

# BOROUGH STRATEGY THEMES & LAA PRIORITIES

Appendix 2

Ref.	LAA Shared Priorities	Detail	Performance Indicator Codes
<b>A PROSPEROUS PLACE</b>			
1	<b>Reduce Worklessness &amp; Financial Exclusion</b>	<p>Through a comprehensive Work, Skills and Enterprise Programme, improve the well-being of residents by focussing on:</p> <ul style="list-style-type: none"> <li>Reducing those Not in Education, Employment or Training (NEET)</li> <li>Enabling vulnerable people to access &amp; remain in employment, education &amp; training</li> <li>Improving the take up of benefits and advice on money management to reduce the number of residents that experience low income and financial exclusion</li> <li>Implement more integrated methods for meeting continuing care needs</li> <li>Providing parents and carers with access to affordable, flexible and quality childcare</li> </ul>	<p><b>NI 117:</b> 16 to 18 year olds not in education, training or employment  <b>NI 151:</b> Overall employment rate  <b>NI 152:</b> Out of work benefits  <b>NI 153 (Local):</b> Out of work benefits (deprived areas)</p>
2	<b>Stimulate Enterprise &amp; Innovation in new and existing key business sectors</b>	<p>Through a comprehensive Work, Skills and Enterprise Programme, develop a culture of enterprise and innovation in Doncaster, with a focus on:</p> <ul style="list-style-type: none"> <li>Embedding enterprise and innovation in learning and business support</li> <li>Stimulating demand for innovation support amongst Doncaster's businesses</li> <li>Improving the breadth and scope of Doncaster's knowledge intensive businesses</li> <li>Developing Doncaster's entrepreneurial spirit in our communities and growing our businesses</li> <li>Support for the development of niche sectors and targeted support for Doncaster's key sectors including Aviation, Logistics, Business and Professional Services, Creative and Digital Industries</li> </ul>	<p><b>NI 171:</b> VAT registration rate  <b>Local:</b> Number of New Jobs supported through Success Doncaster Programme  <b>Local:</b> Number of Business Starts supported through Success Doncaster  <b>Local:</b> Number of VAT Registrations supported through Success Doncaster  <b>Local:</b> Total Entrepreneurial Rating</p>
3	<b>Maximise the potential growth of Robin Hood Airport</b>	<p>Maximise the potential of Robin Hood Doncaster Sheffield Airport by:</p> <ul style="list-style-type: none"> <li>Developing a strategy to grow the airport for the benefit of Doncaster and the region</li> <li>Maximising the inward investment opportunities for Doncaster from the airport</li> <li>Increasing the opportunities for Doncaster residents and businesses to benefit from the Airport and its future growth</li> <li>Ensuring the long term environmental sustainability of the airport</li> </ul>	<p><b>NI 171:</b> VAT registration rate</p>
4	<b>Raise Doncaster's profile as a place to visit and invest in</b>	<p>Raise Doncaster's profile as a place for businesses to invest and to boost the visitor economy, by:</p> <ul style="list-style-type: none"> <li>Continuing to improve the external image of Doncaster through marketing and publicity.</li> <li>Providing a focused inward investment approach based on Doncaster's key sectors</li> <li>Supporting Doncaster's businesses to grow through the provision of specialised support</li> </ul>	<p><b>NI 171:</b> VAT registration rate</p>
5	<b>Build a dynamic and prosperous Town Centre which features a strong cultural provision</b>	<p>Generate a city "buzz" in Doncaster by:</p> <ul style="list-style-type: none"> <li>Fostering a Dynamic Urban Core (Town Centre Regeneration)</li> <li>Encouraging and attracting business growth and location in the urban core</li> <li>Continuing to develop a strong cultural offer in the urban centre</li> </ul>	<p><b>NI 171:</b> VAT registration rate  <b>NI 5:</b> Overall/general satisfaction with local area  <b>NI 11:</b> Engagement in the arts;</p>
6	<b>Increase the amount, choice and quality of housing across the Borough</b>	<p>Meet the housing needs of Doncaster residents, future residents and support economic growth through a focus on:</p> <ul style="list-style-type: none"> <li>Sustainable Housing Growth across the Borough and the provision of affordable homes</li> <li>Housing market renewal in Doncaster's priority areas</li> <li>Improving the quality of existing stock for both council homes and private sector homes</li> <li>Enabling vulnerable people, particularly vulnerable young people, to access suitable accommodation and maintain independent living</li> <li>Improving the transport connectivity, design and sustainability of Doncaster's housing</li> </ul>	<p><b>NI 154:</b> Net additional homes provided  <b>NI 158 (Local) :</b> % decent council homes  <b>NI 187 (Local):</b> Tackling fuel poverty</p>

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7	Improve Doncaster's <b>transport system</b> to meet the needs of residents, businesses and visitors	Improve Doncaster's Transport system for the benefit of residents, visitors and businesses, with a focus on: <ul style="list-style-type: none"> <li>• Making the most of Doncaster's road, rail and air links to support economic growth (see Robin Hood Growth Priority)</li> <li>• Providing residents with access to employment, local services, and social and leisure activities through accessible, affordable transport options</li> <li>• Reducing congestion</li> <li>• Improving road safety</li> <li>• Reinforcing the link between roads maintenance and transport improvements</li> </ul>	<b>NI 47:</b> People killed or seriously injured in road traffic accidents <b>NI 167:</b> Congestion – average journey time per mile during the morning peak
<b>SKILLS &amp; LIFELONG LEARNING</b>			
8	Increase <b>Educational achievement</b>	Improve educational progression, attainment and retention for Children & Young People: <ul style="list-style-type: none"> <li>• Implement the 11-19 Education Plan</li> <li>• Raise attainment at all Key Stages</li> <li>• Improve GCSE achievement of 5 or more A* - C grades including Maths and English</li> <li>• Improve educational achievement of Looked After Children</li> <li>• Deliver the Building Schools for the Future programme to provide a transformational approach to learning</li> </ul>	STATUTORY DCSF PIs: NI 072; NI 073; NI 074; NI 075; NI 083; NI 092; NI 093; NI 094; NI 095; NI 096; NI 097; NI 098 <b>NI 78 (Local):</b> 5 or more A*-C grades at GCSE (Floor) <b>NI 79 (local):</b> Level 2 qualification by the age of 19 STATUTORY DCSF PI: NI 087 <b>NI 114:</b> Rate of permanent exclusions
9	Reduce school <b>absences &amp; exclusions</b>	<ul style="list-style-type: none"> <li>• Improving Behaviour in Schools</li> <li>• Reducing absence and permanent exclusions</li> <li>• Reduce absences &amp; exclusions of Looked After Children</li> </ul>	STATUTORY DCSF PI: NI 087 <b>NI 114:</b> Rate of permanent exclusions
10	Build a <b>Skilled and Diverse Workforce</b>	Through a comprehensive Work, Skills and Enterprise Programme which includes a new Skills Strategy, promote a 21 <sup>st</sup> Century skilled and diverse workforce by focussing on: <ul style="list-style-type: none"> <li>• Raising the aspirations of Doncaster's learners</li> <li>• Increasing the take up of learning opportunities</li> <li>• Promoting a culture of learning in the workplace</li> <li>• Increasing the demand for skills from employers and individuals</li> <li>• Ensuring provision becomes more responsive to employer needs and learner needs</li> </ul>	<b>NI 163:</b> Working age population qualified to at least Level 2 or higher <b>NI 164:</b> Working age population qualified to at least Level 3 or higher <b>NI 79 (local):</b> Achievement of a Level 2 qualification by the age of 19

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<b>HEALTHY &amp; CARING</b>			
11	Reduce alcohol and drugs misuse	Reduce alcohol and drugs misuse, with a focus on: <ul style="list-style-type: none"> <li>Improving the capacity, range, quality and awareness of alcohol services for Doncaster</li> <li>Protecting young people from alcohol and substance misuse related harm through education, early intervention and support.</li> <li>Reducing alcohol and substance misuse related crime, disorder and anti-social behaviour.</li> <li>Redressing the negative impact that alcohol and substance misuse has on the economy and workforce</li> <li>Providing integrated pathways to effective treatment for alcohol and substance misuse</li> </ul>	<b>NI 115:</b> Substance misuse by young people <b>Local:</b> Alcohol (TBC)
12	Support residents to lead <b>active &amp; healthy lives</b>	Improve the health and emotional well-being of children and young people and adults through the implementation of co-ordinated health promotion, early intervention and disease prevention programmes, with a focus on: <ul style="list-style-type: none"> <li>Reducing Teenage Pregnancy ('Be Healthy' Children and Young People Priority)</li> <li>Obesity</li> <li>Diet</li> <li>Exercise</li> <li>Smoking</li> <li>Alcohol (See specific LAA Shared priority)</li> <li>Sexual health</li> <li>Increasing the number of vulnerable women accessing maternity services within 12 weeks of pregnancy</li> <li>Improving the quality of information regarding healthy lifestyles</li> </ul>	<b>NI 8:</b> Adult participation in sport <b>NI 56:</b> Obesity among primary school age children in Year 6 <b>NI 112:</b> Under 18 conception rate <b>NI 120:</b> All-age all cause mortality rate <b>NI 122:</b> Mortality from all cancers at ages under 75 <b>NI 123:</b> 16+ smoking rate
13	Improve community-based <b>preventative services</b> and activities for vulnerable people	Improve the range and quality of preventative services, with a focus on: <ul style="list-style-type: none"> <li>Intermediate care</li> <li>Support for people with long term conditions</li> <li>Primary care mental health services and the implementation of the Mental Capacity Act</li> <li>Day services for vulnerable client groups</li> <li>Ensuring effective arrangement are in place for vulnerable people transferring from one service to another</li> <li>Improving the quality of information for vulnerable people regarding health &amp; social care services</li> </ul>	<b>Local - NI 128:</b> User reported measure of respect and dignity <b>NI 132:</b> Timeliness of Assessments <b>NI 142:</b> Number of vulnerable people who are supported to maintain independent living
14	Improve standards of <b>personal care</b> for vulnerable adults	Maintain dignity and respect through the provision of high standards of personal care. With a focus on: <ul style="list-style-type: none"> <li>Embedding the safeguarding adults agenda</li> <li>Improving the quality of care homes</li> <li>High quality early intervention programmes</li> </ul>	<b>Local - NI 128:</b> User reported measure of respect and dignity
15	Increase the <b>independence</b> of vulnerable people and carers	Enable vulnerable people to maintain independent living in a safe environment and to exercise choice and control over all aspects of their lives. With a focus on: <ul style="list-style-type: none"> <li>Improving the co-ordination of the support for independent living available through the Supporting People Programme (see also Housing)</li> <li>Improving the service user experience of the referral assessment and care/case management</li> <li>Promoting and implementing self-directed support, including direct payments and individual budgets</li> <li>Developing a Borough-wide advocacy service for all vulnerable groups</li> <li>Ensuring carers have the same life opportunities as everyone else - implement Doncaster's Carers Plan</li> <li>Developing and implementing a multi-agency Assistive Technology Strategy</li> <li>Low level equipment and minor housing adaptations</li> <li>Enabling adults to live a fulfilled life by co-ordinating key LAA Shared Priorities - affordable decent homes, transport, leisure services, life long services, a good environment and crime reduction</li> </ul>	<b>NI 132:</b> Timeliness of social care assessment, <b>NI 135:</b> Carers receiving needs assessment <b>NI 142:</b> Number of vulnerable people supported to maintain independent living; <b>NI 130:</b> Social Care clients receiving Self Directed Support
16	Improve the Framework For <b>Safeguarding Children</b>	<ul style="list-style-type: none"> <li>Implement &amp; embed the protocol for working with CYP</li> <li>Increase the use of the Common Assessment Framework</li> </ul>	<b>NI 060:</b> Core assessments for children's social care <b>NI 063:</b> Length of placement of Looked After Children

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<b>SAFER, CLEANER &amp; GREENER</b>			
17	<b>Reduce crime</b>	<p>Reduce overall crime to ensure people feel safe in their homes and local communities, with a focus on:</p> <ul style="list-style-type: none"> <li>• Reducing youth crime</li> <li>• Re-offending</li> <li>• Reducing acquisitive crime</li> <li>• Reducing violent crime</li> <li>• Reducing domestic violence and sexual offending</li> <li>• Reducing organised crime</li> <li>• Reducing the fear of crime</li> <li>• Improving the safety of vulnerable people, including the experience of victims and witnesses in the criminal justice system</li> </ul>	<p><b>NI 016:</b> Serious acquisitive crime rate;  <b>NI 018:</b> Adult re-offending rates  <b>NI 020:</b> Assault with injury crime rate;  <b>NI 032:</b> Domestic violence;  <b>Local - NI 019:</b> Rate of proven re-offending by young offenders  <b>NI 033:</b> Arson Incidents</p>
18	<b>Reduce Anti-Social Behaviour</b>	<p>Build respect in communities and reduce anti-social behaviour (ASB) to ensure people feel safe in their homes and local communities, with a focus on:</p> <ul style="list-style-type: none"> <li>• Reducing young people's involvement in ASB</li> <li>• Continue to reduce criminal damage</li> <li>• Reducing the fear and perception of ASB</li> <li>• Improve experience of victims and witnesses in the criminal justice system</li> </ul>	<p><b>NI 021:</b> Dealing with local concerns about anti-social behaviour and crime</p>
19	<b>Ensure neighbourhoods are cleaner and greener</b>	<p>Provide cleaner and greener public places, linked to a culture of individual and corporate responsibility for the environment. With a focus on:</p> <ul style="list-style-type: none"> <li>• Reducing levels of litter, abandoned cars, and graffiti</li> <li>• Improving the provision and maintenance of open and green space - including revising the Greenspace Strategy</li> <li>• Raising the quality and safety of outdoor playing areas</li> <li>• Ensuring children and young people have access to safe places in their neighbourhoods</li> <li>• Supporting biodiversity within the Borough</li> </ul>	<p><b>NI 195:</b> Improved street and environmental cleanliness</p>
20	<b>Reduce the likelihood and impact of flooding and other major emergencies</b>	<p>Through effective development control and multi-agency planning reduce the likelihood and impact on Doncaster residents and visitors of critical incidents and civil emergencies including:</p> <ul style="list-style-type: none"> <li>• Flooding</li> <li>• Terrorist Attacks</li> <li>• Health Pandemics</li> <li>• Extreme Weather (e.g. drought &amp; high winds)</li> </ul>	<p><b>NI 188:</b> Adapting to climate change  <b>NI 189:</b> Flood and coastal erosion risk management</p>

Ref. LAA Shared Priorities	Detail	Performance Indicator Codes	
<b>IMPROVING NEIGHBOURHOODS TOGETHER (Cross-Cutting)</b>			
21	<b>Implement new innovative approaches to neighbourhood service delivery</b>	<p>Provide neighbourhood services that meet people's needs and are accessible to all - through effective partnership working and joint service delivery across the public, third, and private sectors. With a focus on:</p> <ul style="list-style-type: none"> <li>• Effective leadership, joint planning and commissioning , and the effective use of resources</li> <li>• Considering new Shared Services options</li> <li>• Increasing confidence &amp; satisfaction with neighbourhood management</li> <li>• Improving neighbourhood policing</li> <li>• Improving co ordination of activity across the health and social care community, developing integrated provision where appropriate</li> <li>• Ensure there is alignment between neighbourhood planning and the priorities for Children and Young People</li> </ul>	<p><b>NI 5:</b> Overall satisfaction with local area as a place to live  <b>NI 140:</b> Fair treatment by local services</p>
22	<b>Improve and extend Community Engagement in service delivery and local decision making</b>	<p>Actively encourage and enable all individuals and communities to make a positive contribution towards their own, and Doncaster's, future, with a focus on:</p> <ul style="list-style-type: none"> <li>• The participation of children &amp; young people and adults in the planning, design and delivery of services</li> <li>• Vulnerable residents' involvement in planning, commissioning and monitoring services</li> <li>• Expanding opportunities to local citizens to self refer and self assess for health and social care services</li> </ul>	<p><b>NI 4</b> % of people who feel they can influence decisions in their locality</p>
23	<b>Encourage residents to participate in social, community, cultural and environmental activities</b>	<p>Encourage and enable all individuals and communities to make a positive contribution towards their own, and Doncaster's, future, with a focus on:</p> <ul style="list-style-type: none"> <li>• Increasing residents' participation in, and influence over, social, cultural and environmental activities (including volunteering)</li> <li>• Establishing integrated youth support and implementing the Targeted Youth Support Plan</li> <li>• Improving relationships between children and young people and the wider community</li> </ul>	<p><b>NI 11:</b> Engagement in the arts;  <b>NI 110:</b> Young people's participation in positive activities;  <b>NI 004:</b> % of people who feel they can influence decisions in their locality;  <b>NI 007:</b> Environment for a thriving third sector</p>
<b>EQUALITY OF OPPORTUNITY (Cross-Cutting)</b>			
24	<b>Improve Doncaster's deprivation ranking by the year 2011</b>	<ul style="list-style-type: none"> <li>• Improve Doncaster's 2007 deprivation ranking (41st worst in the Country) through targeted multi-agency working at a neighbourhood level which promotes inclusion and tackles inequalities relating to: <ul style="list-style-type: none"> <li>• Employment &amp; Income levels</li> <li>• Health and Disability - through a Strategy to address health inequalities - informed Joint Strategic Needs Assessment</li> <li>• Education, Skills and Training - supported by a Work, Skills and Enterprise Programme</li> <li>• Barriers to Housing and Services,</li> <li>• The Living Environment</li> <li>• Crime</li> </ul> </li> <li>• Use the seventh strand of the Corporate Equality Framework to improve the focus on multiple deprivation</li> <li>• Roll out Children's Centres to provide integrated education, care, family support, health services and support with employment</li> <li>• Improve the information available to enable the DtS Partnership to take effective action to reduce inequalities</li> </ul>	<p><b>NI 116:</b> Proportion of children in poverty (The majority of PIs in the LAA will contribute to reducing Deprivation, either directly or indirectly)</p>
25	<b>Reduce Discrimination &amp; Harassment</b>	<p>Through the One Strategic Voice Action Plan and Corporate Equality Framework implement consistent approaches to eliminate discrimination and harassment in respect of:</p> <ul style="list-style-type: none"> <li>• Age, race, disability, gender, sexual orientation, faith &amp; belief for all vulnerable groups.</li> </ul>	<p><b>NI 140:</b> Fair treatment by local services</p>

Ref. LAA Shared Priorities	Detail	Performance Indicator Codes	
<b>PROTECTING THE ENVIRONMENT (Cross-Cutting)</b>			
26	Reduce waste going to <b>landfill</b>	Move Doncaster towards achieving zero waste to landfill by : <ul style="list-style-type: none"> <li>• Reducing waste</li> <li>• Reusing resources</li> <li>• Increasing recycling</li> <li>• Increasing composting</li> <li>• Developing a culture of individual and corporate responsibility for the local and global environment</li> </ul>	<b>NI 192</b> - Household waste recycled and composted
27	Reduce <b>carbon emissions</b> to protect the local and global environment	Reduce carbon emissions in Doncaster, linked to a culture of individual and corporate responsibility for the environment. With a focus on: <ul style="list-style-type: none"> <li>• The public sector including buildings, streetlighting and transport</li> <li>• Domestic housing</li> <li>• Transport</li> <li>• Businesses</li> <li>• Reducing waste to landfill</li> <li>• Reducing consumption</li> </ul>	<b>NI 186</b> - Per capita CO2 emissions in the LA area <b>NI 188</b> : Adapting to climate change