



DENBIGHSHIRE BIG PLAN

PERFORMANCE REPORT

This report looks at Big Plan performance in terms of the delivery of the outcomes identified within the Big Plan and uses nationally comparability when available

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INTRODUCTION

The BIG Plan was developed throughout 2010 with the integration of four key strategic partnership plans (Health, Social Care and Wellbeing; Children and Young People; Community Safety; and the Community Strategy). The intention was for this new approach to create clearer outcomes and make a positive difference to people living, working, and learning in Denbighshire.

The BIG Plan sets out the work of Denbighshire partners, aligned to the eight priorities for 2011-2014. Those priorities were identified in consultation with residents during development of the BIG Plan. This assures us that we are tackling the issues that matter the most to residents.

The eight outcomes of the BIG Plan:

1. Older people lead independent and fulfilled lives
2. People and places in Rhyl benefit from regeneration activity
3. Children and young people achieve, and have skills for life
4. Vulnerable families are supported to live a life free from poverty, where they can be independent and flourish
5. The needs of our rural communities are recognised and met
6. People in Denbighshire have healthy lifestyles
7. Children, young people and vulnerable adults are safe
8. Denbighshire has a thriving and sustainable economy, and a skilled workforce

The BIG Plan aims to make a real positive difference to people living, working, and learning in Denbighshire.

KEY

Each BIG Plan outcome identifies a number of indicators, performance measures, and improvement activity.

- The indicators are often shared indicators, for which no single partner is responsible, e.g. crime rate. Some indicators have benchmarks or comparable data; others do not.
- The performance measures are often related to individual organisations, and provide a quantity (how much) or a quality (how well) measure of what they deliver. Most measures have baseline data. Where none is available, this is generally because the measure is new.

Where no benchmarks or comparable data is available, either baseline data is used to assess performance, or the owners present an opinion on the status.

THE COLOURS

Colour	Action Status	Measure Status
Green	On Target	Excellent
Yellow	Experiencing Obstacles	Good
Orange	At Risk	Acceptable
Red	Compromised	Priority for Improvement
Light Grey	No Data	No Data
Dark Grey	Completed	Not Applicable

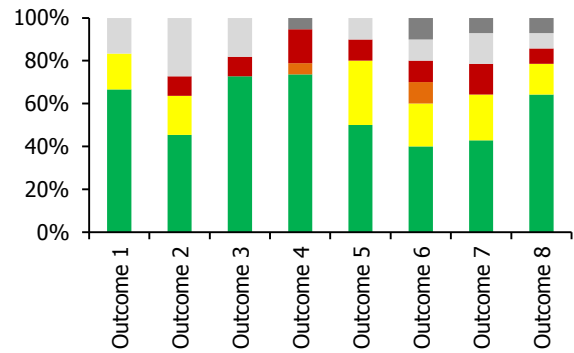
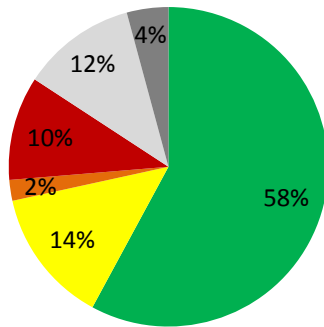
THE EVALUATION

- In most circumstances, the evaluation of an indicator is based on whether it is better (or worse) than the baseline.
- A performance measure is normally evaluated by the measure owner, who will provide the data and a colour status.
- An improvement activity is evaluated by the person responsible for its delivery. They will provide a status and comment.

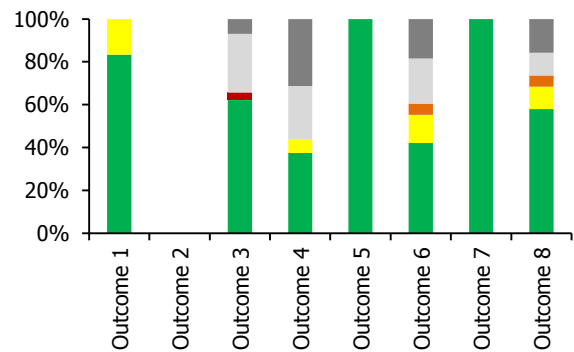
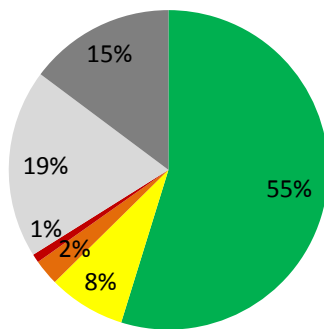
KEY PERFORMANCE SUMMARY

Depicted below is an overall summary of performance for the BIG Plan to September 2013. The data used is 2012/13 annual data, and, where available, quarterly data for 2013/14.

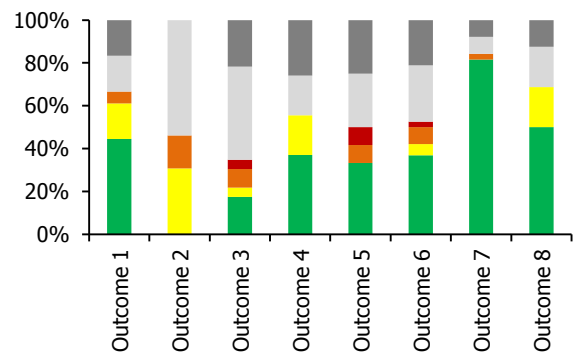
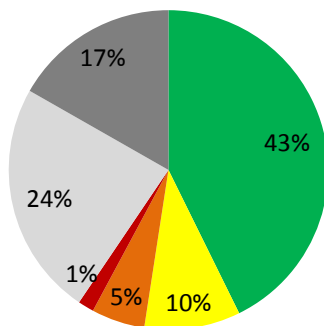
INDICATORS



PERFORMANCE MEASURES



IMPROVEMENT ACTIVITY



OUTCOME SUMMARY

This is a summary position for each outcome in the BIG Plan. The overall evaluation depicted below has been determined by taking into account:

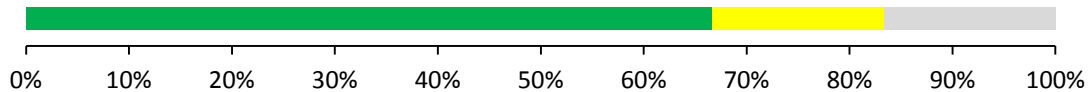
- The indicators, performance measures, and improvement activity for each outcome, and
- The level of confidence that outcomes for people in Denbighshire will improve

Outcome 1	GOOD
Outcome 2	ACCEPTABLE
Outcome 3	GOOD
Outcome 4	ACCEPTABLE
Outcome 5	GOOD
Outcome 6	GOOD
Outcome 7	EXCELLENT
Outcome 8	GOOD

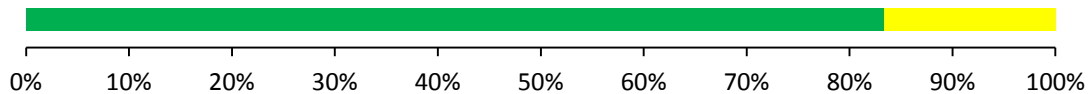
OUTCOME 1 OLDER PEOPLE LEAD INDEPENDENT & FULFILLED LIVES

[KEY](#)

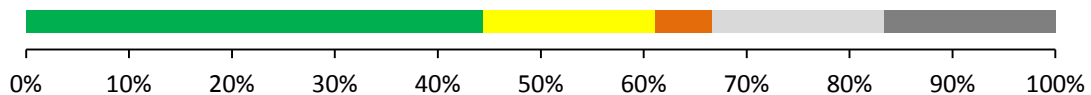
INDICATORS



PERFORMANCE MEASURES



IMPROVEMENT ACTIVITY



- ORANGE - Single point of access project for assessment and care co-ordination

SUMMARY

While there is not geographical equity of support, this is not necessarily concerning as more older people are leading independent and fulfilled lives with less support. The evidence suggests a good level of success meeting the needs of older people to live independently.

Information gaps are minor within the indicators (1) and improvement activity (3). The available data highlights only one area of exception:

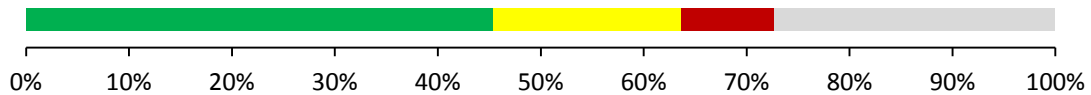
- The Single Point of Access Project continues as planned but risks are present that have yet to be resolved. The project team continues to meet and there have been detailed discussions with BCU Health Board on resourcing issues. In addition, no agreement has been obtained for the Clinical Team Manager post; however, the target deadline of March 2014 remains. All other aspects of this project are progressing satisfactorily.

The indicator to measure the percentage of clients supported in the community has been replaced by a new measure “the percentage of the adult population who can live independently”. This indicator has been designed to align with the expected changes to social services from the Social Service and Wellbeing (Wales) Bill.

OUTCOME 2 PEOPLE & PLACES IN RHYL BENEFIT FROM REGENERATION ACTIVITY

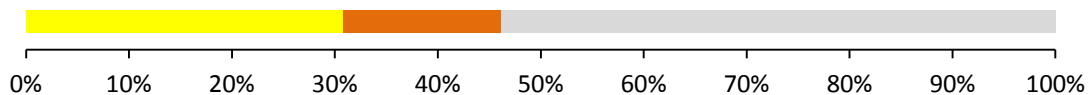
[KEY](#)

INDICATORS



- RED – Number of vacant town centre properties in Rhyl

IMPROVEMENT ACTIVITY



- ORANGE - DCC (Live & Work in Rhyl) - Improving neighbourhoods in Rhyl
- ORANGE - DCC (Town Centre) - Create new business and job opportunities

SUMMARY

The evidence suggests an acceptable level of success coordinating services to tackle the key challenges to the wellbeing and economic circumstances of people living in deprivation.

There remain information gaps within the indicators (3) and improvement activity (7) which limit overall evaluation of this outcome. The known information highlights three areas of exception:

- The number of vacant town centre properties in Rhyl has increased from the baseline of 47 in 2010/11 to 58 in 2012/13. The opening of the new shopping development in Prestatyn may have contributed to this higher number of vacant properties in Rhyl.
- The Live and Work in Rhyl Project will progress further with the completion/adoption of the Denbighshire Economic & Community Ambition Strategy.
- The Town Centre Project was unsuccessful with its bid application under the Welsh Government Vibrant and Viable Places Programme, but work will continue on developing the strategy and constituent projects.

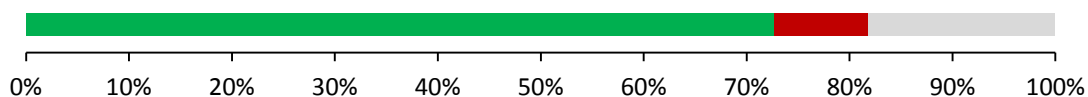
Three indicators have no clear definition or data. They do not to provide any meaningful contribution to this outcome. As such, they are recommended for deletion:

- Tenure
- Town Centre Footfall
- Type of housing

OUTCOME 3: CHILDREN & YOUNG PEOPLE IN DENBIGHSHIRE ACHIEVE & HAVE SKILLS FOR LIFE

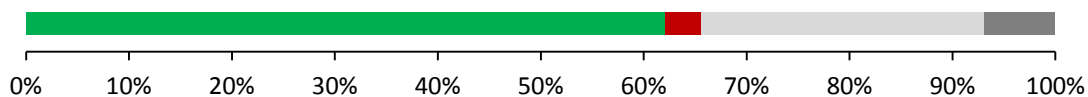
KEY

INDICATORS



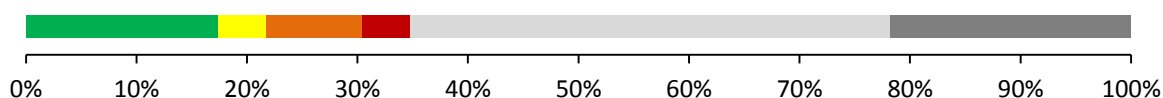
- RED - % of pupils achieving A*- C in GCSE Welsh First Language

PERFORMANCE MEASURES



- RED - DCC % young carers assessments completed of all known young carers

IMPROVEMENT ACTIVITY



- RED - Develop support groups for mothers with postnatal depression
- ORANGE - Development of a North Wales Peri Natal Mental Health Strategy
- ORANGE - Implement an "absence" management policy for under 5s

SUMMARY

Excluding those indicators that have no data, the evidence suggests a good level of success enabling children and young people to achieve their potential.

There are noticeable information gaps within the indicators (2), performance measures (8), and improvement activity (10), which limit the evaluation of this outcome. The known information highlights five areas of exception:

- There has been a 5% reduction in the proportion of pupils achieving A*- C in GCSE Welsh first language from the baseline in 2010/11.
- The interim figure for the percentage of young carer assessments completed is lower than the baseline, although the service explains that this is normal and confirms their expectation to achieve 100% by the end of the year.
- There are no support groups with a specific focus on mothers with postnatal depression; all mothers in Denbighshire can access baby massage groups, which are proven to support attachment and bonding which has huge benefits for mental well being.
- The development of a North Wales Peri Natal Mental Health Strategy is overdue.

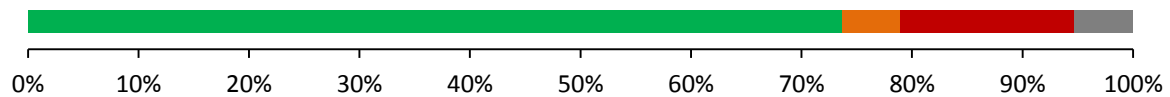
- An absence management policy for pupils aged 3-5 year is in place for those attending Flying Start Provision. For others pupils aged 3-5 years who attend provision a procedure remains in development.

In addition, an indicator within this outcome is only expressed as a phrase, “young carers attend and achieve at school”. There are also parallel performance measures that refer to percentage attainment of young carers and percentage attendance of young carers. Currently no data exists for these measures; however, the Schools Information Management System (SIMS) has a field to identify carer status but it is unclear how well populated this field is. Any recording limitations within SIMS would be reflected in the data quality.

OUTCOME 4: VULNERABLE FAMILIES IN DENBIGHSHIRE ARE SUPPORTED TO LIVE A LIFE FREE FROM POVERTY, WHERE THEY CAN BE INDEPENDENT & FLOURISH

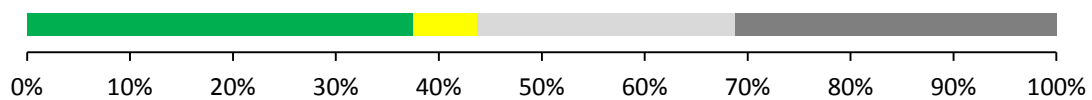
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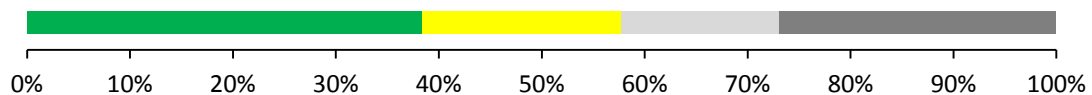


- RED - % of Free School Meals (FSM) pupils who achieve the Core Subject Indicator at KS2
- RED - Children in need by parental capacity (domestic abuse)
- RED - Rate of conceptions under age 16 years per 1000 female residents aged 13 to 15

PERFORMANCE MEASURES



IMPROVEMENT ACTIVITY



SUMMARY

The evidence suggests an acceptable level of success to support vulnerable children and families to improve their health, education, and economic outcomes. However, the needs of vulnerable families are complex and programmes will take considerable time to demonstrate improved outcomes for families.

There are information gaps within the performance measures (4), and improvement activity (5), which limit the evaluation of this outcome. However, the known information highlights three indicators with a red status. The data used to determine each status is old (March 2012) as much of the health and education data has a noticeable time lag of up to 18 months.

- The percentage of Free School Meal (FSM) pupils who achieve the Core Subject Indicator at Key Stage 2 has worsened, whilst those who do not receive a FSM has improved, increasing the attainment gap. No breakdown of attainment data has been published for 2012/13.
- The average number of children in need where a reason for children to receive the referral is domestic abuse has increased from the baseline; although, the latest published data was for 2012.
- The rate of conceptions under age 16 years per 1000 female residents aged 13 to 15 increased from the baseline. However, the most recently published data is only available for 2011/12.

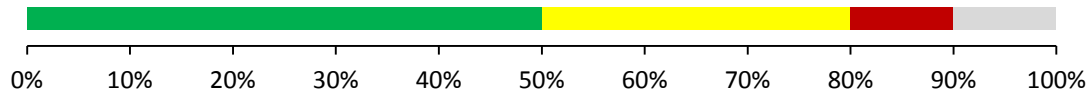
Although there has been improvement from the baseline in educational attainment indicators for most FSM pupils, the reality is that there is a significant attainment divide between FSM pupils and non-FSM pupils and this gap is increasing.

The final year for data on Key Stage 1 attainment was 2011. This measure has now been nationally replaced by the Foundation Phase. This replacement has been reflected in the Big Plan, which now contains the indicator “the percentage of pupils achieving the expected outcome (5+)”. This indicator presents an improvement in achievement of outcome 5+, although comparable data is not yet published on StatsWales for 2012/13.

OUTCOME 5: NEEDS OF OUR RURAL COMMUNITIES ARE RECOGNISED & MET

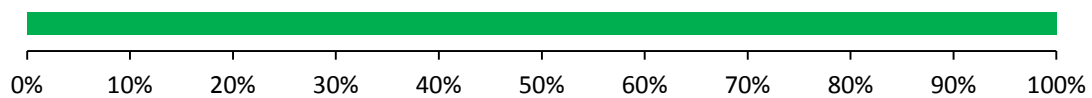
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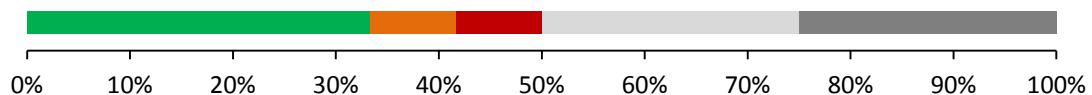


- RED - % of young people that are satisfied with the cost of a journey

PERFORMANCE MEASURES



IMPROVEMENT ACTIVITY



- RED – Enable community control with community voice and participatory budgeting
- ORANGE - Explore phase two options for a new station/complex at Corwen

SUMMARY

The evidence suggests a good level of success recognising the needs of those living in rural areas. It should be considered that, of the six Resident Survey indicators, only one was included in the new Residents Survey (the percentage of people who are satisfied with their local area as a place to live); the remaining indicators will not feature in the end of year report.

A few information gaps remain within the indicators (1) and improvement activity (3), which may affect the overall evaluation of this outcome. The known information highlights three areas of exception:

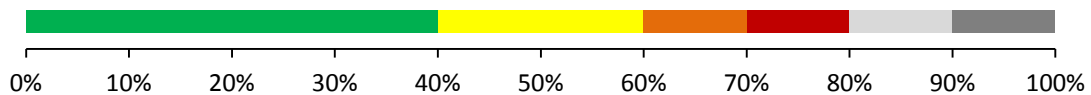
- The young people surveyed told us that they were not satisfied with the cost of a bus journey. This is unlikely to change as the cost of living continues to increase. It will also not feature in future reports as it question was service specific and thus removed from the Resident's Survey.
- The community voice (participatory budgeting) project was unsuccessful with their stage 2 funding application to the BIG Lottery Fund. This project is now closed.
- A study is required for the Phase 2 station to ascertain the engineering solutions and cost benefit analysis. The estimated cost of the study is approximately £90K of which £45K has been set aside from the Rural Development Plan Lead Body study budget. The study has currently been suspended by the Denbighshire County Council strategic investment group pending the commitment to Phase 1 by the Railway.

Our understanding of personal feeling of isolation among older people living in rural areas is limited and this data development agenda has had no results. It is unclear whether this will ever yield any results.

OUTCOME 6: PEOPLE IN DENBIGHSHIRE HAVE HEALTHY LIFESTYLES

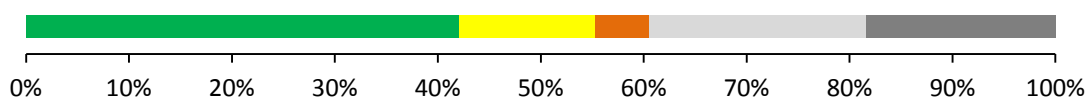
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INDICATORS

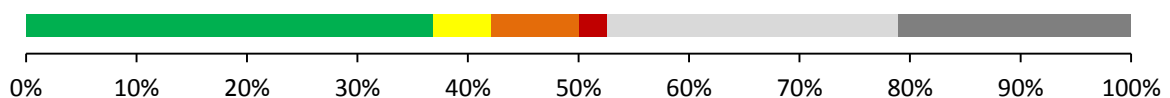


- RED - % of adults who meet physical activity guidelines in the past week

PERFORMANCE MEASURES



IMPROVEMENT ACTIVITY



- RED - Development of "Talk to Me" suicide and self-harm prevention strategy
- ORANGE - Contraceptive advice and pregnancy testing is available in all high schools
- ORANGE - Development of the national HSS database
- ORANGE - Contribute to the North Wales maternal obesity strategic group

SUMMARY

The evidence suggests a good level of success improving the health and wellbeing of people living in Denbighshire. It should be noted that much of the health data for the indicators has a noticeable time lag of up to 18 months.

There are also noticeable information gaps within the indicators (1), performance measures (8), and improvement activity (10), which may affect the overall evaluation of this outcome. The known information highlights two areas of exception:

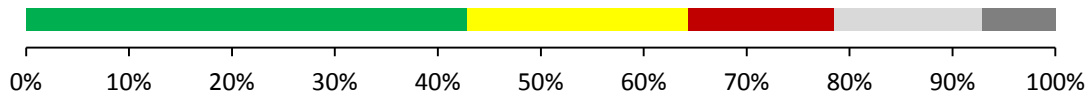
- The proportion of adults who meet the recommended physical activity guidelines in the past week reduced. The latest Welsh Health Survey results for local authorities were published with 2012 data. The next data release is not expected until September 2014.
- There are no current plans to develop a "Talk to Me" suicide and self-harm prevention strategy for Denbighshire. A Position Statement has been drafted, based on the National Action Plan for Reducing Suicide and Self Harm in Wales 2009-2014. This position statement collates information on services and facilities within Denbighshire and forms the narrative that will be presented to the Denbighshire Strategic Partnership Board in January 2014. The Board will decide how to meet the requirements of that National Action Plan.
- All schools have engaged in the discussions on contraceptive advice including emergency hormonal treatment and pregnancy testing, and all except the Faith Schools and Prestatyn High School have agreed for the school nurse to provide these elements in the drop in session.

- The national HSS database project is overdue. It has been transferred to Public Health Wales and a review is underway to determine if a database is required.
- Work is ongoing for the maternal obesity strategic group but the responsible owner has changed.

OUTCOME 7: CHILDREN, YOUNG PEOPLE & VULNERABLE ADULTS IN DENBIGHSHIRE ARE SAFE

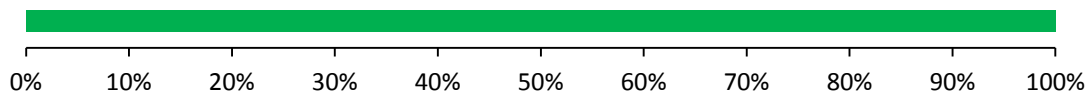
[KEY](#)

INDICATORS

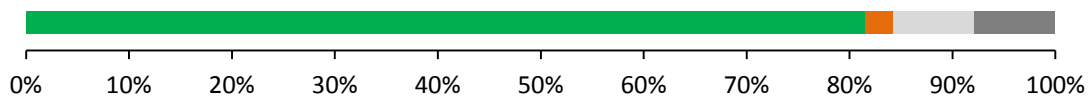


- RED - Number of children on the child protection register for over 12 months
- RED - Number of referrals to MARAC

PERFORMANCE MEASURES



IMPROVEMENT ACTIVITY



- ORANGE - LSCB/MARAC to map and model future support provision for domestic abuse

SUMMARY

The evidence suggests an excellent level of success protecting children, young people, and vulnerable adults from harm. More adults are safer because of adult protection services and there are lower child re-referrals rates in Denbighshire. The number of children on the child protection register for over 12 months has stabilised since 2011/12 at a higher level.

Now that the Families First Programme is well underway, it should have a positive impact on this outcome; however, the implementation of a "Talk To Me" suicide and self-harm prevention strategy is not progressing as planned. In addition, the fire data presenting the rate of accidental fires in Denbighshire and its local areas is more than 12 months out of date.

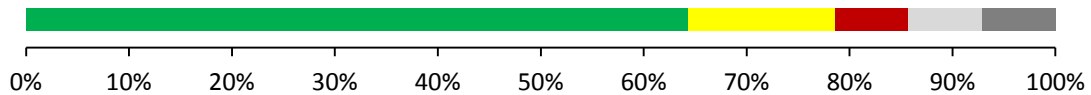
A few information gaps remain within the indicators (2) and improvement activity (3), which may affect the overall evaluation of this outcome. The known information highlights two areas of exception:

- The number of children on the child protection register is greater than the baseline but as stabilised since the increase in 2010/11.
- Referrals to MARAC reduced by 20% from the previous year. This was locally reported by the Community Safety Partnership as red.

OUTCOME 8: DENBIGHSHIRE HAS A THRIVING & SUSTAINABLE ECONOMY & A SKILLED WORKFORCE

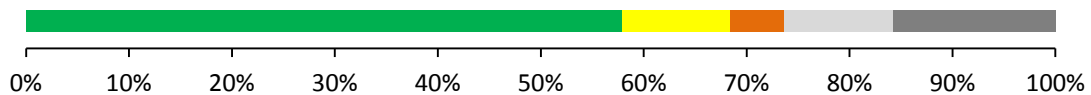
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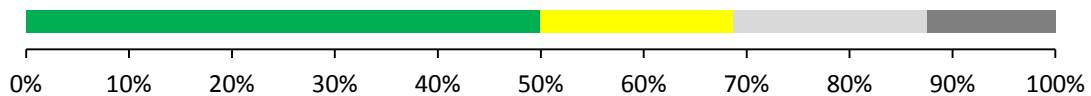


- RED - Number of volunteering opportunities

PERFORMANCE MEASURES



IMPROVEMENT ACTIVITY



SUMMARY

The evidence suggests a good level of success supporting businesses and social enterprises in Denbighshire with most indicators presenting better than baseline data. This is a positive message considering the economic environment. There is a time lag in the literacy and numeracy data for adults, which currently uses data for 2011/12.

The formal certification of the Millennium Volunteers in June 2013 shows a positive increase on the baseline when those figures are included.

A few information gaps remain within the indicators (1), performance measures (2), and improvement activity (3), which may affect the overall evaluation of this outcome. The known information highlights only one area of exception.

- There has been a reduction in the number of available volunteering opportunities from the baseline in 2010/11, although it has increased from a low in 2011/12.

OUTCOME 1: OLDER PEOPLE LEAD INDEPENDENT AND FULFILLED LIVES

What this means: We will promote a positive and empowering image of ageing, moving towards a model of health and social care that addresses the needs of each individual as a whole. We want to enable older people to live independently and safely in their own home for as long as possible, using community-based support, reablement, and intermediate care. We will work together to reduce the need for health and social care, focusing on interventions in older people's communities.

SURVEY INDICATORS

- % satisfaction: the council helped me to live independently

INDICATORS

- % of adult population who can live independently aged 65+
- % of carers who were assessed or re-assessed in their own right and provided with a service
- % of carers whose health and wellbeing improves following support
- Number of older people participating in physical activity at Leisure Centres
- Rate of delayed transfers of care for social care reasons per 1,000 population aged 75+

PERFORMANCE MEASURES

- % of carers identified by the partnership
- % of carers who were offered an assessment in their own right during the year
- % of people who no longer need a social care service following reablement
- % of staff within the partnership area who have undertaken training
- Number of adult clients in receipt of assistive technology (aged 18 or over)
- Number of step-down patients within Enhanced Care

IMPROVEMENT ACTIVITY

- Develop a Regional Carers Strategy and action the new Carers Measure (Wales)
- Develop a single point of access, assessment and care co-ordination in Denbighshire
- Develop an accommodation strategy in partnership with housing
- Development of citizen directed approach to underpin the service
- Engaging with G.P surgeries in search of a Dementia Champion, either G.P. or Practice Nurse
- Enhancing the use of assistive technology to support adults to remain safe and independent
- Explore potential for supporting carers to recognise early onset signs
- Increase the number and range of people accessing the Home Enhanced Care Service
- Organising events in the community to raise awareness on Dementia
- Reduce poverty and promote economic well-being
- Structuring a Dementia Action Plan
- Support early intervention to help people self-manage their own chronic conditions
- Support the development of the North Wales Carers Strategy
- Support the work of Denbighshire's locality teams
- Training: collating information on training for medical staff, health care practitioners
- Work with colleges to provide social care and nursing training on dementia
- Work with the locality Matron to provide information resources for the District Nurses
- Working in partnership with the third sector

OUTCOME 2: PEOPLE AND PLACES IN RHYL BENEFIT FROM REGENERATION ACTIVITY

What this means: Providing leadership and coordination to tackle the key challenges to the wellbeing and economic circumstance of people living in a deprived area, and to build the relationship between partners and the communities they serve. We must ensure regeneration is coordinated and people feel the benefits. “The concentration of deprivation in the poorest communities in Wales can necessitate a focus on place” (Child Poverty Strategy for Wales, 2011).

INDICATORS

- % of pupils who achieve Level 2, inc. E/W and Maths at Blessed Edward Jones High School
- % of pupils who achieve Level 2, inc. E/W and Maths at Rhyl High School
- % of working age population claiming Jobseeker’s Allowance in Rhyl South West
- % of working age population claiming Jobseeker’s Allowance in Rhyl West
- Number of Rhyl Lower Super Output Areas in the top 5 most deprived areas in Wales
- Number of vacant town centre properties in Rhyl
- STEAM total revenue from tourism (coastal Denbighshire) (£m)
- STEAM tourism industry direct employment (coastal Denbighshire) (FTE)
- Tenure
- Town centre footfall
- Type of housing

IMPROVEMENT ACTIVITY

- Communities First - improved health & wellbeing for all
- Communities First - promote a culture of learning
- Communities First - reducing inequalities in income and opportunity
- DCC (Live & Work in Rhyl) - Improving neighbourhoods in Rhyl
- DCC (Tourism) - Create new business and job opportunities
- DCC (Town Centre) - Create new business and job opportunities
- DCC (West Rhyl) - Create an attractive neighbourhood where people want to live
- Development of a model of care which is based on holistic needs and integrated working
- Explore and develop appropriate models of community health development workers
- Rhyl City Strategy - Linking workless people and employers
- Rhyl City Strategy - Tackle the lack of essential skills/qualifications focusing on key sectors
- Rhyl City Strategy - Development of new enterprise and growth of existing companies
- Target health developments to meet the identified health needs of the population

OUTCOME 3: CHILDREN AND YOUNG PEOPLE IN DENBIGHSHIRE ACHIEVE AND HAVE SKILLS FOR LIFE

What this means: Enabling children and young people to achieve their potential to give them the best chance in life. This refers not only academic potential, but includes the skills necessary to help children and young people to take advantage of other opportunities in life. It means supporting our children and young people (including looked after children, young carers, disabled children and young people, children and young people in poverty, and high achievers) to participate effectively in education, employment, training or any other meaningful activity.

INDICATORS

- % of children aged 16-18 Not in Education, Employment or Training
- % of further Education 16-19 learners, with literacy skills below Level 1
- % of further Education 16-19 learners, with numeracy skills below Level 1
- % of FSM learners achieving Level 2 threshold at KS4, inc. English/Welsh and Maths
- % of pupil attendance in primary schools
- % of pupil attendance in secondary schools
- % of pupils achieving A*- C in GCSE Welsh as a Second Language Full Course
- % of pupils achieving A*- C in GCSE Welsh First Language
- % of pupils achieving the level 2 threshold or vocational equivalents (all pupils)
- % of school days lost due to fixed-term exclusions in secondary schools
- Young carers attend and achieve at school

PERFORMANCE MEASURES

- % attainment of young carers
- % attendance for under 5s
- % attendance of young carers
- % learners transferring to Welsh medium mainstream schools
- % of children increased their literacy/numeracy
- % of families receiving accreditation through the pilot scheme
- % of parents going into work as a result of the pilot scheme
- % of parents moving on to other learning as a result of the pilot scheme
- % of parents with improved basic skills as a result of the pilot scheme
- % of partners using the common identification tool
- % of seven-year-old children taught through the medium of Welsh
- % of young people who gain a record of achievement in welsh language/culture activity
- (DCC) % young carers assessments completed of all known young carers
- (Action for Children) % young carers assessments completed of all known young carers
- (DCC) Number of young carers referrals
- (Action for Children) Number of young carers referrals
- Income gains for young carers in families who receive Disabled Living Allowance
- Number localities with a Welsh language programme of activity in place
- Number of mothers with Post Natal Depression identified and supported
- Number of NEETs identified in the cohort provided with support
- Number of reported occurrences of identity based bullying in schools
- Number of young carers under 26 years raised above the 60% median income poverty line
- Number of young people contacted to raise the profile of Welsh language activity
- Number of young people engaging in Potential Project
- Number settings with absence management policies in place
- REACH - % of young people contacted as a percentage of youth population

- REACH - % of young people gaining a recognised accreditation
- REACH - % of young people gaining recorded learning outcomes as a percentage of Reach
- URDD - % of young people with recorded learning outcomes in Welsh language and culture

IMPROVEMENT ACTIVITY

- Continue to implement the Potensial Project
- Continue to work with partners to promote Welsh language
- Contribute to the development of a North Wales Peri Natal Mental Health Strategy
- Deliver a Families First funded family resilience project
- Develop a web based communication platform for providers
- Develop and implement an anti bullying strategy
- Ensure all settings implement an “absence” management policy for under 5s
- Ensure representation on EMHWP steering group and contribution to an EMHWP strategy
- Ensure that all mother’s mental health is assessed ante natal, post natal
- Implement a regional approach to commission young carers services
- Implement the Young Carers Strategy and respond to identified needs
- Improve identification of young carers and their support through a new referral process
- Improve the qualifications students receive in basic skills at the end of statutory education
- Offer “Rights 4 Life” assessments to all young carers and their families
- Pilot accredited family learning opportunities for families with children up to the age of 11
- Support families to ensure a timely transition from childcare provision to foundation phase
- Support the Denbighshire Engagement Group to coordinate opportunities for young NEET
- Support the development of Community Focused Schools
- Support the implementation of the Welsh in Education Scheme across schools and partners
- Supporting the delivery of general and vocational curriculum in three transformation areas
- Supporting the engagement of partners to enrich the basic and life skills in informal settings
- To develop support groups for mothers with post natal depression
- Work in partnership with Mudiad Meithrin to promote Welsh medium education

OUTCOME 4: VULNERABLE FAMILIES IN DENBIGHSHIRE ARE SUPPORTED TO LIVE A LIFE FREE FROM POVERTY, WHERE THEY CAN BE INDEPENDENT AND FLOURISH

What this means: Fewer families will be living in poverty than would be the case if we were not focusing resources in this area. This also means that the most vulnerable children and families will have improved health, education, and economic outcomes and feel confident and optimistic about their futures. We realise that this is a tough aspiration. We are currently facing the most challenging economic climate seen in recent years, and during this time, we want to do as much as we can to cushion the effects of unemployment and reduced public spending on vulnerable families.

INDICATORS

- % of 18-24 year olds claiming Jobseeker's Allowance
- % of children aged 16-18 Not in Education, Employment or Training
- % of children fully immunised by their 4th birthday
- % of children in poverty
- % of children in reception class who are overweight or obese
- % of FSM pupils who achieve the Core Subject Indicator at KS2
- % of FSM pupils who achieve the Foundation Phase Indicator
- % of FSM pupils who achieve the Level 2 threshold inc. English/Welsh & Maths
- % of half day sessions missed by FSM pupils in primary school
- % of half day sessions missed by FSM pupils in secondary school
- % of offenders who re-offend
- % of pupils achieving the expected Foundation Phase Outcome (Outcome 5+)
- % of service users with mental health needs who leave support to live independently
- Children in need by parental capacity (domestic abuse)
- First time entrants to Youth Offending Teams
- Number of homeless households with dependent children in temporary accommodation
- Number of households with dependent children accepted as eligible and in priority need
- Rate of conceptions under age 16 years per 1,000 female residents aged 13 - 15
- Rate of live births with a birth weight of less than 2500g

PERFORMANCE MEASURES

- % increase in immunisation rates in areas of low uptake
- % of FIS customers satisfied with service received
- LAP/NAP % parents who are confident to support their child's language & numeracy skills
- LAP/NAP % parents who report improvement on parenting and/or child behaviour measures
- LAP/NAP % parents who report they are sharing a book with their child at least once a day
- LAP/NAP % parents who report they play more with their child
- Number of children and adults raised above UK poverty lines
- Number of children whose needs have lessened as a result of early intervention
- Number of contacts with families via email/telephone/outreach
- Number of Flying Start parent/carers enrolled
- Number of hits on FIS website
- Number of households raised out of fuel poverty
- Number of in depth enquiries
- Number of Parent Support Groups held
- Number of Parenting Operational Groups (POG) held
- Total confirmed State Benefit and Tax Credit gains (£m)

IMPROVEMENT ACTIVITY

- Acceptable Behaviour Contracts & ABC meetings
- ASB Review Group meetings
- Deliver Families First funded childcare project
- Deliver Families First funded buddy service project
- Deliver Families First funded disability training programme for providers, parents and carers
- Deliver Families First funded family support project
- Deliver Families First funded Home/Community Play Development for Disabled Children
- Deliver Families First Income Maximisation project
- Deliver Families First Parenting project
- Develop an action plan to spend the childcare component of the School Effectiveness Grant
- Develop and deliver a multi agency immunisation plan
- Develop better linked networking and support groups including parent led support groups
- Implement actions prioritised by the Families First project board
- Motor Education Programme
- ONSET Assessment for Prevent
- PPO housing projects (HAG)
- Prevent and Deter
- Prolific and other Priority Offenders
- Promote flying start in the areas through with bookstart, language and play
- Review FIS and develop an action plan to implement the recommendations
- Support the delivery of supported housing projects
- Support the delivery of the house share crisis intervention project
- Support the implementation of the Acute Care Tenancy Support (ACTS) project
- Warning Letters
- Work in partnership with schools to provide immunisation programmes in all high schools
- Work together with parenting co-ordinator, operational group and families first learning set
- Working in partnership to ensure support for children with additional learning needs

OUTCOME 5: NEEDS OF OUR RURAL COMMUNITIES ARE RECOGNISED & MET

What this means: People, including children and young people, living in rural areas will feel recognised, listened to, and valued. Whilst it is not always possible to ensure every service is available in every rural area, we will work with communities to understand which services are most important to them and how they can be delivered more effectively.

SURVEY INDICATORS

- % of people that are satisfied with their local area as a place to live
- % of people that are satisfied with the cost of a journey
- % of people that are satisfied with the frequency of buses
- % of young people that are satisfied that buses arrive on time
- % of young people that are satisfied with the cost of a journey
- % of young people that are satisfied with the frequency of buses

INDICATORS

- % of principal (A) and non-principal (B) and (C) roads that are in overall poor condition
- Number of rural entrepreneurial initiatives supported
- Number of tourists attracted to the region (coastal Denbighshire) (000s)
- Older people living in rural areas feel less isolated

PERFORMANCE MEASURES

- % of Access to Advocacy service users that feel more confident following support
- Number of new and existing enterprises financially assisted
- Number of service users using the Access to Advocacy service

IMPROVEMENT ACTIVITY

- Complete phase one to support the extension of the Llangollen railway into Corwen
- Denbighshire Rural Development Plan Partnership to deliver Axis 3 and Axis 4
- Enable communities to take control through community voice and participatory budgeting
- Establish the 'Village Agent' in four community / town councils
- Explore phase two options for a new station/complex at Corwen
- LSB to lobby nationally for improved broadband provision
- Promote public transport services and concessions through the new CLIC website
- Raise awareness of all advocacy services available in the county
- Review accessibility of buses - percentage with low floors, availability of accessible stops
- Review bus journeys from main population centres to regional A&E hospitals (<30mins)
- Rural Denbighshire Business Creation and Development Project
- With local communities, deliver two participatory budgeting projects

OUTCOME 6: PEOPLE IN DENBIGHSHIRE HAVE HEALTHY LIFESTYLES

What this means: People living in Denbighshire will be healthy and make informed decisions that result in individuals feeling and being as healthy as possible. It also means individuals, families, and communities taking responsibility for their own health and wellbeing. The negative impacts of drinking, smoking, poor diet, taking risks with sexual health and inactive lifestyles will be reduced.

INDICATORS

- % breastfeeding at 8 weeks
- % breastfeeding at birth
- % of adults in Denbighshire know how to look after their mental wellbeing
- % of adults in Denbighshire that are overweight
- % of adults who meet physical activity guidelines in the past week
- % of adults who reported being a current smoker (daily, occasional)
- Abortion rate under 18 per 100,000 females
- Conception rate under 18 per 100,000 females
- Number of individuals presenting with alcohol misuse issues
- Number of individuals presenting with substance misuse issues

PERFORMANCE MEASURES

- % of identified front line staff trained in Smoking Brief Intervention Training
- % validated quit rate in Denbighshire at 4 weeks
- % completion rate for the 16 week National Exercise Referral Scheme
- % of childminders/playgroups who provide food in line with national nutrition guidelines
- % of nurseries that meet criteria for nutrition for preschools
- % of pregnant women/new mums with a BMI of 30
- % of schools with health drop in sessions that include sexual health services
- % of smokers in Denbighshire making a quit attempt via smoking cessation services
- % of teachers and youth workers who are confident dealing with substance misuse incidents
- % of young people with knowledge of the health risks of legal and illegal substances
- % of young people with knowledge of the psychological risks of legal and illegal substances
- % of young people who have knowledge of the social impact of illegal and legal substances
- % settings that report HPSS making a positive difference to the setting
- % uptake 4 in 1 (Pre-School Booster) at 5 years of age
- % uptake 5 in 1 at 1 year of age
- % uptake MMR 1st dose (by 16 years of age)
- % uptake MMR 1st dose at 2 years of age
- % uptake MMR 2nd dose (by 16 years of age)
- % uptake MMR 2nd dose at 5 years of age
- % uptake of 3 in 1 teenage booster
- % uptake of HPV 3rd dose for Year 8
- Number of attendances at leisure activities by disabled people
- Number of children and young people receiving SRE education sessions
- Number of children supported through Healthy Pre School scheme across the county
- Number of early years settings achieving Healthy & Sustainable Preschool Scheme
- Number of older people participating in physical activity and wellbeing opportunities
- Number of premises registered with breastfeeding welcome scheme
- Number of settings implementing Healthy Pre School scheme across the county
- Number of SRE education sessions delivered
- Number of teachers/youth workers who have received substance misuse training
- Number of teachers/youth workers/support staff trained in sexual health education

- Number of times support has been provided to schools during substance misuse incidents
- Number of visits from people aged 16 and under who participate in the Free Swim Initiative
- Number of visits from people aged 60 and over who participate in the Free Swim Initiative
- Number of young people participating in substance misuse sessions
- Number of parents reporting a positive difference to their child's health and well being
- Number settings providing the c card scheme
- Number volunteers trained to deliver peer support groups

IMPROVEMENT ACTIVITY

- All key front line staff to provide advice on smoking dangers and passive smoking issues
- Basic Drug and Alcohol Awareness Training
- Continue to deliver 'Let's walk Denbighshire' programme
- Continue to deliver GP referral scheme
- Continue providing immunisation programmes in all high schools
- Continue to support the delivery of evidence based healthy eating initiatives
- Contraceptive advice and pregnancy testing is available in all high schools
- Contribute to the development of the national HSS database
- Contribute to the maternal obesity strategic group, with a focus on maternal obesity
- Deliver free-swim initiative to under 16 and over 60s across the county
- Deliver sex and relationship education in year 6
- Deliver sex and relationship education in Year 9
- Delivery of Choose Life presentations
- Develop a comprehensive Tobacco Control Plan for Denbighshire and implement plan
- Develop and deliver a multi agency targeted plan to achieve national immunisation target
- Develop and implement Creating an active Denbighshire Action Plan
- Develop smoke free policies for children's playgrounds, sports grounds and schools
- Develop the disability coordinator role in order to promote inclusively of activities
- Development of "Talk to Me" suicide and self-harm prevention strategy
- Dewi Sant Centre
- Following the review of Play provision, oversee the development of an action plan
- Harm Reduction Team Service
- Identify and train volunteers to offer breastfeeding peer support
- Implementation of a whole school approach to Alcohol Misuse Prevention
- Implementation of Empower to Choose project (Long acting reversible contraception LARC)
- Increase the number of premises as members of the breastfeeding Welcome Scheme
- Motivational Enhancement Team Service
- Night Shelter
- Pilot project to improve SRE at transition between primary and secondary school
- Shared Care Service
- Support extension of C-card scheme across the county in appropriate venues
- Support the extension of school-based sexual health advice through school nurses
- Support the implementation of the Healthy Pre School Scheme
- Train and support teachers, youth workers, and staff in sexual health education (special)
- Train and support teachers, youth workers, and staff in sexual health education (normal)
- Train key front line staff to record smoking status, advise and refer pregnant women
- Work with Social Services to enhance opportunities for older people
- Young Persons substance Misuse Service

OUTCOME 7: CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS IN DENBIGHSHIRE ARE SAFE

What this means: That children, young people, and vulnerable adults are protected from abuse, neglect, discrimination, and exploitation, in addition to living in safe and secure housing. Parents, carers, families, communities and services all have a role to play in keeping them safe and helping them keep themselves and each other safe.

INDICATORS

- % of adult protection referrals completed where the risk has been managed
- Age-standardised mortality rates per 100,000 population (suicide)
- Number of 0-18 year olds admitted to hospital as an emergency due to injury or poisoning
- Number of agencies / staff trained to use CAADA DASH RIC2
- Number of children on the child protection register for over 12 months
- Number of injuries from accidental fires in dwellings - Denbighshire
- Number of injuries from accidental fires in dwellings - Rhyl
- Number of prosecutions for environmental crime carried out by the Local Authority
- Number of referrals to MARAC
- The rate of accidental fires in dwellings - Denbighshire (per 1,000)
- The rate of accidental fires in dwellings - Rhyl South West (per 1,000)
- The rate of accidental fires in dwellings - Rhyl West (per 1,000)
- The rate of all crime recorded by North Wales Police per 1,000 population
- The rate of children injured on the road per 1,000 population

PERFORMANCE MEASURES

- % of front line staff trained in Home Safety Awareness
- Number of children in safer environments after home safety equipment installations
- Number of home fire safety checks throughout the county
- Number of referrals for installation of home safety equipment and checks

IMPROVEMENT ACTIVITY

- Alcohol Controlled Areas
- Anti Social Behaviour Officer
- Anti-Social Behaviour and Licensing Tasking
- CAADA DASH RIC Agency Training
- Community Mobilization
- Deliver a local Talk to Me action plan
- Deliver the Phoenix Project
- Deliver the Rhyl South West/Rhyl West Home Fire Safety Project
- Domestic Abuse Forum
- Effective Signage
- Effective use of CCTV
- Effective use of intelligence
- Emrys Ap Iwan
- Graffiti Removal and Clean ups
- Independent Domestic Violence Coordinator (IDVA)
- Local Safeguarding Children Board
- LSCB to ensure staff can use the revised Mental Health and Substance Abuse Protocol
- LSCB to ensure adequate mechanisms to identify and support vulnerable people
- LSCB and MARAC Steering Group to map and model future provision for domestic abuse

- Management of the night time economy
- Multi Agency Risk Assessment Conference
- Multiagency Visit to Licensed Premises
- Neighbourhood Management
- Neighbourhood Watch
- Operation SANTA
- Provide home safety assessments to prioritised households and rectify home safety issues
- Provide targeted injury prevention training to key workers with children and young people
- Raise awareness of abuse and neglect in vulnerable adults
- Reclaim the Night Domestic Abuse and Sexual Awareness Raising Event
- Safer Homes
- Safer Towns Award
- School Community Police Officers
- Secure by Design
- Smartwater
- Teenage Relationship & Sexual Violence
- Test purchasing
- White Ribbon Relay
- Work to increase agency referrals of the people most at risk for Home Fire Safety Checks

OUTCOME 8: DENBIGHSHIRE HAS A THRIVING AND SUSTAINABLE ECONOMY AND A SKILLED WORKFORCE

What this means: That businesses and social enterprises in Denbighshire will be prosperous and fit for our communities now and in the future, and the county will have a skilled and supported workforce. Infrastructure in the county will be suited to the needs of external investors and will be business friendly, attracting more opportunities to Denbighshire. "A robust recovery by the wider private sector is therefore vital to helping people into work and to tackling child poverty (Child Poverty Strategy for Wales, 2011).

INDICATORS

- % of children aged 16-18 Not in Education, Employment or Training
- % of enterprise survival rates in Denbighshire after one, two and three years (2009)
- % of further Education 16-19 learners with literacy skills below Level 1
- % of further Education 16-19 learners with numeracy skills below Level 1
- % of pupils achieving the level 2 threshold inc. English/Welsh and maths (all pupils)
- % of working age population, aged 16-64, in employment
- Adults in Denbighshire have good basic skills
- Number of Denbighshire public and 3rd sectors providing volunteering opportunities
- Number of hours spent by young people participating in the Millennium Volunteer Scheme
- Number of new and existing enterprises financially assisted
- Number of public and 3rd sectors achieved investing in volunteers award
- Number of public and 3rd sectors working towards investing in volunteers award
- Number of volunteering opportunities
- Number of young people engaged with the Millennium Volunteer Scheme

PERFORMANCE MEASURES

- % of people successfully returning to work after a period of sickness absence
- % of people who believed Fit for Work Scheme had helped them return more quickly
- % of people who believed they would still be able to do their current job six months later
- % of people with learning disability/physical/sensory impairment in work placements
- % of people with learning disability/physical/sensory impairment gained qualifications
- % of people with learning disability/physical/sensory impairment working to qualifications
- % of unemployed beneficiaries of the Digital Inclusion project completing First Click
- % of volunteering placements filled as a percentage of those advertised
- Number of volunteer coordinators
- Number of volunteers managed by Volunteer Coordinators in the public and 3rd sectors
- Number of young people engaging in Potensial Project
- Number people supported by Fit for Work
- Number of people with learning disability/physical/sensory impairment in work placement
- Number of people with learning disability/physical/sensory impairment participating
- Number of people with learning disability/physical/sensory impairment positive outcomes
- REACH - % of young people contacted as a percentage of youth population
- REACH - % of young people gaining a recognised accreditation
- REACH - % of young people gaining recorded learning outcomes
- Total sales revenue for work opportunities businesses (£)

IMPROVEMENT ACTIVITY

- Complete LSB project to map NEET
- Continue to deliver and develop New Work Connections

- Deliver the Digital Inclusion Project
- Deliver the Joint LSB's Financial Inclusion Project
- Deliver the LSB Workforce Development Project
- Improve basic skills within identified geographic "hot spot" areas
- Improve the qualifications students receive in basic skills at the end of statutory education
- Improve tracking of 19+ NEETs
- Map volunteering in DCC to develop policies and procedures to support/reward volunteers
- Produce 10 case studies exploring benefit of volunteering to the volunteer and organisation
- Promote use of Local Labour Agreements and Community Benefit Clauses in procurement
- Promote volunteering opportunities, work experience, and internships
- Support FFW extension in terms of geographical area, eligibility criteria and lifespan
- Support the development of new markets for work opportunities across Denbighshire
- Supporting the engagement of partners to enrich the basic and life skills
- Work placements for people with a learning disability/physical/sensory impairment