

**Bridgend County Borough Council**  
**Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr**



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# **Outcome Agreement with Welsh Government**

## **2013-16**

**Monitoring Report 2014-15**  
**September 2015**

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## **Bridgend CBC Contact**

**Dr Yuan F Shen**      Corporate Improvement Manager, Ravens Court, Brewery Lane, Bridgend, CF31 4AP  
Phone/Ffôn: (01656) 643224  
Email/E-bost: [Yuan.Shen@bridgend.gov.uk](mailto:Yuan.Shen@bridgend.gov.uk)

### Summary of Self-Assessment Scores

<b>WG Strategic Theme</b>	<b>Broad Outcome</b>	<b>BCBC Self-Assessment</b>
Growth and sustainable jobs	Supporting the Economy and Business	Fully Successful – 2 points
Education	Improving School Attainment	Fully Successful – 2 points
21 <sup>st</sup> Century Health Care	Ensuring people receive the help they need to live fulfilled lives	Fully Successful – 2 points
Welsh homes/Supporting people	Improving housing services and support	Fully Successful – 2 points
Tackling Poverty	Improving the health and educational outcomes of children, young people and families living in poverty	Partially Successful – 1 point
<b>Total</b>		<b>9 points</b>

## Outcome One

<b>Strategic theme:</b> Growth and sustainable jobs	<b>Bridgend County Borough Council</b>
<b>Broad Outcome:</b> Supporting the economy and business	<b>Outcome 1</b>

	2013-14 Out-turn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
<p><b>What and how much do we plan to do in the next three years?</b> Continue to implement key regeneration projects and programmes to enhance and develop the economy</p> <p>A) Bridgend Town Centre</p> <ul style="list-style-type: none"> <li>progress towards the completion of the current European funded regeneration works in Bridgend town centre</li> </ul>	£3,724,267	£1,482,279 <i>(project completion – no further spend).</i>	Projects progressed as planned and full spend achieved.	n/a
<p>B) Porthcawl</p> <ul style="list-style-type: none"> <li>continue implementation of large scale capital projects in Porthcawl, including commencement of the new superstore</li> </ul>	✓	Review options to bring forward other ways of progressing regeneration.	Options reviewed	Develop a new programme of regeneration projects
<ul style="list-style-type: none"> <li>progress towards the completion of the highway and phase one infrastructure work in Porthcawl to release sites for development</li> </ul>	✓	Review options to bring forward other ways of progressing	Options reviewed	Develop a new programme of regeneration projects

	2013-14 Out-turn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
<ul style="list-style-type: none"> <li>commence marketing of the next phases of development in the Porthcawl Regeneration programme</li> </ul>		<p>regeneration.</p> <p>Marketing process for the Jennings completed subject to cabinet approval.</p>	Marketing completed with approval for sale gained?	Completion of the sale of the Jennings building.
<p>C) Maesteg</p> <ul style="list-style-type: none"> <li>Commence the development of the Ewenny Road site in Maesteg.</li> </ul>	<p>Outline planning consent has been granted for the whole site. A draft development agreement is unlikely to be reached. Discussions with landowners on development is ongoing.</p>	<p>Planning approval gained</p>	<p>Planning approval gained</p>	<p>Negotiate sale of land to the developer of the adjoining site to facilitate the development.</p>
<p>Use the Local Investment Fund to support business investment and job creation. <i>(Please refer to the Local Investment Fund measures below for number of businesses funded and jobs created.)</i></p>	£234,919	£176,988 (ends June 2015)	£234,917	n/a

	2013-14 Out-turn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
Deliver the three-year highway improvement programme ending March 2015	10.9km	planned 5.5km	7.8km	n/a
Speed invoice payments to businesses to support their cash flow and boost the economy	Target met	✓	Target met	✓
<b>How can we measure if we are delivering services well?</b>				
<ul style="list-style-type: none"> <li>• Local Investment Fund (LIF) <ul style="list-style-type: none"> <li>○ i) No. of Jobs created</li> <li>○ ii) Number of existing enterprises financially supported</li> <li>○ iii) No. of Individuals financially supported to set up a new enterprise</li> </ul> </li> </ul>	47 25 8	40 10 6	48.5 14 6	5 0 0
<ul style="list-style-type: none"> <li>• Floorspace improved through the Townscape Heritage Initiative (THI) and the Town Improvement Grant TIG</li> <li>• Buildings brought back into use through Townscape Heritage Initiative (THI) and Town Improvement Grant (TIG)</li> </ul>	THI 288sq.m TIG 340sq m  2 (TIG)	800m <sup>2</sup>  1	1851m <sup>2</sup>  2	800m <sup>2</sup>  1
<ul style="list-style-type: none"> <li>• Lane length of (A) &amp; (B) roads resurfaced, or treated (km)</li> <li>• emergency repairs undertaken to carriageways (all types) within the specified response time of one day</li> </ul>	9.6 km (A - 8.3km B - 1.3km)  97%	1.8km (A - 0.6km, B - 1.2km)  95%	2.0km (A - 0.7km, B- 1.3km)  97%	2.6km (A 1km, B 1.6km)  95%

	2013-14 Out-turn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
<ul style="list-style-type: none"> <li>% of undisputed invoices paid within 30 days</li> </ul>	96.48%	95%	96.06%	95%
<b>How can we measure if our customers are better off?</b> <ul style="list-style-type: none"> <li>Increased number of active businesses through the Town Improvement Grant (<i>no. of active businesses created each year</i>)</li> <li>Sustain footfall in town centres</li> <li><b>THS/012</b> - Percentage of (A), (B) &amp; (C) roads that are in overall poor condition</li> </ul>	3 businesses and 18 jobs  5,565,023 Bridgend 3,135,193 Porthcawl  (A) 5% (B) 6.10% (C) 11.40%	1  5,000,000 Bridgend 2,700,000 Porthcawl  (A) 6.96% (B) 9.88% (C) 12.82%	2  5,354,363 Bridgend 3,975,792 Porthcawl  (A)5.1 % (B) 5.7% (C)12.4 %	1  5,000,000 Bridgend 2,700,000 Porthcawl  (A) 6.96% (B) 9.88% (C) 13.5%
Number of VAT/PAYE registered businesses in the Borough	Decline (4,075 to 4,000 (2013)	Increase	increase(from 4000 to 4090)	Increase

#### Story behind the data (original)

Regeneration of our town centres has served to mitigate impact of the current economic situation and has put in place the conditions that can encourage private sector investment and be a catalyst for future development. Many current funding programmes limit the choice of what we can do but the 'vibrant and viable places' programme and the future development of Porthcawl will allow us to look at a wider range of activities, such as large scale housing development and leisure developments rather than relying on the private sector.

The take up of the Local Investment Fund (LIF) has remained strong despite the relatively weak economy and the project has received additional funding from WEFO. The businesses themselves determine job creation building on the capital investment supported by LIF.

Our Townscape Heritage Initiative (THI) is improving premises in our town centres. However, take up for this and the Town centre Improvement Grant (TIG) is dependent on businesses being prepared to invest in their premises in a challenging economic climate.

The Council has benefited from a grant for a three-year highway improvement programme that will be completed by March 2015. This will have a positive effect on the condition of our highways. Beyond that, future condition will be affected by the rate of deterioration and the budget available for improvement and repairs. The length of roads improved in future years will also be affected by priorities, determining the relative importance of a more costly repair to a shorter length of highly used road compared to greater lengths of more cheaply repaired side roads.

### **Story behind the data (2014-15)**

We have successfully met or exceeded the targets we set for 14-15 for this outcome.

We completed the improvement programme for Bridgend Town Centre in accordance with both the timescale and spending agreed with Welsh Government.

In line with the target for 2014-15, options for other ways of bringing forward regeneration in Porthcawl were considered in 2014-15 and the revised 2015-16 target for Porthcawl is to develop a new programme of regeneration projects and to complete the sale of the Jennings Building.

The regeneration scheme for Ewenny Road site is live (although the scheme no longer forms part of the Welsh Government funding agreement), and the target for this year is to negotiate the sale of land to the developer of the adjoining site to facilitate the development of Ewenny Road.

The three-year Highway Improvement Programme from Welsh Government concluded in 2014/15. All the resurfacing works which were to be undertaken were completed. From 2015/16 onwards the level of funding for road surfacing is 75% less than the budget in the first year of LGBI. This reduction in the amount of surfacing will dictate the level of resurfacing works we can undertake and is reflected in the revised target.

The council continues to seek to aid business by making prompt payments to invoices. In 2014-15 we exceeded our target for the percentage of invoices paid within 30 days.

The Townscape Heritage Initiative in Bridgend has exceeded targets with projects including Ty Carnegie, the War Memorial and properties in Dunraven Place leading to the development of 2 additional businesses.

The Local Investment Fund started in 2009 and finished in June 2015. It operated across the six Convergence authorities in South East Wales. The target for the number of individuals supported to set up a new enterprise for the whole period (2009 – 15) was set at 47 for Bridgend CBC and the overall target of 47 was met.



Footfall in our town centres has met the target in Bridgend and significantly exceeded the target in Porthcawl.

Overall, we are pleased to see the growth of the economy as the number of VAT/PAYE businesses in the County Bough has increased by 90 in 2014-15 to 4090.

**Self Assessment**

Fully Successful – 2 points

## Outcome Two

<b>Strategic theme:</b> Education	<b>Bridgend County Borough Council</b>
<b>Broad Outcome:</b> Improving School Attainment	<b>Outcome 2</b>

	2013-14 Out-turn	2014-15 Targets	2014-15 out- turn	2015-16 Targets
<b>What and how much do we plan to do in the next three years?</b>				
Fully implement the Central South Consortium (CSC) Business Plan <ul style="list-style-type: none"> <li>• Business Plan in place</li> <li>• implement the Business Plan</li> <li>• Implement the LA annex of the Business Plan</li> </ul>	✓	✓	✓	✓
Implement the framework for challenge, support, monitoring and evaluation <ul style="list-style-type: none"> <li>• develop the framework</li> <li>• implement the framework</li> </ul>	✓	✓	✓	✓
Implement a programme of visits to schools by Challenge Advisors <ul style="list-style-type: none"> <li>• The number of school visits carried out in the year</li> </ul>	100%	100%	100%	100%
Implement a school attendance strategy <ul style="list-style-type: none"> <li>• Develop and launch the strategy</li> <li>• Implement the strategy</li> </ul>	✓	✓	✓	✓

	2013-14 Out-turn	2014-15 Targets	2014-15 out- turn	2015-16 Targets
<b>How can we measure if we are delivering services well?</b>				
<ul style="list-style-type: none"> <li>Percentage of annual school performance reports (APR) to governing bodies</li> </ul>	100%	100%	100%	100%
<ul style="list-style-type: none"> <li>Percentage of schools inspected graded as good or excellent by ESTYN</li> </ul>	88%	85%	84%	82%
<ul style="list-style-type: none"> <li><b>EDU/016a</b> - Percentage of pupil attendance in primary schools</li> </ul>	93.49%	1% increase	94.8%*	1% increase
<ul style="list-style-type: none"> <li><b>EDU/016b</b> - Percentage of pupil attendance in secondary schools</li> </ul>	92.46%	1% increase	93.9%*	1% increase
<b>How can we measure if our customers are better off?</b>				
<ul style="list-style-type: none"> <li><b>EDU/003</b> - Percentage of pupils achieving the Core Subject Indicator at Key Stage 2</li> </ul>	82.56%	83%	86.2%	85%
<ul style="list-style-type: none"> <li><b>EDU/017</b> - Percentage of pupils achieving the Level 2 threshold including a GCSE grade A*-C in English or Welsh first language and mathematics</li> </ul>	52.3%	60%	54.8%	65%
<ul style="list-style-type: none"> <li><b>EDU/011</b> - Key Stage 4 results for pupils aged 15</li> </ul>	442.1	430	486*	515

#### **Story behind the data (original)**

The Central South Consortium comprises five local authorities and is working in partnership to deliver ambitious new arrangements for school improvement. Collectively with our schools, we are determined that all children and young people will have the best possible conditions in which to realise their potential. Our Post Inspection Action Plan highlights five areas for improvement including improving outcomes for all learners, improving attendance,

strengthening self-evaluation, improving the quality of information and reducing the number of young people not in education, employment or training.

**Story behind the data (2014-15)**

We have successfully met or exceeded the majority of our targets for 14-15 for this outcome.

Each year the Central South Consortium develops a business plan for progressing educational improvement in the County Borough. Implementation has been ongoing through the year, focussing on challenge, support, monitoring and evaluation. Challenge advisors work with all schools and provide additional support where necessary.

The school attendance strategy has been approved and implementation is ongoing. All of the activities relating to this commitment for 2014-15 have been completed and have led to a significant improvement in attendance in both primary and secondary sectors.

Of the 45 LA maintained schools in the Bridgend County Borough inspected, assessed and reported upon by ESTYN, in the last year (period from 1.4.14 to 31.3.15), 11 inspections were reported relating to 9 primary schools, 1 infant school and 1 special school. Of these 11, the inspections outcomes for 3 primary schools did not meet the criteria for this indicator. We have revised the target for 15-16 to reflect developments in ESTYN's approach to grading over the course of the current inspection cycle.

There was a strong improvement between 2013-14 and 2014-15 at KS2, KS4 and for the percentage of pupils achieving the level 2 threshold including a GCSE grade A\*-C in English or Welsh and Mathematics and results relate to the previous academic year. The outturn for the 2014-15 academic year will be available in October 2015. The target for KS4 (EDU011) 15-16 is increased from 430 to 515 to reflect the targets agreed with the Central South Consortium.

**Self Assessment**

Fully Successful – 2 points

\*\_This refers to the previous academic year

### Outcome Three

<b>Strategic theme:</b> 21 <sup>st</sup> Century Health Care	<b>Bridgend County Borough Council</b>
<b>Broad Outcome:</b> Ensuring people receive the help they need to live fulfilled lives	<b>Outcome 3</b>

	<b>2013-14 out-turn</b>	<b>2014-15 Targets</b>	<b>2014-15 out-turn</b>	<b>2015-16 Targets</b>
<b>What and how much do we plan to do in the next three years?</b>				
<p>We will expand and improve the use of technology to enable people to live independently in their own homes.</p> <ul style="list-style-type: none"> <li>Increasing the number of new Telecare installations</li> </ul>	196	86	239	140
<p>We will work with partners across the region to further develop and strengthen services in the community.</p> <ul style="list-style-type: none"> <li>Greater integration through developing a whole systems business case as part of the Western Bay Regional Collaborative (Bridgend CBC, Neath Port Talbot CBC and City and County of Swansea and ABMU University Health Board</li> <li>More services provided closer to home for vulnerable and older people via local Community Resource Teams</li> </ul>	✓	✓	✓	✓
<p>We will support carers to continue in their caring role.</p> <ul style="list-style-type: none"> <li>Offer carers of adults an assessment in their own right</li> </ul>	1416	1487	1460	1561

	2013-14 out-turn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
<p><b>How can we measure if we are delivering services well?</b></p> <ul style="list-style-type: none"> <li>• Number of total (rolling total) open, live Telecare installations</li> <li>• Number of recipients of community resource team services provided with an alternative to a hospital placement</li> <li>• <b>SCA/018a</b> - Percentage of carers of adults who were offered an assessment or review of their needs in their own right during the year</li> </ul>	1520	1459	1759	1532
	682	800	960	1020
	96.9%	>93.00%	94.70%	>93%
<p><b>How can we measure if our customers are better off?</b></p> <ul style="list-style-type: none"> <li>• Percentage of Telecare clients who felt that the service made it easier for them to manage in their own home</li> <li>• <b>SCA/019</b> - Percentage of adult protection referrals where the risk has been managed</li> <li>• <b>SCA/001</b> - Rate of delayed transfers of care for social care reasons</li> <li>• <b>SCA/002a</b> - Rate of older people (65 and over) supported in the community per 1,000 population</li> </ul>	94%	95%	96%	95%
	100%	90%	93.9%	90%
	0.88	<2.75	1.11	<2.5
	83.2	<83	76.75	<81

### **Story behind the data (original)**

Every day, we support around 3,060 adults (29.6% of whom are aged between 18 – 64, and 70.4% aged over 65) to live more independent lives through a range of services, including support in the home and local communities, and specialist support such as reablement. In addition we support 561 people in long term care home placements (11.4% are aged between 18–64, and 88.6% aged over 65).

Social care is mainly delivered by organisations other than the Council, including private businesses, social enterprises and voluntary organisations. A great deal of the care provided in communities comes from individuals, providing care and support to family members and friends.

It is expected that demand on all social care services will grow due to the anticipated demographic changes in Bridgend. Projected population trends (Statistical Directorate, WG: 2008) indicate that:

- By 2015 the number of people aged 65 and over will have increased by 15% (3,600), when compared to 2010. This trend is expected to continue so that by 2030, this figure will have increased by 56% (13,700).
- By 2015 the number of people aged 75 and over will have increased by nearly 13%, when compared to 2010, and by 2030 an overall increase of 77% (8,510) is anticipated.
- By 2015 the number of people aged 85 and over will increase by 13%, when compared to 2010, and continue to increase by 116% by 2030.
- The UK Dementia report estimated that 5.1% of men and 7.4% of women within Bridgend aged 65+ will experience some form of dementia (Alzheimer Society et al 2007).

In the region, 50% of people aged 85 and over received a social care service during 2012-13 (BCBC PM2 Annual Return 2013). These figures demonstrate the need to develop and invest in sustainable and flexible models of support in order to continue to effectively meet demand.

### **Story behind the data (2014-15)**

We have successfully met or exceeded all the targets except one for 14-15 for this outcome.

We have significantly increased the number of telecare installations in the County Borough and 96% of users said the service made it easier for them to manage in their own homes, exceeding our target for 2014-15. We have consequently increased our target for the number of new telecare installations in 2015-16.

The Community Resource Team (CRT) continues to develop services that offer alternatives to hospital admissions and all avoidance services are up and running. This includes the piloting of admission avoidance within the Acute Medical Unit at the front door of the hospital. The availability of therapies from the CRT within A&E has been successful also. The service is collaborating with the Carers Centre in Bridgend to deliver a project that is hospital based and will support successful

discharge planning and re admission avoidance through carer support and signposting.

During 2014/15, 1542 carers were identified (an increase of 81 carers compared to 2013/14). Whilst 1460 were offered an assessment which narrowly missed the target by 27, this was an increase on 2013-14 and we exceeded the target of the percentage of carers offered an assessment. We are currently using Carers Measure funds to support the Carers Centre to undertake some focused work in the Princess of Wales hospital to offer advice, assessment and support as required. This will improve performance in this area.

**Self Assessment**

Fully Successful – 2 points



## Outcome Four

<b>Strategic theme:</b> Welsh homes/Supporting people	<b>Bridgend County Borough Council</b>
<b>Broad Outcome:</b> Improving housing services and support	<b>Outcome 4</b>

	2013-14 out-turn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
<b>What and how much do we plan to do in the next three years?</b> <ul style="list-style-type: none"> <li>• Implement a service model for a single point of access and referral for supported accommodation (The HUB) maintained by Bridgend County Borough Council</li> <li>• Increase accommodation options for households who are homeless or threatened with homelessness (measured by HHA/013 below)</li> <li>• Revise the Private Sector Housing Renewal and Disabled Adaptations Policy to widen the scope for assistance delivered through Care &amp; Repair</li> </ul>	 ✓  ✓  ✓	 Development   Increase access to the private rented sector including via empty homes grants  Implementation	 ✓  ✓  ✓	 Implementation   Deliver units of move on accommodation
<b>How can we measure if we are delivering services well?</b> <ul style="list-style-type: none"> <li>• The number of homeless households with dependent children in bed and breakfast accommodation</li> <li>• The number of units of supported accommodation available via a single point of access maintained by Bridgend County Borough Council</li> <li>• The number of people helped with Care &amp; Repair</li> </ul>	 8  44  310	 8  51  310	 0  51  450	 7  172  220

	2013-14 out-turn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
services (funded from the Private Sector Housing Renewal and Disabled Adaptations Policy)				
<b>How can we measure if our customers are better off?</b>				
<ul style="list-style-type: none"> <li>The percentage of homeless households with dependent children who have been placed in bed and breakfast accommodation as a proportion of all homeless households with dependent children placed in temporary accommodation</li> </ul>	8%	8%	0	7%
<ul style="list-style-type: none"> <li>The percentage of people who have maintained their independence for six months as a proportion of people helped with Care &amp; Repair services (funded from the Private Sector Housing Renewal and Disabled Adaptations Policy)</li> </ul>	100%	96%	97.94%	96%
<ul style="list-style-type: none"> <li><b>HHA/013</b> - The percentage of all potentially homeless households for whom homelessness was prevented for at least six months</li> </ul>	61.54%	61%	64.2%	67%

#### Story behind the data

Since the introduction of the Supporting People (SP) Programme, the procedures in place to access SP accommodation based and floating support services have evolved significantly in Bridgend; there is now a variety of different access routes and assessment procedures in place. This myriad of referral and assessment routes is often viewed as a complicated process for service users and referral agencies, as well as service providers, and consequently this has led to inappropriate placements and poor move-on through supported housing in Bridgend. It has been recognised that a more coordinated approach to allocating supported housing vacancies is required to ensure that the needs of individuals are better matched to placements.

Changes to Housing Benefit in relation to the Local Housing Allowance came into effect from April 2011, and the most radical changes to the benefits system began to be implemented in April 2013. These include:

- Restricting the Housing Benefit of working age social rented sector customers who are occupying a larger property than their

household size and structure warrants

- Capping total household benefit payments to the average of take-home pay for working households

The full implications of the impact of Welfare Reform are yet to be realised, especially the impact on homelessness, but as demand for Social Housing outstrips existing (and likely future) provision the Council and our partners need to increase accommodation options for households who are homeless or threatened with homelessness.

In response to the recent emphasis on the links between health and housing, and the agenda to assist older persons to remain in their home longer, it would be beneficial to expand the disabled adaptations assistance provided through Care & Repair.

### **Story behind the data (2014-15)**

We have successfully met or exceeded all our targets for 14-15 for this outcome.

We are currently recruiting the Gateway Co-ordinator for the HUB, who will lead ongoing implementation through 2015-16.

We continue to add to the number of landlords willing to work with Housing to provide alternative tenure type accommodation.

The Authority continues to publicise the Empty Homes Grant to owners of empty properties in order to provide affordable accommodation options for households in housing need (9 units have been made available in 2014-15).

The Private Sector Housing Renewal and Disabled Adaptations Policy has been implemented and the assistance is successfully being delivered via Care & Repair. As a result 97% of people helped with Care & Repair services have been able to prevent hospital admission for 6 months.

The percentage of all potentially homeless households for whom homelessness was prevented for at least six months has increased in 2014-15 from 61.54% to 64.2% and no families with dependent children have been placed in bed and breakfast accommodation in 2014-15.

### **Self Assessment**

Fully Successful – 2 points

\* These figures are based on an assumed 10% capital budget reduction in each year. Performance will increase if the budget is not reduced.

## Outcome Five

<b>Strategic theme:</b> Tackling Poverty	<b>Bridgend County Borough Council</b>
<b>Broad Outcome:</b> Improving the health and educational outcomes of children, young people and families living in poverty	<b>Outcome 5</b>

	<b>2013-14 outturn</b>	<b>2014-15 Targets</b>	<b>2014-15 out-turn</b>	<b>2015-16 Targets</b>
<p><b>What and how much do we plan to do in the next three years?</b></p> <p>Continue to invest in providing education for the very young, building on the success of the Flying Start Initiative and extending it to new areas of the borough.</p> <ul style="list-style-type: none"> <li>• Expand flying start to Brackla, Cefn Glas and Maesteg West</li> <li>• Expand flying start to Lewiston, Blackmill and Sarn</li> <li>• Identify new areas for expansion</li> <li>• The number of new childcare places</li> <li>• The number of children benefiting from Flying Start</li> </ul>	<p>✓</p> <p>68</p> <p>1171</p>	<p>(Expansion completed)</p> <p>✓</p> <p>92</p> <p>1421</p>	<p>✓</p> <p>72</p> <p>1428</p>	<p>(Expansion completed)</p> <p>✓</p> <p>67</p> <p>1586</p>

	2013-14 outturn	2014-15 Targets	2014-15 out-turn	2015-16 Targets
<p><b>How can we measure if we are delivering services well? (How well did we do it?)</b></p> <ul style="list-style-type: none"> <li>Percentage of offers of Flying Start provided childcare taken up as a percentage of offers made to newly eligible children</li> <li>The percentage of children in the Flying Start programme that are fully immunised at 47 months</li> <li>The overall childcare attendance rate at Flying Start settings is above 70%</li> </ul>	96.4%	90%	79%	90%
<p><b>How can we measure if our customers are better off? (Is anyone better off?)</b></p> <ul style="list-style-type: none"> <li>Percentage of children in Flying Start areas reached, exceeding or within one age band of their development milestones at age 2 years</li> <li>Percentage of children in Flying Start areas reached, exceeding or within one age band of their development milestones at age 3 years</li> <li>Percentage of parents reporting child's skills have improved skills following attendance at Flying Start childcare</li> </ul>	71%	88%	81%	82%
	72%	88%	77%	82%%
	96%	100%	100%	100%

**Story behind the data (original)**

Flying Start is a Welsh Government programme aimed at supporting families and children under four years old who live in some

of the most deprived areas of Wales. The programme provides intensive health visiting, free part time childcare provision, early language development and parenting programmes.

The target for 13-14 was cautious as the expansion has in the past caused holdups with regard to the undertaking of the assessment in line with strict timescales.

### **Story behind the data (2014-15)**

We achieved half of the targets for 14-15 for this outcome

Flying Start services to the communities in Lewistown/ Blackmill/ Sarn commenced part way through the year, which took time for the take-up of services to reach capacity. Whilst the number of new childcare places did not meet its challenging target of 92 in 2014-15, the number of new childcare places increased on those available in 2013-14. In addition the number of children benefiting from Flying Start met its target and both attendance rate and immunisation take up have exceeded their targets.

With regard to the children meeting their developmental milestones at the age of 2, Welsh Government guidance for this indicator changed mid-year to include children who are within one band of the development milestone. Using the original guidance, which was the basis for the target of 55%, our result for the year would be 53%. The result of 81% has been calculated in accordance with the new guidance.

Each year, the cohort of children varies the may contain number of children with additional/emerging learning needs which affects direct comparison of the data. This year's target was based on the previous year's cohort of children, whereas the actual result reflects the abilities of children newly entered to childcare.

The percentage of children achieving the developmental milestones at age 2 is higher than the percentage of children achieving the developmental milestones at age 3. This drop-back is a national phenomenon. Locally, contributory factors have been explored. One factor appears to be that the assessments are undertaken by Health Visitors for children at age 2 and that they should be less reliant on unverified parent report. The assessment at age 3 is undertaken by the childcare team practitioners and is more closely aligned to the child's actual developmental ability.

Whilst the outturn for both these indicators did not meet the challenging targets set, both made an improvement on the position in 2013-14.

The revised targets have taken into consideration the changes to guidance for development milestones and the new cohort of children.