarters by Primary Client Group – Floating Support Services

Period	Primary Client Group	Service Users in Receipt of Support	Service Users Who Established Independence	Service Users No Longer Living Independently	Overall %
2007-08 Quarter 3	Generic	3413	452	194	95.2
	Homeless Families with Support Needs	0	4	0	100.0
	Offenders or People at Risk of Offending	25	0	3	89.3
	Older people with support needs	32	2	0	100.00
	People with Drug Problems	47	2	3	94.2
	People with Mental Health Problems	2023	276	66	97.2
	Single Homeless with Support Needs	28	6	0	100.0
	Traveller	66	27	5	94.9
	Women at Risk of Domestic Violence	29	14	0	100.0
	Young People at Risk	17	4	5	80.8
	Totals	5816	787	309	95.5

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	Accommodation-based 99% Floating support 95.5%	Accommodation-based 99% Floating support 95%	Accommodation-based 99.2% Floating support 96%	Accommodation-based 99.3% Floating support 97%

INDICATOR 7.8: Advice and advocacy (<i>Local</i>) (Working definition ‘Individuals receive advice and advocacy and support to exercise choice and control of their lives’)				
Lead partner: Voluntary Norfolk		Links to other plans / strategies: <ul style="list-style-type: none">• Norfolk Ambition – Key Theme 2 (Healthy and Well) and Key Theme 3 (Safe)• VCS LAA Reference Group Action Plan• Community Cohesion Strategic Work Plan – <i>in development</i>		
List of other partners supporting activity to deliver target: VCS LAA Reference Group- especially Citizens Advice Age Concern, Norfolk Coalition of Disabled People Norfolk Adult Social Services Supporting People Team District Councils NNREC VCS Advice and Advocacy Organisations & VCS Supporting People providers				
Evidence for Norfolk: This cross cutting Indicator was identified as a key priority by Norfolk’s VCS at their LAA Conference in October 2007. Access to appropriate advice, advocacy and representation cuts across many of the Outcomes in the LAA and is a necessary function in order to achieve a number of the LAA Indicators. For example, achieving NIs 125, 130, 135, 140, 141 are strongly dependent on having access to specialist advice and advocacy. Existing advice services (in both the public and voluntary sector) tend to focus on information and advice, rather than advocacy and representation which are crucial steps to being able to understand and exercise rights in law, as well as choice and control to support independence Overall aim of the indicator will be to show % increase in the number of target group able to exercise choice and control through the provision of appropriate advice, advocacy and access to services.				
Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Targeted specifically at excluded communities and vulnerable individuals. Dis-aggregation by client group, and equality strands where possible.	To be determined from an additional question in the Place Survey – drawing particularly on classificatory data	Baseline set by Place Survey, Autumn 2008 Use of proxy targets being assessed	Place survey is biannual and targets will be set for 2010/11	

OUTCOME 8: IMPROVING HEALTH AND WELL-BEING

Why is this important for Norfolk?

- Norfolk is generally a healthy place to live, where on average people live longer than in England as a whole, and rates of early death from heart disease, stroke and cancer are lower than the England rates. However, health inequalities are increasing, and overall improvements in health are being made more slowly than for England as a whole. Encouraging people to stop smoking, tackling obesity and closing the gap in health inequalities are main priorities for the county.
- In Norfolk the greatest improvement in reducing premature cardio vascular disease mortality rates have been in the most healthy areas. In order to reduce health inequalities, activities need to be targeted in the least healthy areas in each district.
- Tackling smoking prevalence remains a priority, and activity needs to be targeted in key areas. Levels of smoking clearly correlate to areas of greatest deprivation in the county. A recent study carried out at the University of East Anglia identified problems in the NELM wards in Norwich where 51% of the population smoke and death rates from lung cancer are 2.25 times higher than the national average.
- Obesity levels are continuing to grow, and of particular concern in children. As a contributory factor, the recent Active People Survey (undertaken by Sport England in 2007) showed that only 19.6% of the population take part in the recommended 3x30 minutes of exercise a week – the lowest county participation rate in the country. There are also

marked variations by gender, age and socio-economic grouping – and this clearly impacts on health inequalities, aspirations, and achievement, as well as obesity.

- Hazardous drinking is a growing problem in Norfolk, with numbers rising particularly in women. A recent study (Alcohol Harm in Norfolk 2007) has estimated that as many as 120,000 people in Norfolk have hazardous drinking levels. The highest rates of binge drinking were found in the deprived areas of Norwich and Great Yarmouth

What are our priorities for improvement in the LAA?

In the next three years we want to:

- Reduce health inequalities in the county
- Help more people to stop smoking
- Reduce the number of children, young people and adults who are obese
- Reduce the number of teenage pregnancies
- Reduce the harm caused by drug and alcohol misuse
- Improve mental health and emotional well-being

How are we going to monitor our progress?

INDICATOR 8.1 (NI 8): Adult participation in sport (<i>Designated</i>)				
Lead partner: Active Norfolk		Links to other plans / strategies: <ul style="list-style-type: none">• Norfolk Ambition – Key Theme 2 (Healthy and Well) and Key Theme 5 (Active and Engaged)• Active Norfolk Business Plan• Norfolk Olympic Business Plan• Regional Plan for Sport• Norfolk Community Sports Networks Action Plans		
List of other partners supporting activity to deliver target: Active Norfolk is the county partnership for the development of sport and active leisure in the county. Key partners include: local authorities; Community Sports Networks; School Sports Partnerships; governing bodies of sport and county associations / fora; PCT and Voluntary and Community Sector				
Evidence for Norfolk: Active People survey conducted by Sport England and repeated in October 2010. Participation in Norfolk (3 x 30 minutes of moderate exercise) is 19.7%. (2006/7 survey) The national figure is 21%. Norfolk is among the worst performing counties and it is therefore raising participation is seen as a priority. Figures for 2006/7 (from the Active People survey): Norfolk – 19.7% Broadland – 20.3% Great Yarmouth – 17.6% Kings Lynn – 18.4% North Norfolk – 18.8% Norwich – 22.6% South Norfolk – 21% Breckland – 19.9% As shown participation rates vary across the County, however Sport England recommend that a county target is better than individual district targets. Programmes of work / interventions may well be given greater emphasis in certain areas, but they will all feed in to an overall county target. Similarly, individual projects within the Community Sports Network and Active Norfolk plan to address the rural dimension.				
Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	19.7% (2006/07)	21.7%	23%	24.2%

INDICATOR 8.2 (NI 39): Alcohol-harm related admission rates (*Designated*)**Lead partner:**

Norfolk Drugs and Alcohol Action Team

List of other partners supporting activity to deliver target:

Norfolk Drug and Alcohol Partnership, NHS Norfolk and Great Yarmouth & Waveney Primary Care Trust; all local authorities; voluntary and community organisations

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme (Healthy and Well)
- Implementation of recommendations of Alcohol Needs Assessment for Norfolk

Evidence for Norfolk:

Hazardous drinking is a growing problem in Norfolk, with numbers rising particularly in women. A recent study (Alcohol Harm in Norfolk 2007) has estimated that as many as 120,000 people in Norfolk have hazardous drinking levels.

Norfolk Trajectory over last few years:

2002/3 – 749

2003/4 – 969

2004/5 – 1077

2005/6 – 1143

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	1217 (2006/7)	1475	1585	1696
	1364 (2007/8) (N.B. this is a projected figure)			

INDICATOR: 8.3 (NI 40): Drug users in effective treatment (*Local*)

Lead partner:

Norfolk Drug and Alcohol Action Team

List of other partners supporting activity to deliver target:

Norfolk Drug and Alcohol Partnership including Children Services, Connexions, YOT, District Councils, Norfolk's 7 CDRPs, Norfolk's LSPs, Norfolk Constabulary, Norfolk Probation, Health agencies, National Treatment Agency for Substance Misuse (East of England) and GO East.; Voluntary and Community Sector

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 2 (Healthy and Well) and Key Theme 3 (Safe)
- HM Government (2007) PSA Delivery Agreements 14, 23 and 25
- HM Government (2007) Safe. Sensible. Social – The next steps in the National Alcohol Strategy
- HM Government (2008) National Drug Strategy – Drugs: protecting families and communities
- National Treatment Agency for Substance Misuse (2006) Models of Care – update
- UK Clinical Guidelines and NICE Guidance
- Healthcare Commission/National Treatment Agency for Substance Misuse annual Joint Improvement Review
- Norfolk Drug and Alcohol Partnership Outcomes Strategy 2008 – 2011
- Norfolk Drug and Alcohol Partnership Adult Drug Treatment Plan 2008-09
- Norfolk Drug and Alcohol Partnership Young People's Substance Misuse Treatment Plan 2008-09
- Norfolk Ambition/Local Strategic Partnership Sustainable Community Strategies
- Norfolk Crime and Disorder Reduction Partnerships Partnership Plans 2008/09.

Evidence for Norfolk:

The data is contained in the Norfolk Drug and Alcohol Partnership Adult Drug Treatment Plan 2008/9, and shows that:

- A study funded by the National Treatment Agency for Substance Misuse (2005) estimated that there were between 6,400 and 10,500 problematic drug mis-users in Norfolk.
- A study conducted by the University of Glasgow (2004/05) found that the prevalence of opiate and crack cocaine users in Norfolk was 3,452.
- Norfolk achieved 2,692 episodes of treatment in 2006/07.
- Between 1 April 2004 and 31 March 2007 a total of 6,028 distinct individuals entered substance misuse treatment services in Norfolk.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Crack and/or opiate users	Baseline data will not be available until August 2008 – proposed targets may need amendment following publication of figures	6% (from baseline 2007/8)	TBC with NTA	TBC with NTA
All adult drug users		4% (from baseline 2007/8)	TBC with NTA	TBC with NTA

INDICATOR 8.4 (NI 51): Effectiveness of child and adolescent mental health (CAMHS) services (*Designated*)

Lead partner:

Norfolk County Council Children's Services

List of other partners supporting activity to deliver target:

Norfolk CAMHS Joint Commissioning Group and CAMHS Strategic Partnership; NHS Norfolk; Gt Yarmouth & Waveney PCT; Connexions; Youth Offending Team; Norfolk Drug & Alcohol Partnership; Norfolk & Waveney Mental Health Foundation Trust; Suffolk Mental Health Partnership Trust; Norfolk Community Health Care; Norfolk Voluntary Sector Forum; Healthy Schools Programme

Links to other plans / strategies:

- Norfolk Ambition – Key Theme 2 (Healthy and Well) and Key Theme 3 (Safe)
- CAMHS section of Children & Young People's Plan
- Norfolk CAMHS Strategy
- Norfolk CAMHS Implementation Plan
- Norfolk CAMHS Joint Commissioning Priorities

Evidence for Norfolk:

This indicator is measured by a self-assessment score submitted annually (via the CAMHS Mapping exercise) on behalf of the CAMHS Joint Commissioning Group against 4 CAMHS Performance Indicators (PIs). Each indicator is scored on a scale of 1-4 (where 4 = 'best' possible provision). The sum of the 4 scores submitted have been interpreted nationally to award the performance bandings for each Local Authority. Scores have been submitted since 2006.

The total scores submitted for Norfolk were 10 in 2006 (interpreted nationally as "acceptable" performance), 11 in 2007 ("acceptable") and 12 in 2008 (moving us into the "good" category). In 2008 we scored 3 against each of the four PIs.

N.B. for 2008/09 the 4th PI has been replaced with a new one and the 2nd PI has been modified. Therefore the January 2009 score will be directly comparable with previous years' scores for PIs 1 and 3, largely comparable for PI 2, with the 4th PI being measured for the first time.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	2008: PI 1 – score of 3 PI 2 – score of 3 PI 3 – score of 3 PI 4 – score of 3	PI 1 – score of 3 PI 2 – score of 3 PI 3 – score of 4 PI 4 – score of 3	PI 1 – score of 3 PI 2 – score of 3 PI 3 – score of 4 PI 4 – score of 4	PI 1 – score of 4 PI 2 – score of 4 PI 3 – score of 4 PI 4 – score of 4

INDICATOR 8.5 (NI 55): Obesity among primary school aged children in Reception Year (Local)**Lead partner:**

NHS Norfolk and Great Yarmouth & Waveney Primary Care Trust

List of other partners supporting activity to deliver target:

Norfolk Children and Young People's Partnership Trust; all local authorities; voluntary and community organisations; Norfolk Healthy Schools; Active Norfolk; Wellbeing in the East, (CSIP hosted portfolio of projects funded by the Lottery including The joy of Food, Norfolk Obesity Prevention Project and Nutrifitkidz)

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 2 (Healthy and Well and Key Theme 5 (Active & Engaged)
- Healthy Weights for Children and Families Strategy Group has been formed and will be developing a strategy to tackle childhood obesity
- Choosing Health: Making Health Choices Easier

Evidence for Norfolk (including where available: baseline, comparative data, trends):

The 2007 survey identified that 8.3% of Norfolk's children in Reception year at school (aged 4 – 5) are recorded as obese for their age. This is in line with the average England figures but still unacceptably high. It is recognised that the trend is still increasing and targets have been set to reflect this. The target will also aim to increase the coverage of the survey year on year. In 2007 the coverage of the height and weight survey was 85.4% overall (88.7% in Reception Year).

N.B. We will review these targets as part of the first annual refresh to ensure that they are challenging but realistic.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	540 (8.3%)	577 (8.7%)	561 (8.4%)	548 (8.1%)
	88.7% coverage	87.7% coverage	88.6% coverage	89.3% coverage

INDICATOR 8.6 (NI 56): Obesity among primary school aged children in Year 6 (*Designated*)**Lead partner:**

NHS Norfolk and Great Yarmouth & Waveney Primary Care Trust

List of other partners supporting activity to deliver target:

Norfolk Children and Young People Partnership Trust; all local authorities; voluntary and community organisations

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 2 (Healthy and Well and Key Theme 5 (Active & Engaged)
- Healthy Weights for Children and Families Strategy Group has been formed and will be developing a strategy to tackle childhood obesity
- Choosing Health: Making Health Choices Easier

Evidence for Norfolk:

The 2007 survey identified that 16.2% of Norfolk's children in year 6 at school (aged 10-11) are recorded as obese for their age. This is in line with the average England figures but is still unacceptably high. The target will also aim to increase the coverage of the survey year on year. In 2007 the coverage of the height and weight survey was 85.4% overall (82.5% in Year 6).

N.B. We will review these targets as part of the first annual refresh to ensure that they are challenging but realistic.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	1163 (16.2%)	1213 (16.1%)	1159 (15.3%)	1104 (14.5%)
	82.5% coverage	87% coverage	87.7% coverage	89% coverage

INDICATOR 8.7 (NI 112): Under 18 conception rate (*Designated*)**Lead partner:**

Norfolk County Council

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 2 (Healthy & Well)
- Children and Young People's Plan
- Teenage Pregnancy Strategic Partnership Action Plan
- HM Government Teenage Pregnancy Strategy
- Choosing Health: Making Health Choices Easier

List of other partners supporting activity to deliver target:

Norfolk Children and Young People Partnership Trust; Teenage Pregnancy Strategic Partnership Board

Evidence for Norfolk:

Norfolk achieved a very small reduction in the number of teenage conceptions in the most recent data (2006). However we still remain off-target against the Teenage Pregnancy agenda. There has been a national reduction in the rates of teenage pregnancy between 1998 and 2006 of 13.3%. The East of England region has a reduction of 12.4% in the same time period.

The 2006 figures reveal that Norfolk experienced a small reduction of 0.5%, but overall the county has undergone an increase of 6.8% since the baseline figure. Work to address this is outlined in the Teenage Pregnancy Strategic Partnership Board Action Plan and follows the national evidence of good practice outlined by the Deep Dive review. The rates are calculated as the number of under 18 conceptions per 1000 15-17 year old females.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Norfolk	37.0 (1998)	31.2 (15% reduction from 1998 baseline)	27.8 (25% reduction from 1998 baseline)	To be set at first annual refresh

INDICATOR 8.8 (NI 121): Mortality rate from all circulatory diseases at ages under 75 (*Designated*)**Lead partner:**

NHS Norfolk and Great Yarmouth & Waveney Primary Care Trust

List of other partners supporting activity to deliver target:

All local authorities, specifically North Norfolk DC and Borough of King's Lynn & West Norfolk; voluntary and community organisations; Children and Young People Partnership Trust; Anglia Cardiac Network; primary care teams

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 2 (Healthy & Well)
- CHD National Service Framework
- Strategies and principles for engagement and reducing inequalities

Evidence for Norfolk:

This indicator uses directly standardised rates per 100,000 population aged under 75. Districts are ranked each year to demonstrate how well each area is improving year on year compared to each other, thereby determining a national average improvement rate. This allows targets to be set to reflect the progress that is being made across the country but taking into account where the district is starting from. For districts where performance has been in the bottom 20% nationally (Breckland, Great Yarmouth, Norwich), targets have been set to increase mortality reductions to the same as the annual rate of reduction for England (reduce rate by 6.4 / year). For districts whose performance has been in the bottom 10% nationally (North Norfolk and King's Lynn and W Norfolk), targets have been set to increase mortality reduction rate to 7.0 / year. For the best performing districts (South Norfolk and Broadland), the targets reduce the mortality rate by 3.0 / year.

In Norfolk the greatest improvements in reducing premature death from circulatory diseases have been in the healthiest areas which has led to an increase in LA-based inequality. If the trends continue, then these inequalities will continue to increase. Greatest absolute improvements have been made in South Norfolk, whereas health gains are being made particularly slowly in North Norfolk, Breckland and King's Lynn & West Norfolk. This is why more challenging targets have been set for those parts of Norfolk that need to improve the health of their populations.

Area / target group	Baseline (National position)	Improvement Targets		
		2008/09	2009/10	2010/11
Breckland LA	63.6 (Bottom 20%)	59.0	52.6	46.3
Broadland LA	46.5 (Top 30%)	40.8	37.8	37.8
Great Yarmouth LA	80.4 (Bottom 20%)	75.2	68.9	62.5
King's Lynn & W Norfolk LA	72.9 (Bottom 10%)	68.6	61.6	54.6
North Norfolk LA	59.4 (Bottom 10%)	55.3	48.3	41.3
Norwich LA	74.7 (Bottom 20%)	69.9	63.5	57.2
South Norfolk LA	39.9 (Top 30%)	34.1	31.1	31.1

INDICATOR 8.9 (NI 123): Reducing 16+ current smoking rate prevalence (*Designated*)**Lead partner:**

NHS Norfolk and Great Yarmouth & Waveney Primary Care Trust

List of other partners supporting activity to deliver target:

Smoke Free Alliance Norfolk; Cignificant NHS Norfolk Stop Smoking Service; local authorities; voluntary and community organisations; Children and Young People Strategic Partnership Trust

Links to other plans / strategies:

- **Norfolk** Ambition – Key Theme 2 (Healthy & Well)
- Implementation of the Norfolk Tobacco Control Strategy for Norfolk 2006-2010
- PCTs delivery plans for Vital Signs

Evidence for Norfolk:

Smoking is the biggest preventable cause of ill health and death. 22.2% of the 16+ population smoke in Norfolk and although this is low compared to national estimates, higher smoking prevalence rates exist in the most deprived parts of the county.

A region-wide survey is being planned to provide local prevalence data that will be available in Year 2 of the LAA, and depending on the outcome of this survey, targets will be set at appropriate levels to tackle hot spots in smoking prevalence.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
NHS Norfolk		5132	New survey data	New survey data
Great Yarmouth & Waveney PCT		1669	“	“
Great Yarmouth (44% GYW) extracted		747	“	“
Norfolk	Data available on 30 May 2008	5879	“	“

INDICATOR 8.10: Mental health of adults and older people (Local)**Lead partner:**

NHS Norfolk and Great Yarmouth and Waveney Primary Care Trust

Links to other plans / strategies:

- **Norfolk Ambition** – Key Theme 2 (Healthy & Well)

List of other partners supporting activity to deliver target:

All local authority partners; Voluntary and Community Organisations

Evidence for Norfolk:

There is currently no satisfactory national indicator to demonstrate progress on improved mental health and well-being

National Health profiles use Benefit / Allowances claims to identify mental health / behavioural clients

Norfolk Mental Health Profile measure is same as England average (27 / 1000 claimants). There are hot spots in Norwich (41.8) and Great Yarmouth (34.9)

Various measures exist, but work will be on-going over the next few months to consider these. Mental health Minimum Data is also being analysed as part of JSNA – findings should be available in April / May 2008. The first year will be used to agree a suitable measure and produce a baseline against which targets can be set for future years. It is expected that the agreed measure will show District level data.

Area / target group	Baseline	Improvement Targets		
		2008/09	2009/10	2010/11
Adult mental health and well-being		To develop and agree measure	Will be set once measure agreed	

Proofing Checklist for LAA Target Setting and Delivery Planning

Equality and Diversity	
1.	Does the evidence of need for improvement show that there are specific needs to be addressed for specific groups in the community?
2.	If so, have you considered whether the evidence justifies the setting separate targets to be included in the LAA?
3.	Have you considered whether the improvement planned for this measure will lead to improved community cohesion in the county?
Rural proofing	
1.	Does the evidence base show that there are specific issues that adversely affect rural communities in the county? This might suggest the need to close any 'gaps' between rural and urban areas, as well as address specific issues in rural parts of the county.
2.	Have you considered setting any rural issue targets (that will affect all rural communities across the county) or rural area targets, where the area for improvement affects a distinct rural location?
3.	Have you considered how accessibility of services, a particular issue in rural parts of Norfolk, in setting targets and considering delivery plans for improvement?
	<p>The following reports provide further information on rural proofing</p> <p>Link to Rural Deprivation in Norfolk report: http://www.norfolk.gov.uk/consumption/idcplg?IdcService=SS_GET_PAGE&nodeId=3705</p> <p>Reports from Commission for Rural Communities: http://www.ruralcommunities.gov.uk/publications/localareaagreementsthinkingrural</p>
Sustainability proofing	
1.	Have you considered the impact of the improvements planned for this measure on encouraging more sustainable lifestyles in the community? Have you considered how key activities in the Delivery Plans could include consideration of this?
2.	Have you considered whether targets set can be achieved within the context of reducing carbon emissions, reducing resource use and waste and protecting an enhancing the local physical environment?
3.	Have you considered how you might future-proof activities against the impact of climate change?

ANNEX B

benefit claimants - working age clients for small areas banded (0%-4.99%, 5%-9.99%, 10%-14.99%, 15%-19.99%, 20%-24.99%, 25%+)

ONS Crown Copyright Reserved [from Nomis on 18 March 2008] (JSA/IB/Lone Parents on IS/others on income related benefits- Working age population mid 2005 est.)

August 2006 to May 2007

Claim rate calculation: Total claims Q1-Q4/Total Working age population for each Q1-Q4x100

LSOA Code	Ward	Local Authority	Working Age Population x 4	job seekers Q1 to Q4	incapacity benefits Q1 to Q4	lone parents Q1 to Q4	other income related benefits Q1 to Q4	Total Q1 to Q4	Claim rate
E01026625	Nelson	Great Yarmouth	3,564	495	895	295	70	1,755	49.24%
E01026626	Nelson	Great Yarmouth	3,928	540	715	245	95	1,595	40.61%
E01026597	Central and Northgate	Great Yarmouth	4,308	510	885	180	90	1,665	38.65%
E01026687	North Lynn	Kings Lynn and West Norfolk	3,104	240	625	235	45	1,145	36.89%
E01026624	Nelson	Great Yarmouth	4,340	535	730	245	60	1,570	36.18%
E01026622	Nelson	Great Yarmouth	3,468	340	550	245	45	1,180	34.03%
E01026635	Southtown and Cobholm	Great Yarmouth	4,084	360	685	265	70	1,380	33.79%
E01026662	Fairstead	Kings Lynn and West Norfolk	3,824	275	660	315	35	1,285	33.60%
E01026699	St Margarets with St Nicholas	Kings Lynn and West Norfolk	3,796	255	765	180	65	1,265	33.32%
E01026827	Mancroft	Norwich	3,360	175	765	120	55	1,115	33.18%
E01026848	Thorpe Hamlet	Norwich	4,480	270	835	300	35	1,440	32.14%
E01026623	Nelson	Great Yarmouth	4,184	435	705	120	75	1,335	31.91%
E01026603	Claydon	Great Yarmouth	3,636	195	685	235	40	1,155	31.77%
E01026604	Claydon	Great Yarmouth	3,368	190	625	205	25	1,045	31.03%
E01026822	Mancroft	Norwich	4,940	535	810	105	70	1,520	30.77%
E01026833	Mile Cross	Norwich	3,556	365	460	200	45	1,070	30.09%
E01026688	North Lynn	Kings Lynn and West Norfolk	3,224	215	455	265	20	955	29.62%
E01026467	Thetford-Abbey	Breckland	5,136	360	620	465	50	1,495	29.11%
E01026690	North Lynn	Kings Lynn and West Norfolk	3,528	190	555	250	30	1,025	29.05%
E01026641	Yarmouth North	Great Yarmouth	3,204	230	465	190	40	925	28.87%
E01026666	Gaywood Chase	Kings Lynn and West Norfolk	4,004	245	645	215	40	1,145	28.60%
E01026800	Catton Grove	Norwich	4,684	445	605	230	35	1,315	28.07%
E01026854	Town Close	Norwich	4,548	285	780	160	45	1,270	27.92%
E01026869	Wensum	Norwich	3,684	225	570	170	35	1,000	27.14%
E01026595	Central and Northgate	Great Yarmouth	3,644	310	465	160	50	985	27.03%
E01026704	South and West Lynn	Kings Lynn and West Norfolk	3,712	245	490	240	20	995	26.80%
E01026824	Mancroft	Norwich	3,916	210	685	95	35	1,025	26.17%

ANNEX B

E01026809	Crome	Norwich	3,348	205	520	115	35	875	26.14%
E01026620	Magdalen	Great Yarmouth	2,844	185	400	90	50	725	25.49%
E01026826	Mancroft	Norwich	3,952	210	595	160	35	1,000	25.30%
E01026847	Thorpe Hamlet	Norwich	4,372	285	735	45	35	1,100	25.16%

ANNEX C

Glossary of acronyms and terms used in the LAA

AONB	Area of Outstanding Natural Beauty	LEGI	Local Enterprise Growth Initiative
APACS	Assessments of Policing & Community Safety	LSC	Learning and Skills Council
ASB	Anti-social behaviour	LSCB	Local Safeguarding Children's Board
BCS	British Crime Survey	LSOA	Lower Super Output Area
BERR	Department for Business, Enterprise and Regulatory Reform	MARAC	Multi Agency Risk Assessment Conference
CRed	Carbon Reduction	MLA	Museums, Libraries and Archives Council
CDRP	Crime & Disorder Reduction Partnership	NI	National Indicator
CSIP	Care Services Improvement Partnership	NWES	Norfolk & Waveney Enterprise Partnership
CYPP	Children and Young People's Plan	NDAP	Norfolk Drug and Alcohol Partnership
CYPT	Children and Young People Partnership Trust	PAF	Performance Assessment Framework
DCSF	Department for Children, Schools and Families	PAYE	Pay As You Earn
ESOL	English for Speakers of Other Languages	RSS	Regional Spatial Strategy
HMRC	Her Majesty's Revenue & Customs	SNF	Shaping Norfolk's Future
IIC	Investing in Communities	SOA	Super Output Area
IYS	Integrated Youth Services	UEA	University of East Anglia
KSI	Killed and Seriously Injured	UK CIP	UK Climate Impacts Programme
LAA	Local Area Agreement	VCS	Voluntary and Community Sector
LAC	Looked After Children	YISP	Youth Inclusion and Support Panels