



SEFTON BOROUGH PARTNERSHIP

**“Creating the right environment
for the people of Sefton”**



LOCAL AREA AGREEMENT

ANNUAL REVIEW

2009-2010

Safer and Stronger Communities Indicators

NI 004	% Of people who feel they can influence decisions in their locality
NI 007	Environment for a thriving third sector
NI 017b	Perceptions of anti-social behaviour (Tracker Survey figs)
NI 020	Assault with injury crime rate (Ratio)
NI 021b	Dealing with local concerns about anti-social behaviour and crime by the local council and police (Tracker Survey Figs)
NI 030	Re-offending rate of prolific and priority offenders (Local Data Recording)
NI 032	Repeat incidents of domestic violence
NI 047	People killed or seriously injured in road traffic accidents
NI 195A	Improved street and environmental cleanliness (levels of litter)
NI 195B	Improved street and environmental cleanliness (levels of detritus)
NI 195C	Improved street and environmental cleanliness (levels of graffiti)
NI 195D	Improved street and environmental cleanliness (levels of fly posting)

Children and Young People Indicators

NI 051	Effectiveness of child and adolescent mental health (CAMHs) services
NI 053a	Prevalence of breastfeeding at 6 – 8 weeks from birth
NI 056	Obesity in primary school age children in Year 6
NI 062	Stability of placements of looked after children: number of moves
NI 072	Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language and Literacy
NI 073	Achievement at level 4 or above in both English and Maths at Key Stage 2 (Threshold)
NI 075	Achievement of 5 or more A*-C grades at GCSE or equivalent including English and Maths (Threshold)
NI 080	Achievement of a Level 3 qualification by the age of 19
NI 087	Secondary school persistent absence rate
NI 091	Participation of 17 year-olds in education or training
NI 092	Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest
NI 093	Progression by 2 levels in English between Key Stage 1 and Key Stage 2
NI 094	Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2
NI 099	Children in care reaching level 4 in English at Key Stage 2
NI 100	Children in care reaching level 4 in Maths at Key Stage 2
NI 101	Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (including English and Maths)
NI 102A	Achievement gap between pupils eligible for free school meals and their peers in achieving the level expected at Key Stages 2 and 4 (KEY STAGE 2)
NI 102B	Achievement gap between pupils eligible for free school meals and their peers in achieving the level expected at Key Stages 2 and 4 (KEY STAGE 4)
NI 110	Young People participation in positive activities
NI 111	First time entrants into Youth Justice System 10 - 17
NI 112	Under 18 conception rate the rate per 1,000
NI 115	Substance Misuse by young people

Healthier Communities and Older People Indicators

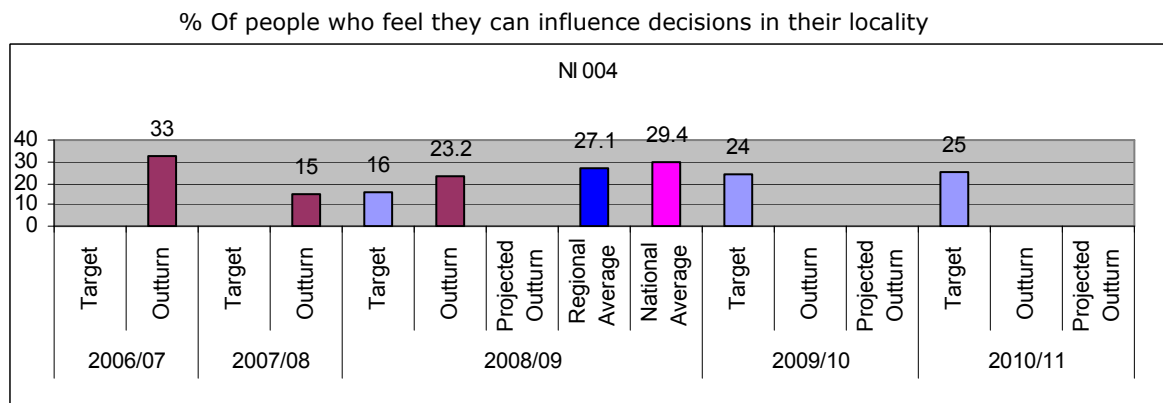
NI 039	Alcohol-harm related hospital admission rates
NI 120A	All-age all cause mortality rate (Males)
NI 120B	All age cause mortality rate (Female)
NI 123	16+ current smoking rate prevalence

NI 124	People with a long-term condition supported to be independent and in control of their condition
NI 134	The number of emergency bed days
NI 136	People supported to live independently through social services (all ages)
NI 141	Number of vulnerable people achieving independent living

Economic Development and Sustainability Indicators

NI 116	Proportion of children in poverty
NI 153	Working age people claiming out of work benefits in the worst performing neighbourhoods
NI 154	Net additional homes provided
NI 163	Working age population qualified to at least Level 2 or higher
NI 164	Working age population qualified to at least Level 3 or higher
NI 167	Congestion – average journey time per mile during the morning peak
NI 171	New business registration rate per 10,000 working age population
NI 188	Adapting to climate change
NI 193	Municipal waste land filled

Safer & Stronger Communities Partnership



Place Survey results show that compared to other Merseyside authorities Sefton has under performed, falling 2.3% short of Wirral, which was 4th of the 5 Merseyside authorities and is also part of Sefton's Most Similar Group. Sefton also falls considerably short when compared to both the North West and England, performing 4.2 percentage points below the North West and 5.7 below England.

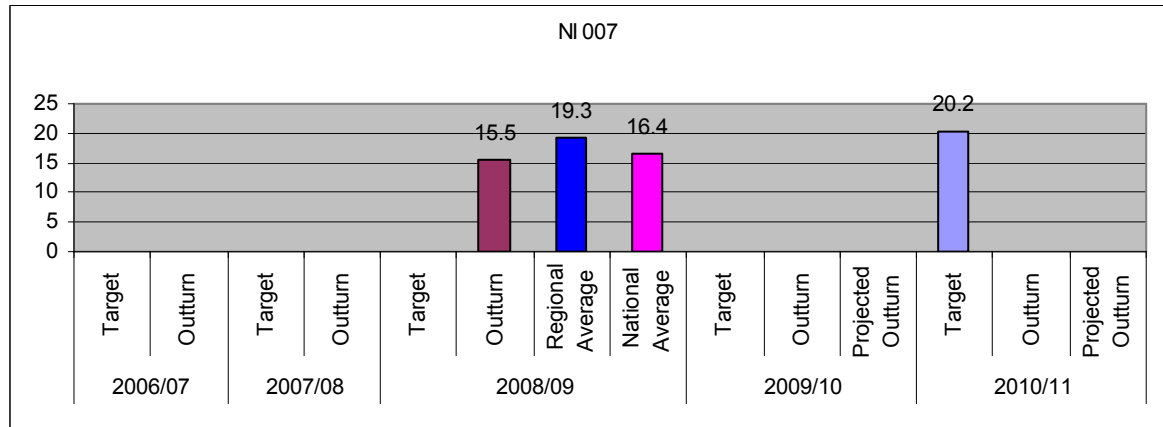
Despite this poor performance through the Place Survey, the Sefton Safer Tracker survey shows marked improvements during the course of the year thanks to the sustained work to feedback results of interventions and actions undertaken to the public.

The Tracker survey shows an improvement of 9.6% throughout the year, starting at 22.8% agreeing / Strongly agreeing in April 09 climbing to 32.4% in March 2010. The baseline for the indicator in the SSCP Tracker / Insight Survey (May 2006) was 20.5%.

The SSCP Tracker / Insight survey undertakes 840 face-to-face interviews with different residents in Sefton each month in a robust and verifiable survey that assesses perceptions of key safer and stronger indicators in each of the seven Area Committee structures in Sefton. This has been developed extensively so that each segment of Sefton now has an insight profile those features in the construction of the Strategic Intelligence Assessment.

To avoid any conflict of interest an independent market research company, Mott McDonald, carries out the survey on behalf of the Local Authority.

Environment for a thriving third sector

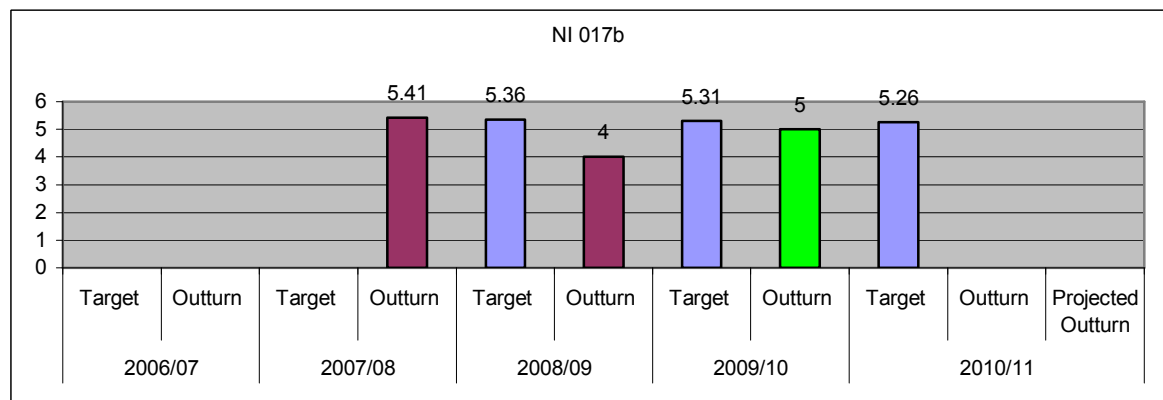


The sample size for this indicator was 277 which equates to a 51% response rate and data relates to those organisations who answered Very Positive / Positive when asked: - How do the local statutory bodies in your local area influence your organisations success.

Survey results show that Sefton's baseline positive responses was 15.5% which, despite being only 0.9% below the national average for England, is 3.8% below the percentile score for the North West.

However it is believed that the direction of travel for this indicator within Sefton is positive and achieving the target of raising the baseline figure by 4.7% to 20.2% is achievable.

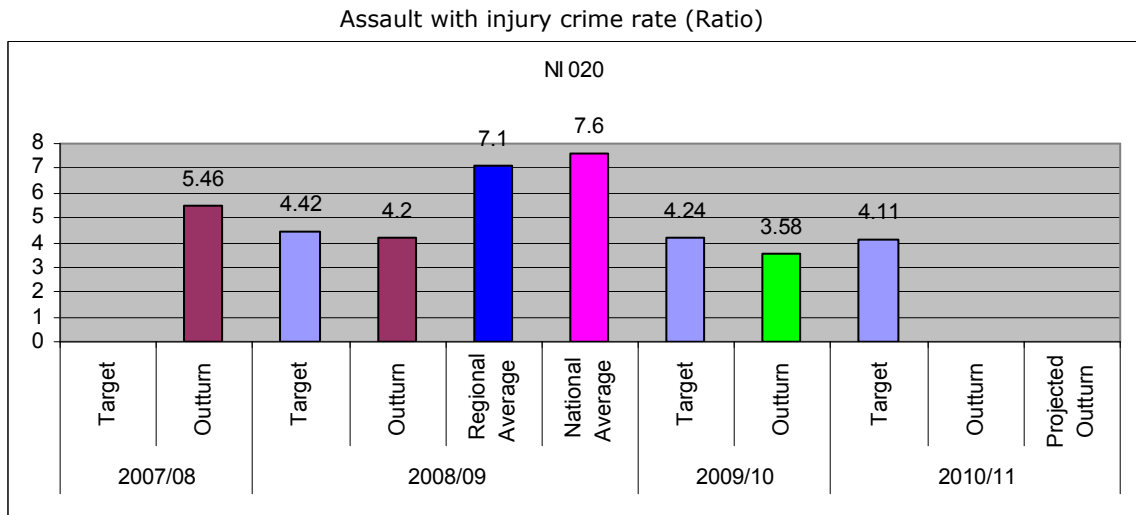
Perceptions of anti-social behaviour (Tracker Survey figs)



This indicator is an amalgamation of 7 individual ASB indicators (more details of which are found in the indicator rationale) and is based on the percentage of respondents who believe ASB to be a very big/fairly big problem. Place Survey results show that Sefton has out performed all other Merseyside authorities with the exception of Wirral by a considerable amount and the average of those authorities in its Most Similar Group by 0.6%.

In comparison to The North West Sefton performed slightly better, however Sefton slightly under performed compared to the national level.

Despite good performance against other Merseyside authorities the SSCP tracker survey shows the percentage of people surveyed that feel ASB is a very big/fairly big problem has remained static. However from a baseline figure in January 2007 of 28% perceptions have improved by 10 percentage points. In addition to this Mott MacDonald have carried out quarterly analysis specifically relating to perceptions of ASB and result of this survey show the percentage of respondents that currently feel ASB is a very big/fairly big problem is 3.5% having started from a 2007 baseline of 5.41%.



The Iqanta performance report shows that Sefton has out performed all other areas within its Most Similar Group (MSG), and has a Serious Violent crime rate that is almost half of the average for the MSG.

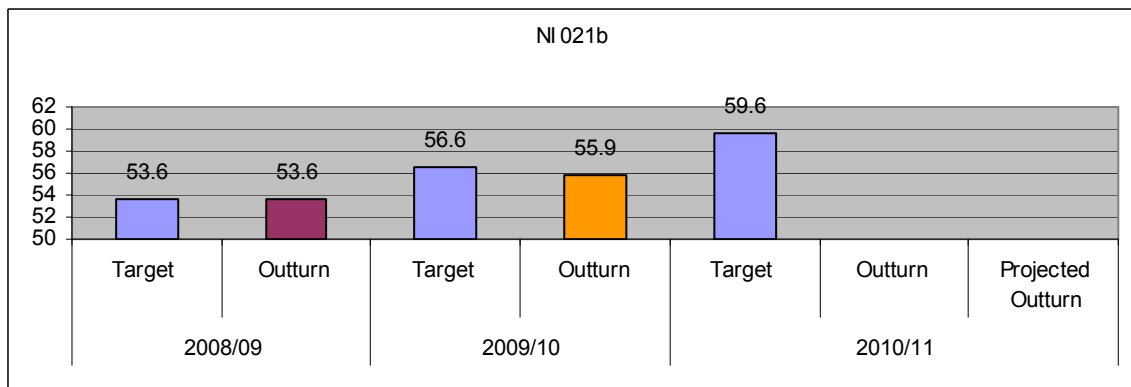
Comparison across other Merseyside policing areas shows Liverpool North, Liverpool South, and Knowsley had higher crime rates.

Sefton has performed consistently well against this indicated having been ranked 1st in its most similar group in both 2008/9 and 2009/10. However despite already excellent performance in 2008/9 Sefton has managed to reduce the rate of offending by 0.565 offences per 1,000 population in 2009/10. Merseyside Police Spotlight data shows that Sefton's performance against target for 2009/10 was also excellent achieving an end of year total 9% below target. Spotlight also shows a downward trend continued throughout the year.

Offences included in this indicator are: -

- Actual bodily harm and other injury
- Racially or religiously aggravated actual bodily harm and other injury

Dealing with local concerns about anti-social behaviour and crime by the local council and police
(Tracker Survey Figs)

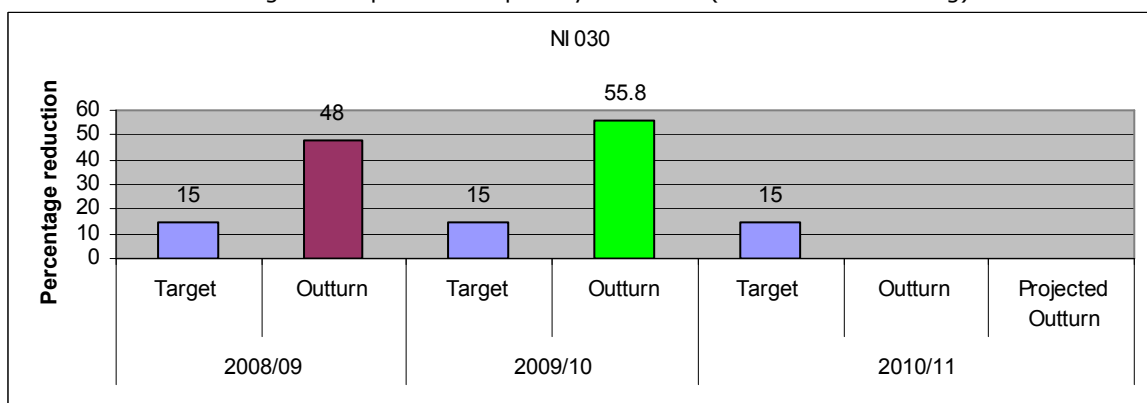


Place Survey results show that Sefton has out performed all other Merseyside authorities as well as the average for all authorities in its Most Similar Group (MSG).

Sefton also compared favourably with both the regional and national averages outperforming them by 3.7% and 3.1% respectively.

In addition to this exceptional performance the independent survey carried out by Mott MacDonald show the levels of satisfaction at the end of 2009/10 at 55.1% an increase of 3.7 percentage points on the beginning of the year.

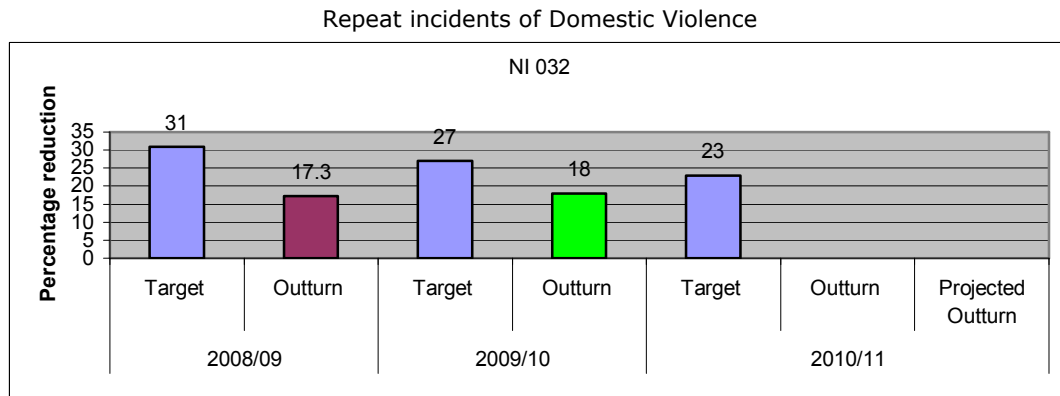
Re-offending rate of prolific and priority offenders (Local Data Recording)



Sefton has significantly outperformed its target of a 15% reduction, culminating in an overall reduction for the year 40.8 percentage points above target

The reduction of 55.8% for 2009/10 also compares favourable against the reduction of 48% in the previous year (2008/9).

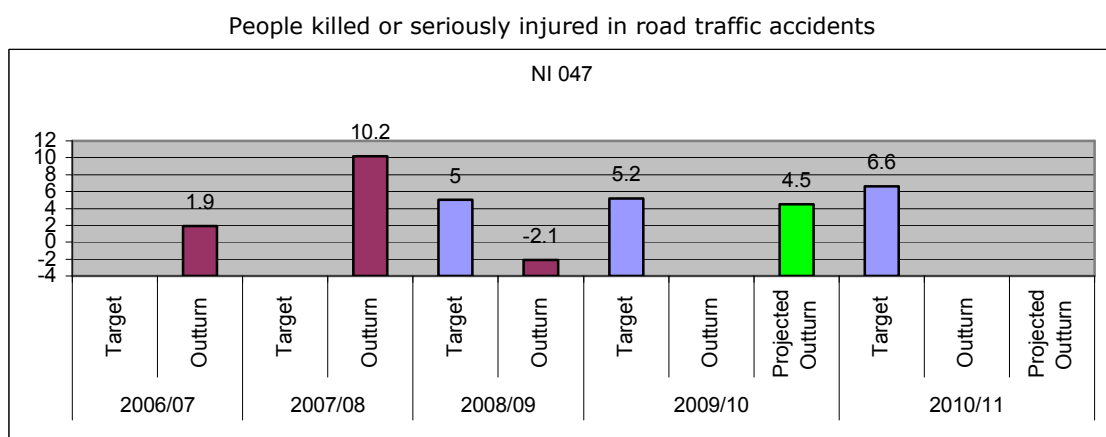
The Local Statistics are compiled on a quarterly basis. At the end of the year the 4 quarters are combined to give an annual figure. The local analysis differs from the GONW stats in that GONW analysis a static cohort that is fixed on the 1 January for the forthcoming 12 months. The local stats are based on the ACTUAL offenders who are engaged by the Partnership during that quarter by the end of last year 18% of the cohort being managed by the SSCP had left Sefton or were otherwise denominated. The local stats are a more accurate representation of the case management of prolific offenders.



A baseline repeat figure of 31% was set for 2008/9 and due to the exceptional performance in Sefton this was reduced to a proxy target of 27% for 2009/10. Sefton outperformed this target by 9 percentage points.

Data is drawn from reported domestic violence incidents and MARAC data comparing the total number of cases divided by the total number of repeats.

Agreement with Government Office is to monitor performance for a further year whilst ensuring our recording and data collection of this indicator is sound. Therefore we have been set a challenging target of 23% way below the national average of 29% against a national baseline of 31%.



Despite almost being on target in 2007, the previous two years have adversely affected the trend line, and it seems unlikely that Sefton will meet the 2010 target. The most recent annual percentage outturn results are as follows:

- Jan 2004 – Dec 2006 = +1.9%
- Jan 2005 – Dec 2007 = +10.2%
- Jan 2006 – Dec 2008 = -2.1%

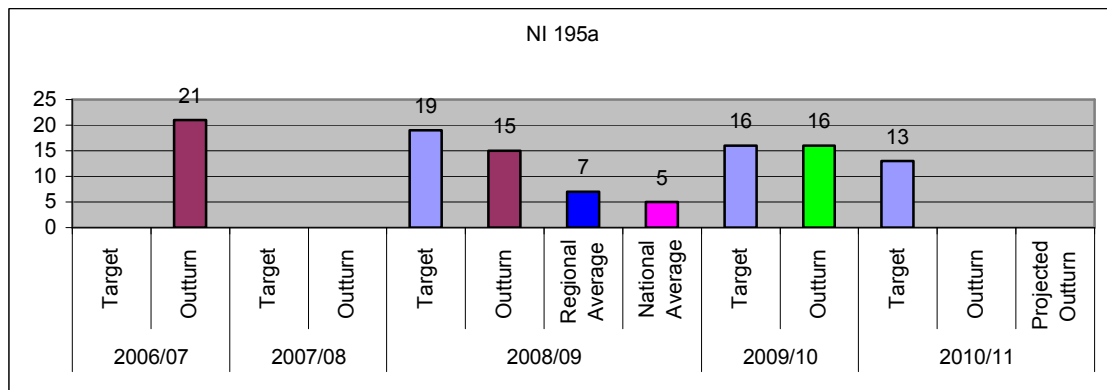
The decrease from 2005/07 to 2006/08 reflects the increase in actual casualties in 2006 and 2008. (Note-the % change for 2007/09 will be calculated once the outturn for 2009 has been verified and confirmed; the final figure is likely to be reported by DfT by Sept 2010).

The figures include all KSI's in the area on public roads including motorways that are not under the authority's direct responsibility. Data relating to recorded injury collisions are collated from Merseyside Police, and is e-mailed to each of the Merseyside Districts on a monthly basis. There is usually a 3 month delay in available data.

Statistical returns are collected, verified and provided (to Dept of Transport) by Police Authority, on behalf of the local authority area. The DfT will publish figures once all verification exercises complete, usually in Sept of the following year. Detailed analysis of the data is used to formulate programmes to address individual casualty classes, such as pedestrians, cyclists, car occupants etc. Trend analysis of the various categories is used to target our scarce resources (financial and staff) towards those road users, which are adversely affecting the casualty figures.

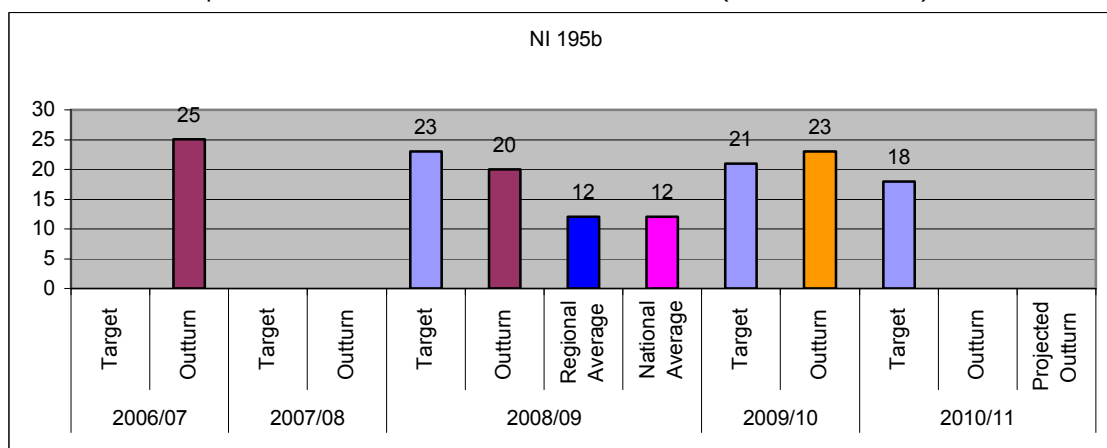
This indicator returns a percentage change figure for the last reported 3-year rolling average compared to the previous year 3-year rolling average (eg 2007/8/9 compared to 2006/7/8). Good performance is typified by a positive percentage change.

Improved street and environmental cleanliness (levels of litter)



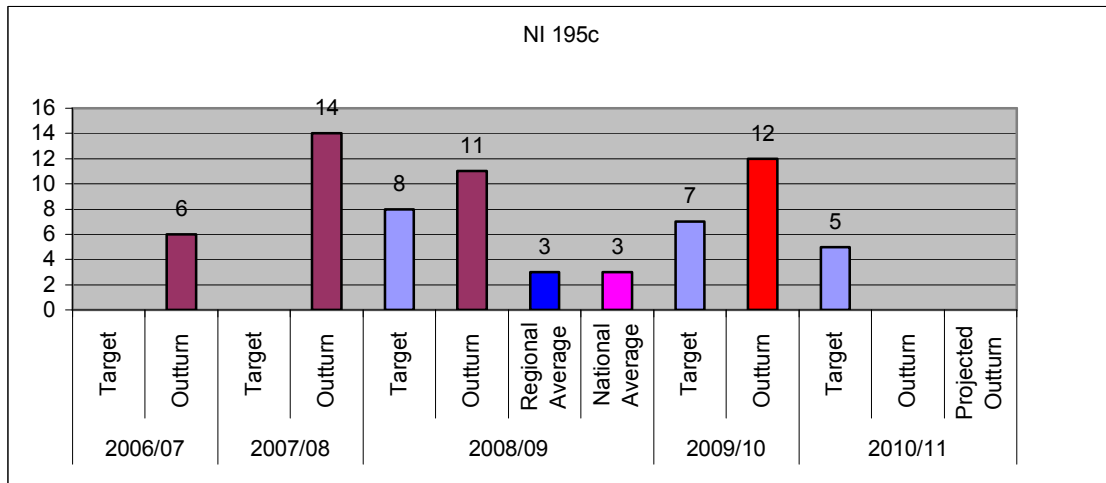
This indicator has increased by 1% from 2008/09 to 2009/10. This indicator is sensitive to the changing littering habits of the public and this level of variation is to be expected.

Improved street and environmental cleanliness (levels of detritus)



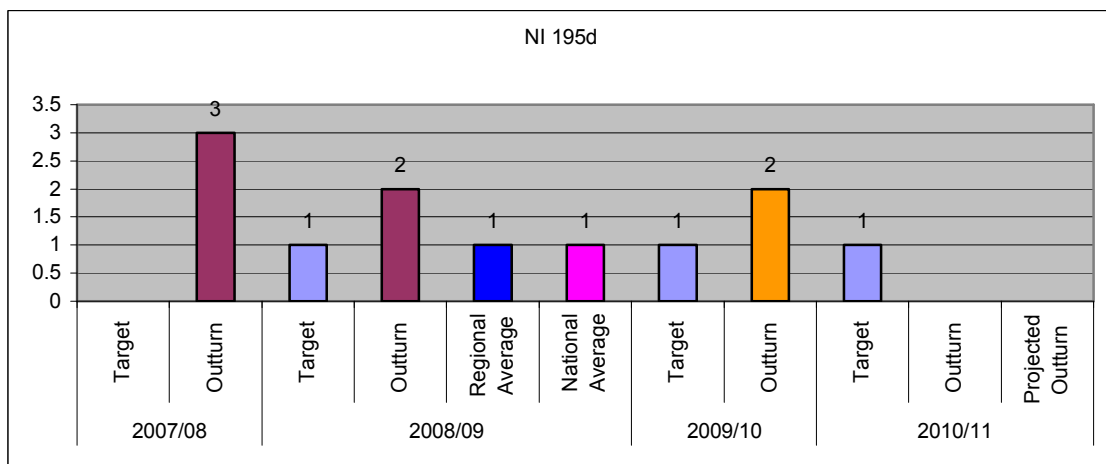
This indicator has increased by 3% from 2008/09 to 2009/10. The road channel sweeping service has been reviewed and, following the procurement of new vehicles and a change in the sweeping programme, performance is expected to improve in 2010/11.

Improved street and environmental cleanliness (levels of graffiti)



This indicator has increased by 1% from 2008/09 to 2009/10. Graffiti under this indicator is counted regardless of where the graffiti is and/or who owns the land or surface to which it has been applied. We will continue to work closely with partners and will be changing the deployment of our resources to improve our performance in this area.

Improved street and environmental cleanliness (levels of fly posting)



Children & Young People

CYP reports against 22 LAA indicators; of these there are 12 statutory education indicators.

Two LAA Indicators have not achieved the 2009 / 10 performance targets:

NI 53 - Prevalence of breastfeeding 6-8 weeks from birth
NI 112 - Under 18 conception rate (Local Target)

Four LAA indicators have not achieved the 2009 / 10 performance targets but are progressing satisfactorily:

NI 62 - Stability of Placements of LAC, number of moves
NI 91 - Participation of 17year olds in education or training
NI 110 – Young People's participation in positive activities
NI 111 - First time entrants into the Youth Justice System

Four LAA Indicators have achieved or are expected to achieve the 2009 / 10 performance targets:

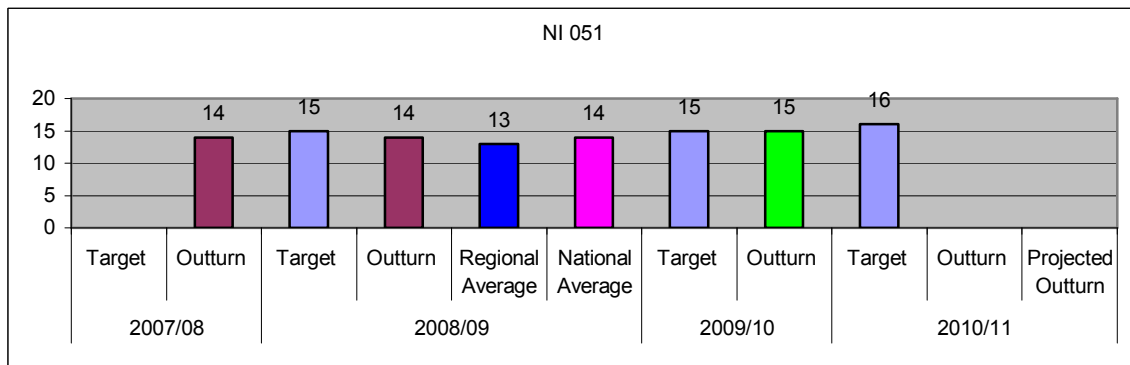
NI 51 - Effectiveness of CAMHS
NI 56 - Obesity among primary school age children in year 6
NI 80 - Achievement of a Level 3 qualification by the age of 19
NI 115 - Substance misuse by Young People

Twelve LAA statutory education indicators are expected to achieve or perform well against the 2009 / 10 performance targets.

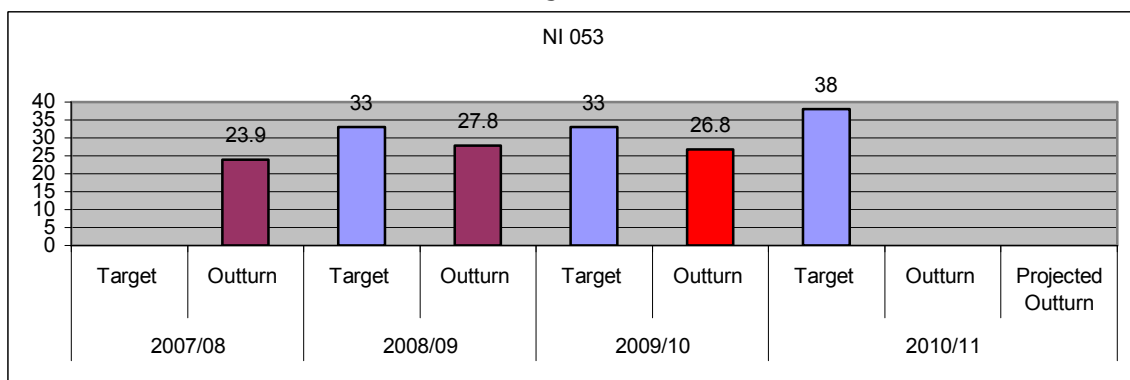
NI 72 - Achievement of at least 78 points across EYFS with at least 6 in each of the scales in PSED & CLL
NI 73 - Achievement at level 4 or above in English & Maths at Key Stage
NI 75 - Achievement of 5 or more A* - C grades at GCSE or Equivalent including English & maths
NI 87 - Secondary School Persistent absence rate
NI 92 - Narrowing the gap between the lowest achieving 20%in the EYFS and the rest
NI 93 - Progression by 2 Levels in English between KS1 & KS2
NI 94 - Progression by 2 Levels in Maths between KS1 & KS2
NI 99 - LAC reaching level 4 in English at KS2
NI 100 - LAC reaching level 4 in maths at KS2
NI 101 - LAC achieving 5 A*-C GCSEs (or equivalent) at KS4 (Including English & maths)
NI 102a - Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at KS2
NI 102b - Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at KS4

All indicators where risk has been identified have been highlighted and appropriate action has been taken. Sefton schools generally perform well and are amongst the best in the country. The results for the education indicators will not be confirmed until August 2010.

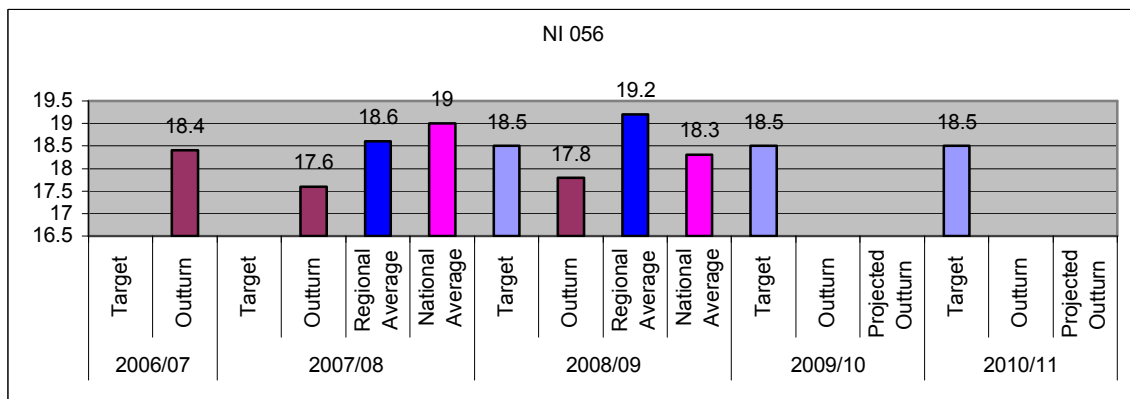
Effectiveness of child and adolescent mental health (CAMHs) services



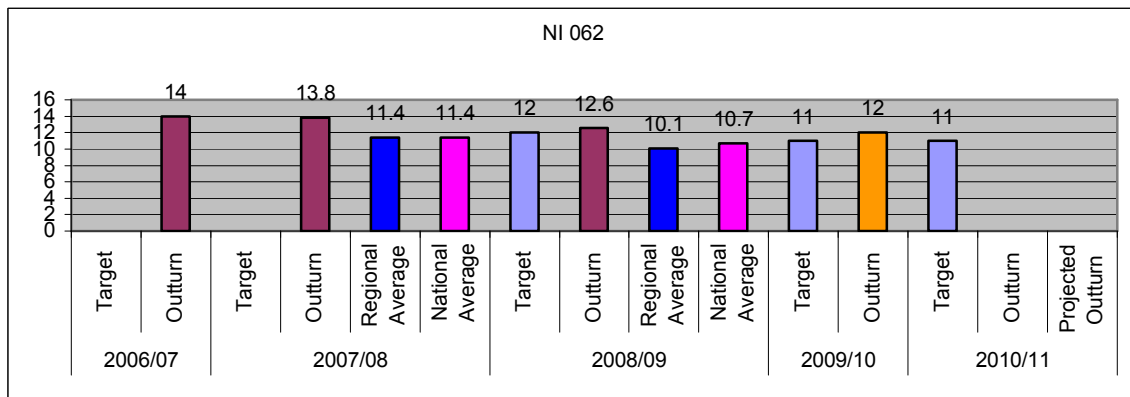
Prevalence of breastfeeding at 6 – 8 weeks from birth



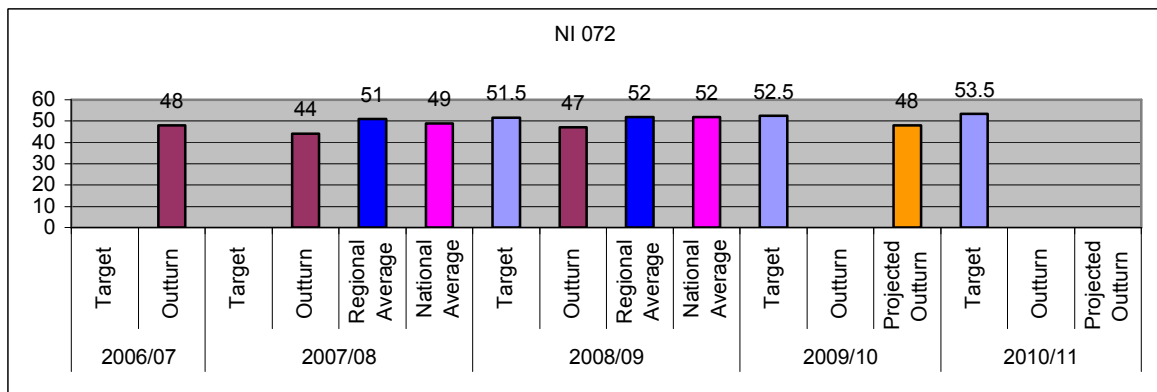
Obesity in primary school age children in Year 6



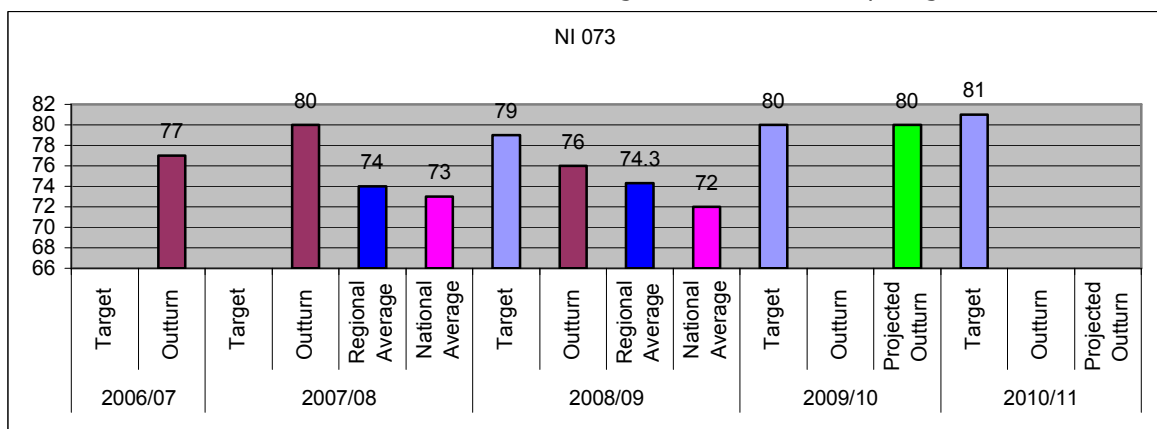
Stability of placements of looked after children: number of moves



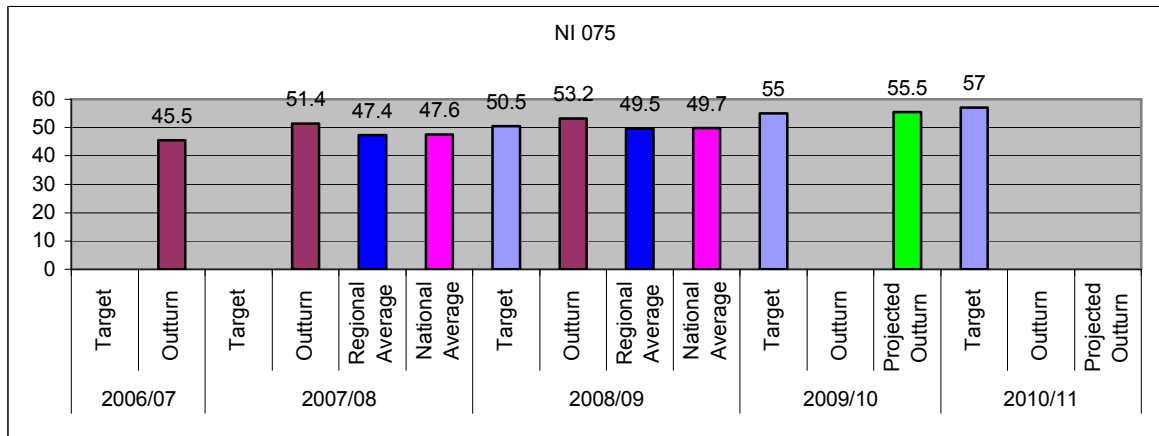
Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language and Literacy



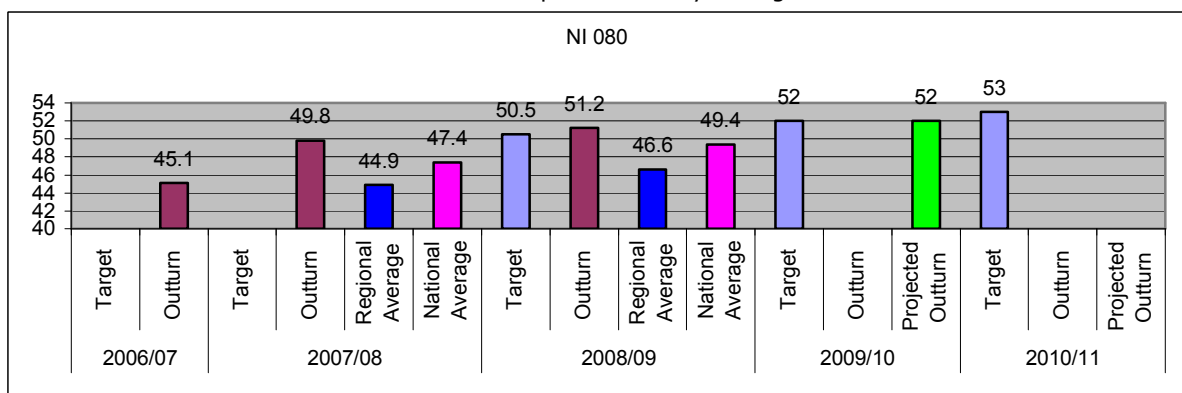
Achievement at level 4 or above in both English and Maths at Key Stage 2



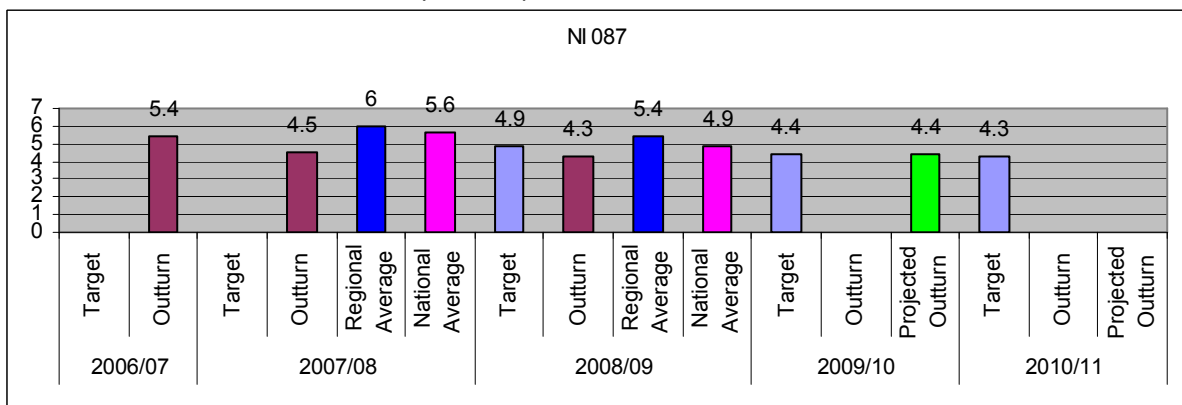
Achievement of 5 or more A*-C grades at GCSE or equivalent including English and Maths



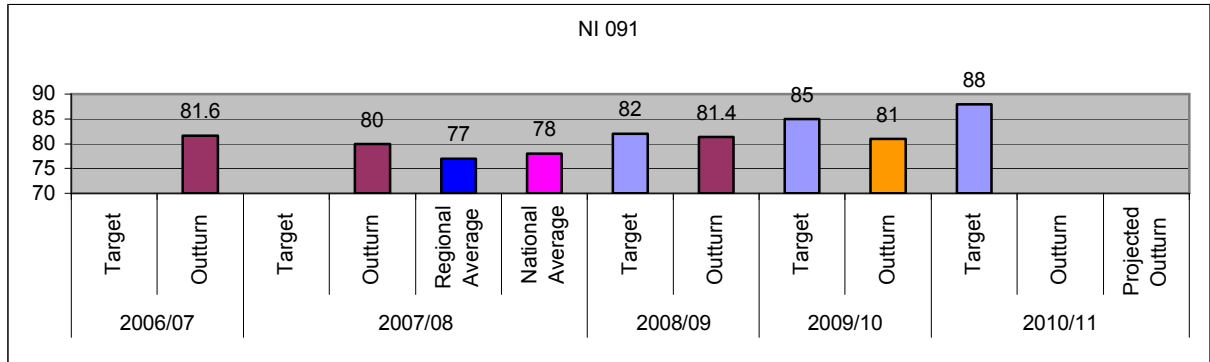
Achievement of a Level 3 qualification by the age of 19



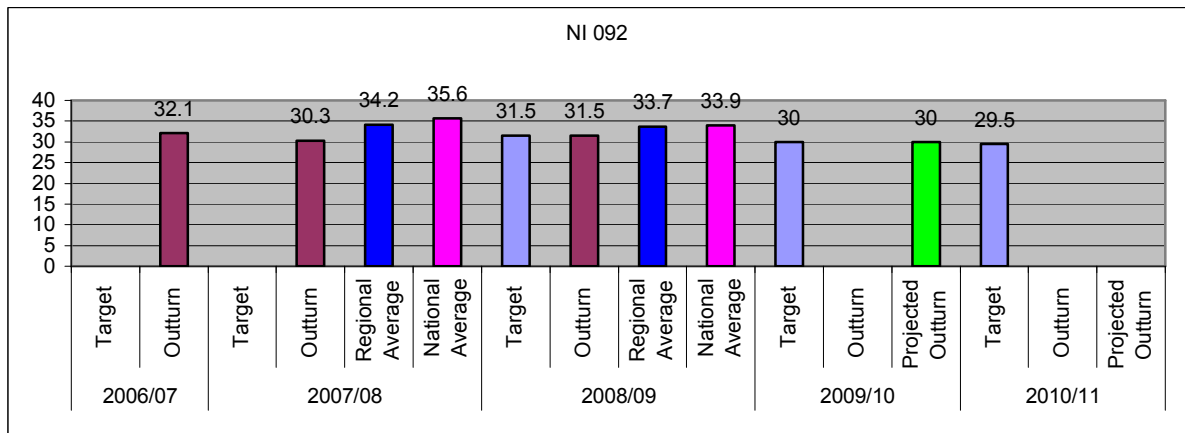
Secondary school persistent absence rate



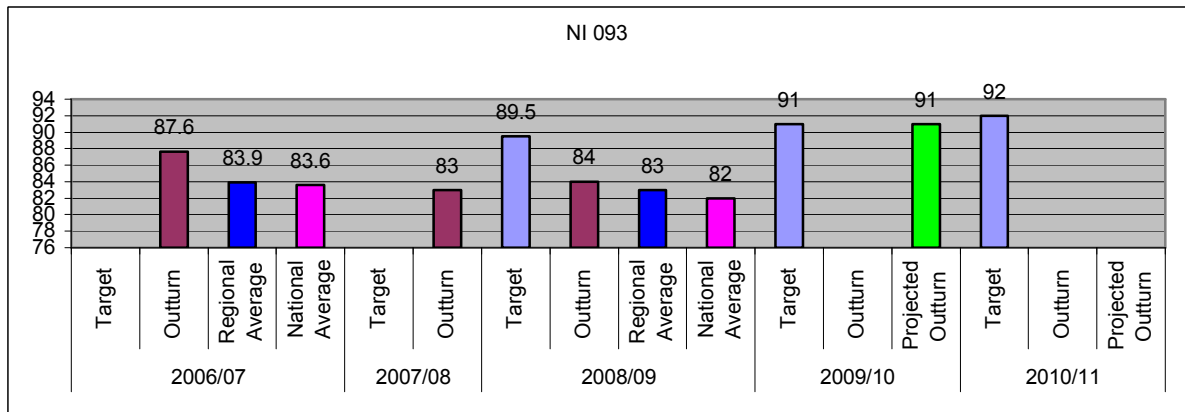
Participation of 17 year-olds in education or training



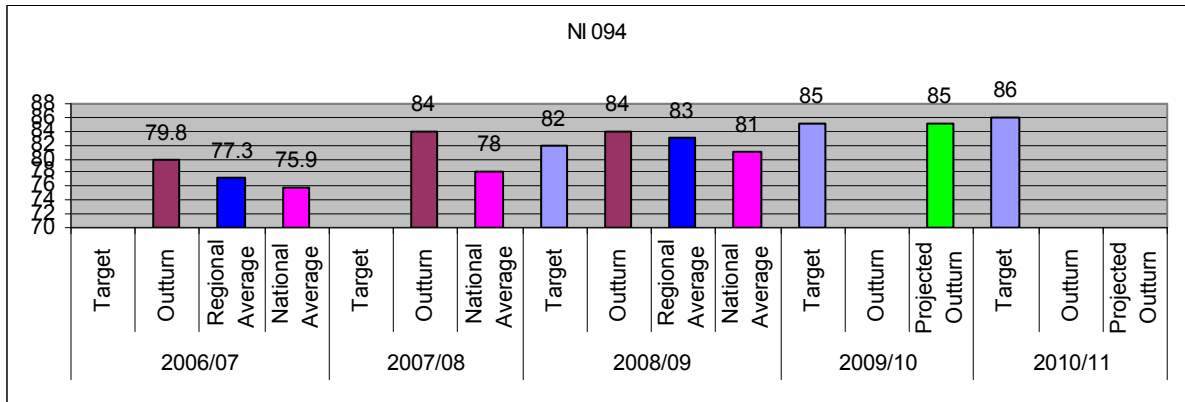
Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest



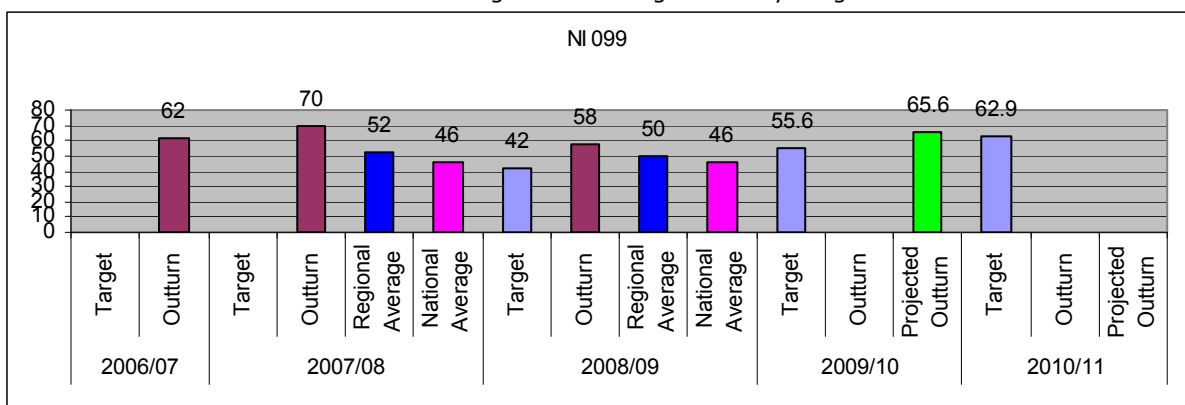
Progression by 2 levels in English between Key Stage 1 and Key Stage 2



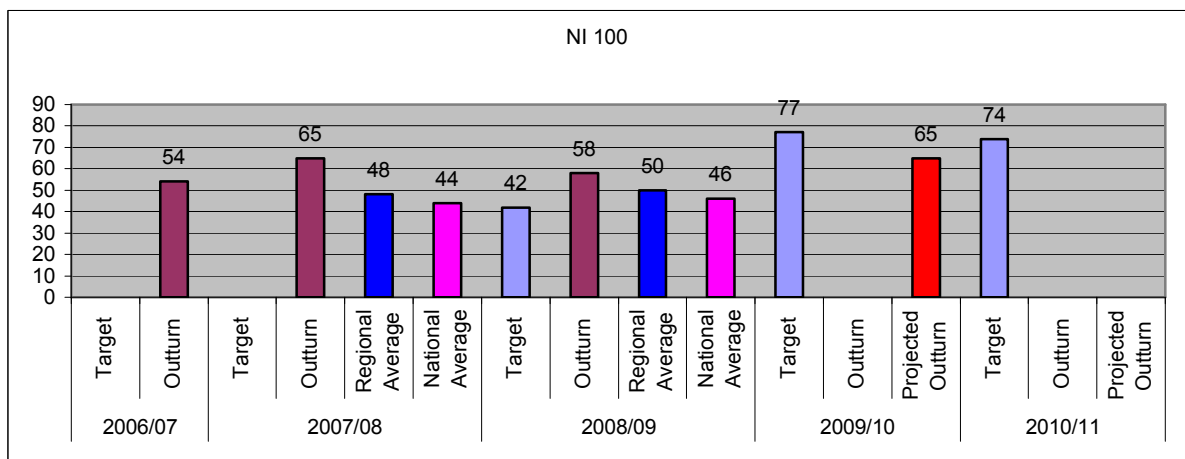
Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2



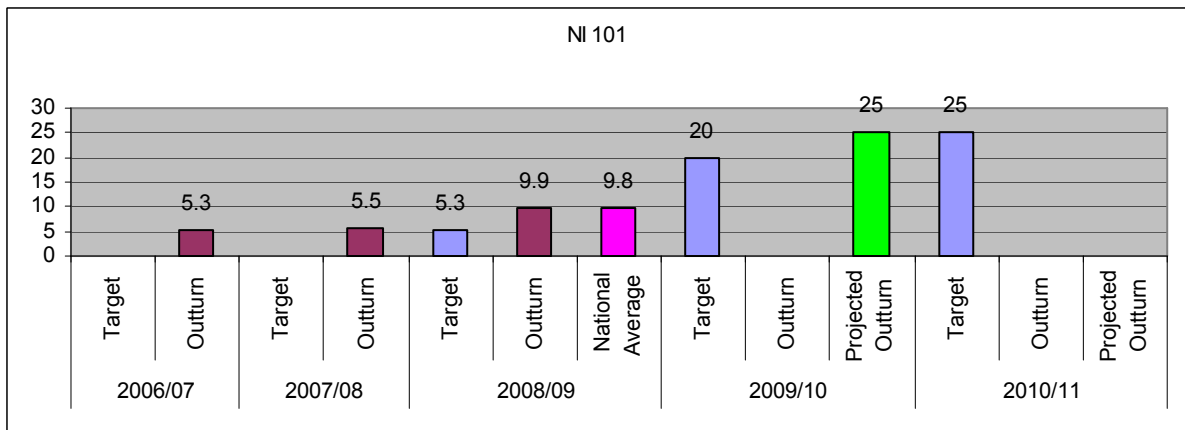
Children in care reaching level 4 in English at Key Stage 2



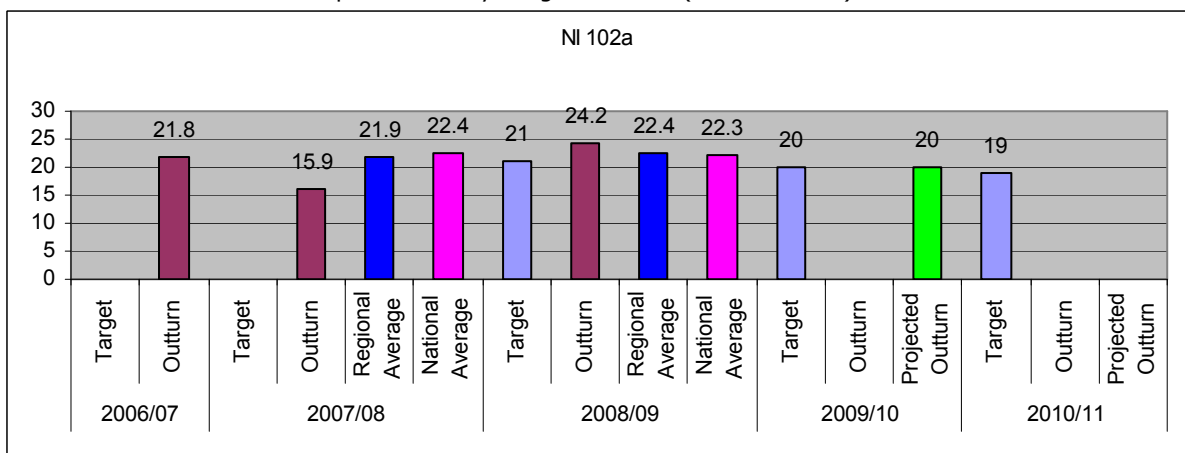
Children in care reaching level 4 in Maths at Key Stage 2



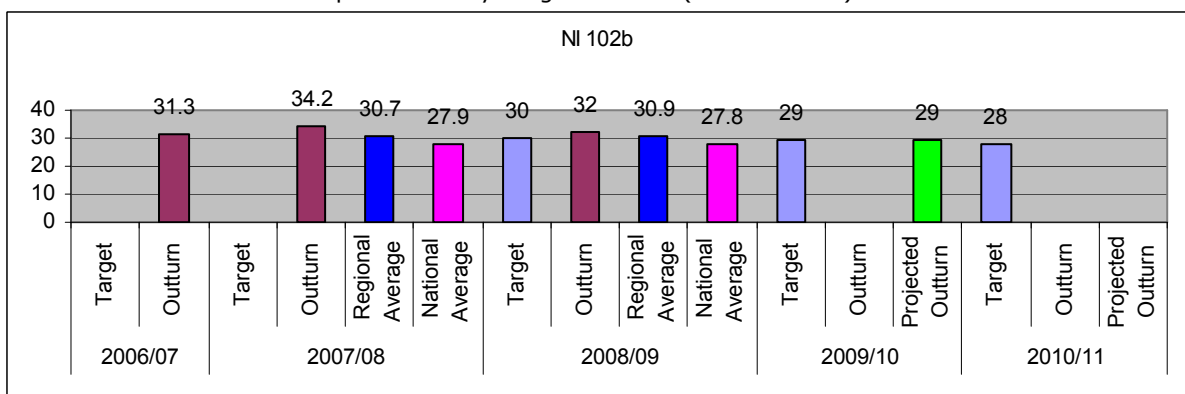
Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (including English and Maths)



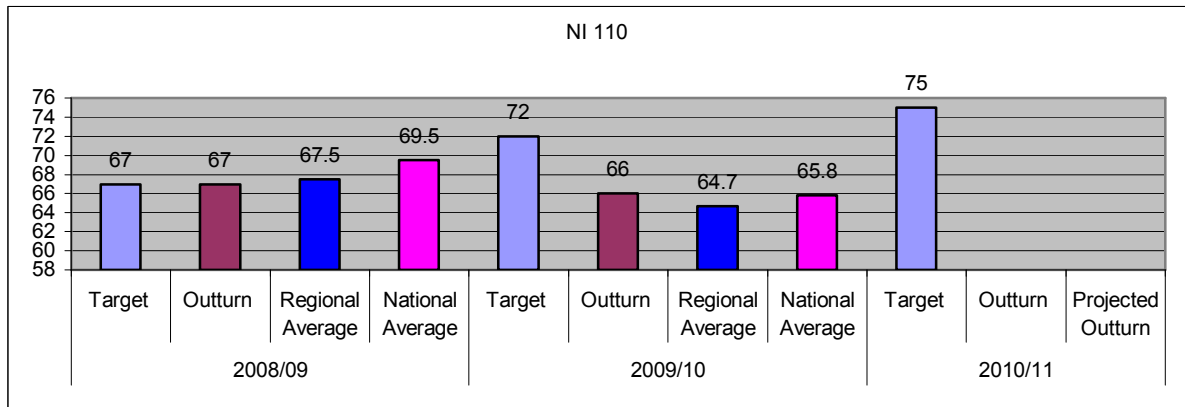
Achievement gap between pupils eligible for free school meals and their peers in achieving the level expected at Key Stages 2 and 4 (KEY STAGE 2)



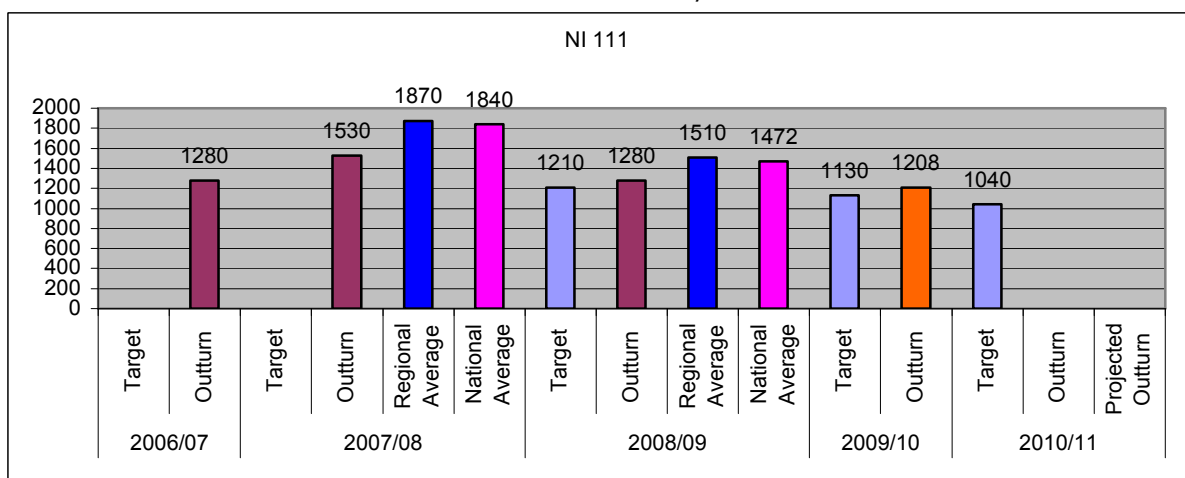
Achievement gap between pupils eligible for free school meals and their peers in achieving the level expected at Key Stages 2 and 4 (KEY STAGE 4)



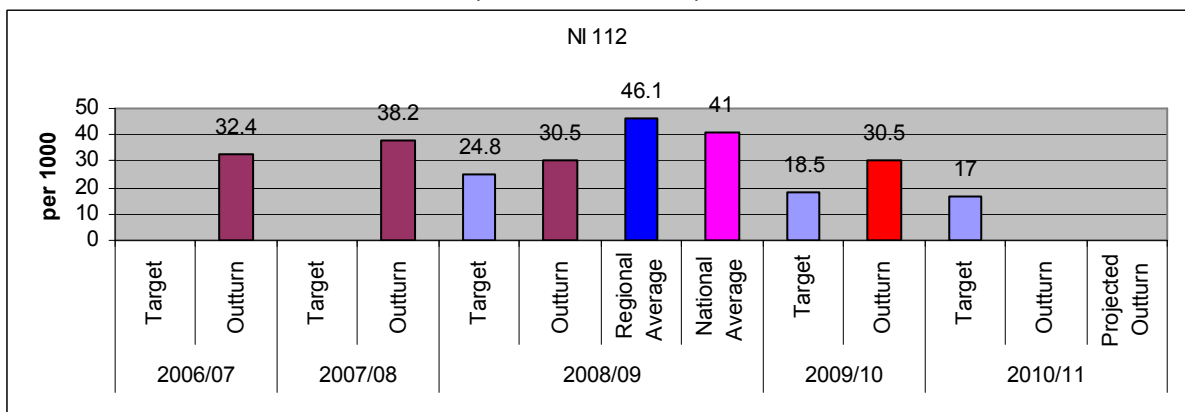
Young People participation in positive activities



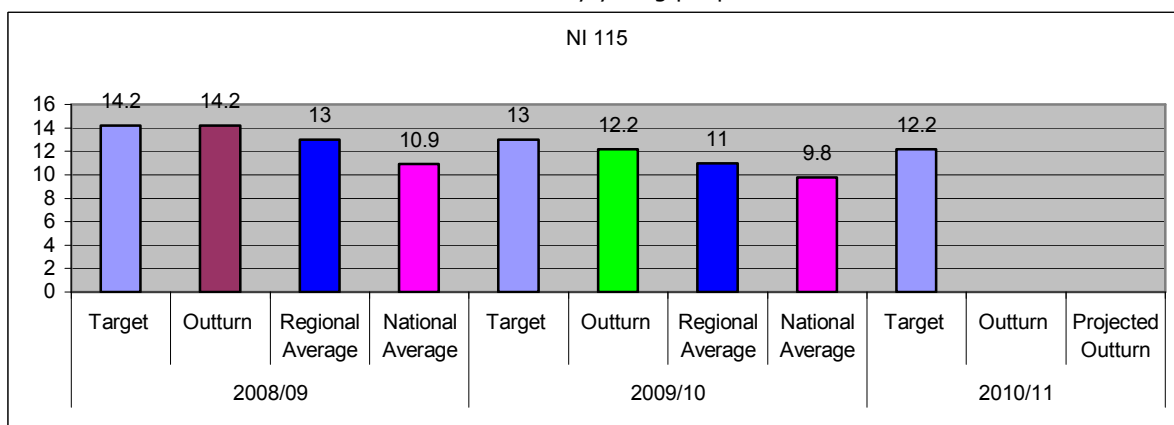
First time entrants into Youth Justice System 10 - 17



Under 18 conception rate the rate per 1,000

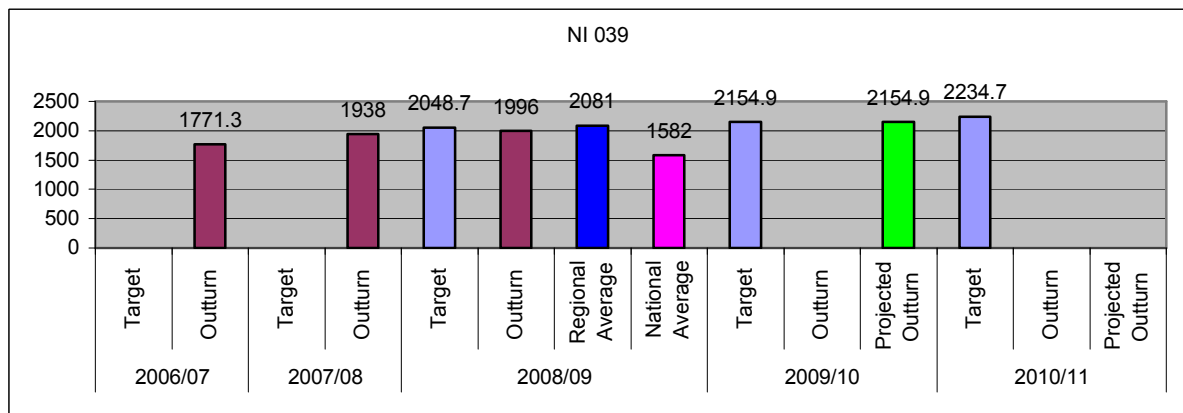


Substance Misuse by young people



Healthier Communities & Older People

Alcohol-harm related hospital admission rates



Key Outcomes

- Ongoing issue with local CISSU data has been resolved. The issue appears to have been that Sefton residents who are registered with Liverpool GP's have not been included in data collection.
- Sefton Primary Care Alcohol Pathway is continuing to be successful in directing increasing numbers of Tier 2 & 3 clients into specialist community alcohol services.
- The social marketing intervention *Its Your Choice* is currently being developed with a planned launch in Autumn 2010 within key health inequality wards that intelligence highlights are contributing disproportionately to the Alcohol Attributable Fraction (AAF) score of Sefton. The work will build on the DH national campaign '*Making the invisible visible*' and will amongst a range of measures being introduced include direct mailing of information into key households and provision of pharmacist led health checks within pubs

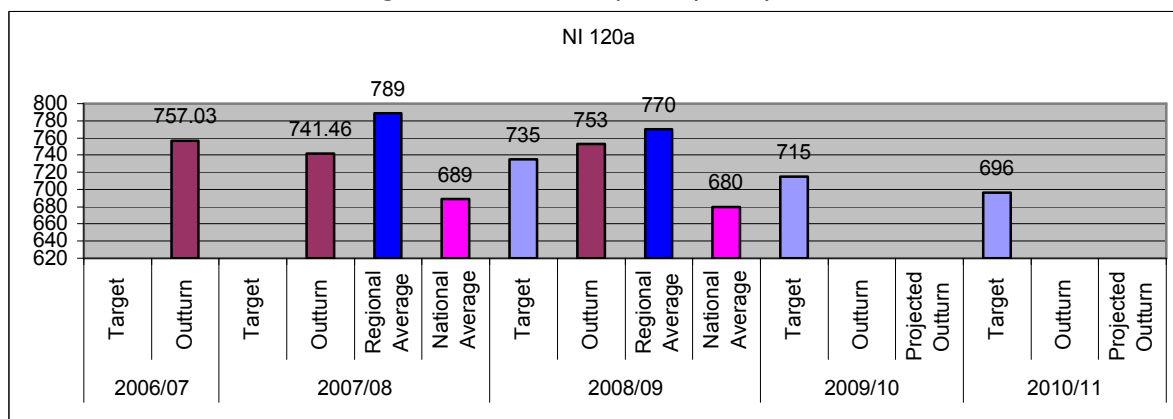
Area for development

- Alcohol is one of the key workstreams within the evolving QIPP (Quality, Innovation, Productivity and Prevention) programme. A key objective of the sub-regional work currently being addressed is that of restructuring A&E Alcohol support at University Hospital Aintree (UHA). Initial work to identify the current resource input and care pathways of each commissioning partner is now completed. Work is now being conducted to redesign the provision of Alcohol Liaison Nurse support at UHA which will result in one care pathway on both admission and discharge with the aim of consistently directing patients to appropriate specialist alcohol support from A &E

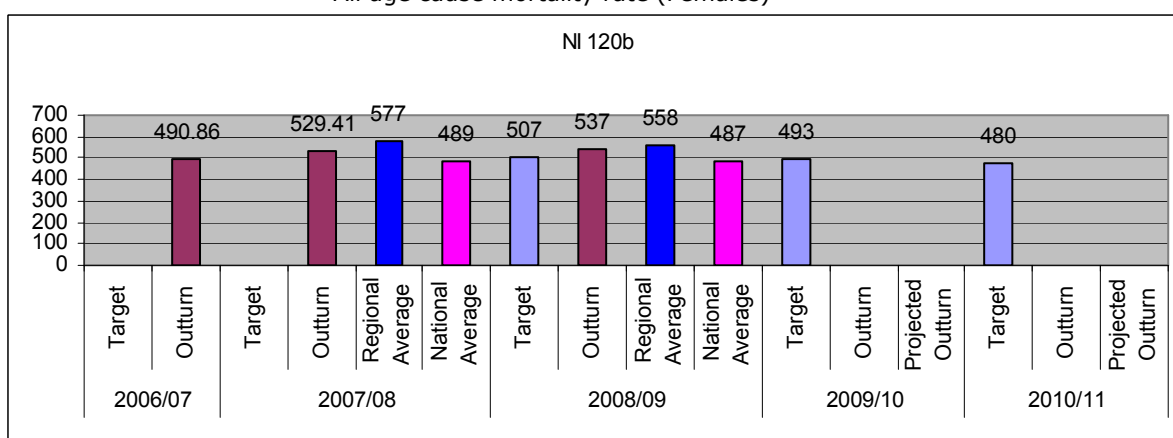
Current/potential risk

Constrained resources remain an issue affecting progress. Uncertainty with Public Sector funding and organisational structures also has the potential to hinder progress in the year ahead.

All-age all cause mortality rate (Males)



All age cause mortality rate (Females)



Key Outcomes

In September 2008 the Board of NHS Sefton approved the Health Inequalities Investment Plan, which set out robust plans against the following priority areas:

1. Improving the management of long-term conditions
2. Improving access and increasing capacity in lifestyle services
3. Strengthening engagement with local communities

Implementation of these plans is ongoing and focused upon the areas in Sefton where the population's health is at its poorest (lowest quintile). Outcomes to date have included:

Improving the management of long-term conditions

- The BSC is now available every 6 months with Version 3 having been published at the end of April 2010, (covering April 2009 to September 2009). It has been revised following data ratification by practices and feedback from GP's. This feedback has been positive and is highlighted by Sefton's Local Medical Council (LMC) representative heralding the BSC as a best practice tool amongst wider Primary Care Trusts.
- The Clinical Support Team commenced specific work in May 2010, visiting 10 relevant practices to improve exception coding and good practice guidelines in relation to Cervical Screening. This supportive work will continue through to August 2010.

Improving access and increasing capacity in lifestyle services

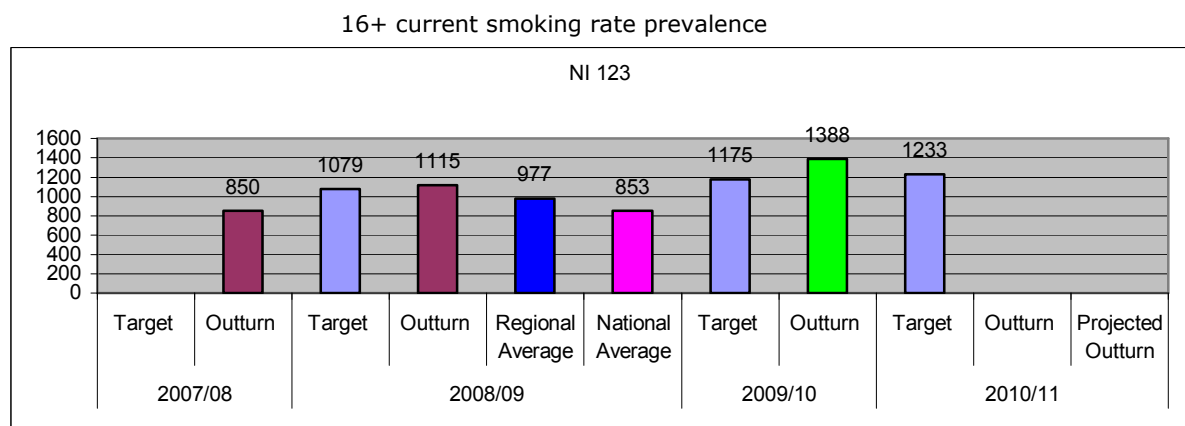
- Single point of access in place across the Borough – Healthy Sefton 0300 100 1000
- A 'Healthy Sefton' publicity action plan has been agreed as part of the wider communication strategy. This publicity schedule has key areas of focus and timeframes to increase referrals and awareness of the lifestyle services healthy Sefton can coordinate.

Strengthening engagement with local communities

- The New Technologies Programme has demonstrated substantial outcomes in raising awareness of the 5 x 30 physical activity messages. As a result, there has been a 200% increase in hits on Active Sefton website and 100% increase in hits on Move It website, far exceeding the original target set. The model will hopefully continue to promote a wider range of lifestyle services in 2010/11.
- NHS Sefton, in partnership with Alderhey Hospital and the contractor Engage2Change, has developed a social marketing initiative to contribute to positive family relationships, to protect the mental wellbeing of children, particularly between 8-11 years old. The Time4Families campaign was launched on June 6 and included DVD, press releases, arts competition, family heroes competition, and magazine. The campaign has been short listed for a national award for 'Best Social Marketing Campaign' by the Association for Healthcare Communications and Marketing. Winners are to be announced in October 2010.

Current/potential risk to delivery

There is concern that the good progress that has been made on reducing deaths has slowed. It is important to ensure that there is strong performance against the indicators, which contribute to this overarching indicator such as smoking, alcohol, obesity, physical activity etc.



Key Outcomes

- End of year data (09/10) showed the stop smoking service exceeded the LAA target achieving a rate of 1388 per 100,000 of four week smoking quitters
- Evaluation of the social marketing campaigns undertaken in Q4 09/10 demonstrated a 36% increase in people accessing the service compared to the previous year
- The stop smoking service has an action plan in place for the coming year and further social marketing activity is planned for quarter two.

Area for development

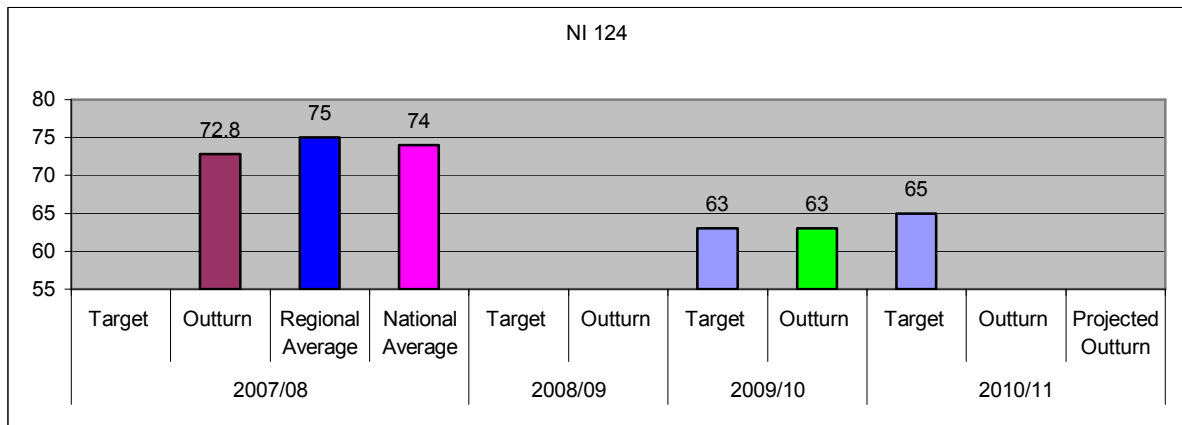
- The Cheshire and Merseyside Tobacco Control Programme has funded and facilitated the continuation of the Sub-regional text system for one year, for the eight Cheshire and Merseyside Local Stop Smoking Services. Sefton's stop smoking

services will focus on children and young people in the first instance living in our most deprived areas.

Current/potential risks

The termination of the national television and media advertising of stop smoking service. This freeze on promotion is likely to impact on forecasted activity, particularly around QTR 4 which is when we would expect our highest number of referrals.

People with a long-term condition supported to be independent and in control of their condition



Activities against this indicator inter-relate with those ongoing for NI 134. Less people being admitted (less emergency bed days) means more people being managed in the community (Increase the number of people with long-term conditions who are supported to be independent and in control of their condition). It is important to ensure that there is strong performance against related indicators.

Key Outcomes

- NHS Sefton Community Health Services are working with a number of Nursing Homes where admissions seem high to look at ways of identify patients at higher risk of admission.
- NHS Sefton Community Health Services are exploring the Unique Care model of managing patients with long term conditions whereby those at highest risk are managed intensively in the community. This work fits into a locality model of provision.

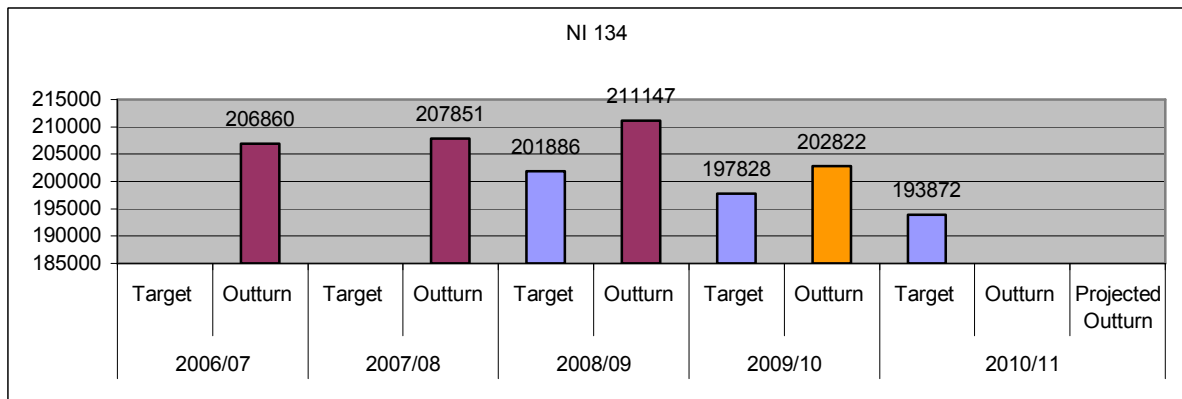
Area for development

- The evolving QUIPP (Quality, Innovation, Productivity and Prevention) programme is also looking at Diabetes, COPD and Heart Disease.
- Practice based commissioners in the south have established a pilot to reduce COPD admissions. The pilot will work with 6 practices looking at ways in which they can improve the care of patients with COPD and reduce emergency admissions.

Current/potential risks

See risk for NI 134.

The number of emergency bed days



Key Outcomes

- Single point of access in place across the Borough – Healthy Sefton 0300 100 1000
- Front-end team established to support patients on alternative pathways so that if necessary they are diverted to community services prior to going to A&E.

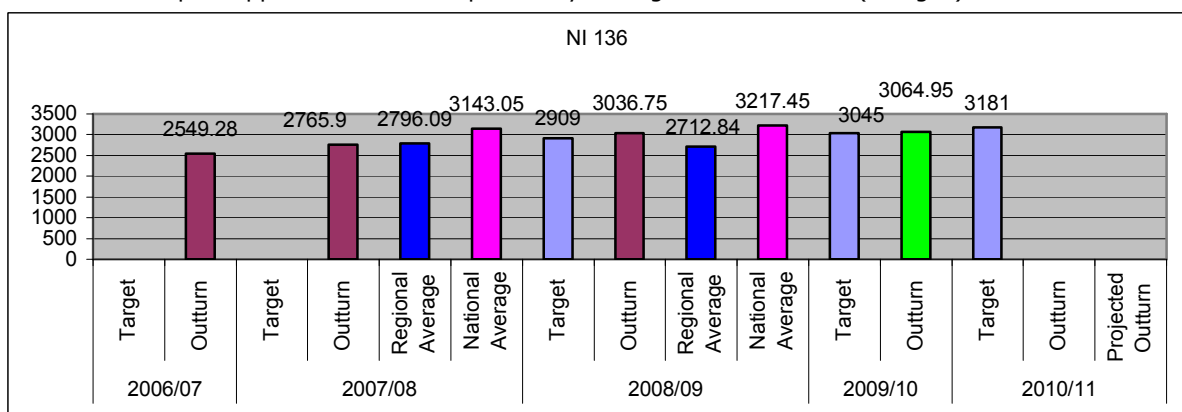
Key Developments

- An element of the North Mersey QIPP Programme on Urgent Care is to look at Emergency Bed Days with a view to reducing the overall number across all hospital trusts. 'Better Care, Better Value' identifies potential savings and efficiencies that can be made through improved working practices as Emergency Bed Days have various causes. Business Case proposals for reductions in this area are due for submission in September 2010.

Current/potential risks

Currently, The North Mersey Health economy is facing challenge in reducing emergency bed days (as part of QIPP agenda) due to availability of resources. Service redesign is a possibility.

People supported to live independently through social services (all ages)



Key Outcomes

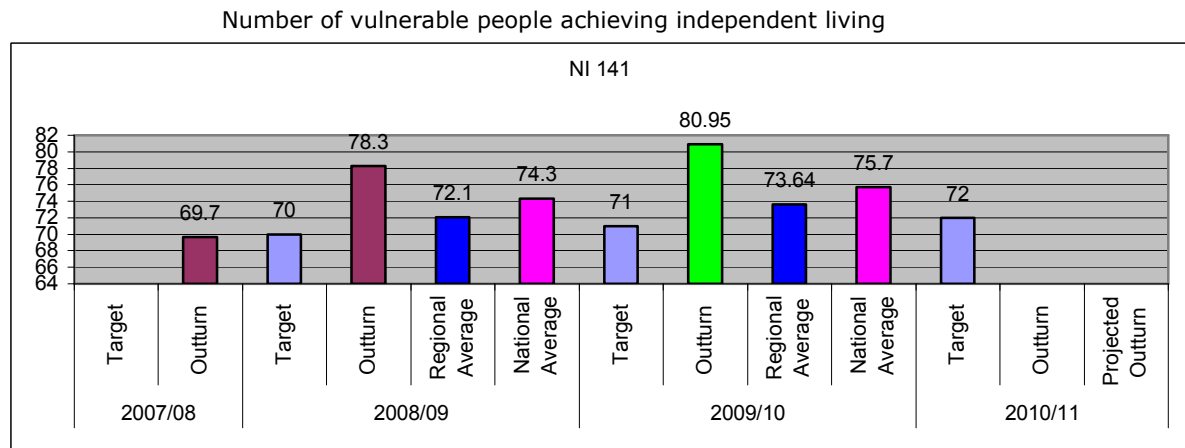
- Exceeded target for 09/10.
- Work to improve provision and recording of professional support.

Area for development

- Currently reviewing the value for money of Grant Funded Services which impact on Grant Funded Survey figures for this year.
- Given current financial pressures and the need to make significant savings, we are evaluating all performance priorities to ensure that they are fit for purpose and fit the strategic needs of the organisation.

Current/potential risk

Strategic changes in direction could impact on our potential to meet this target.

Key outcomes

- Exceeded target for 09/10.

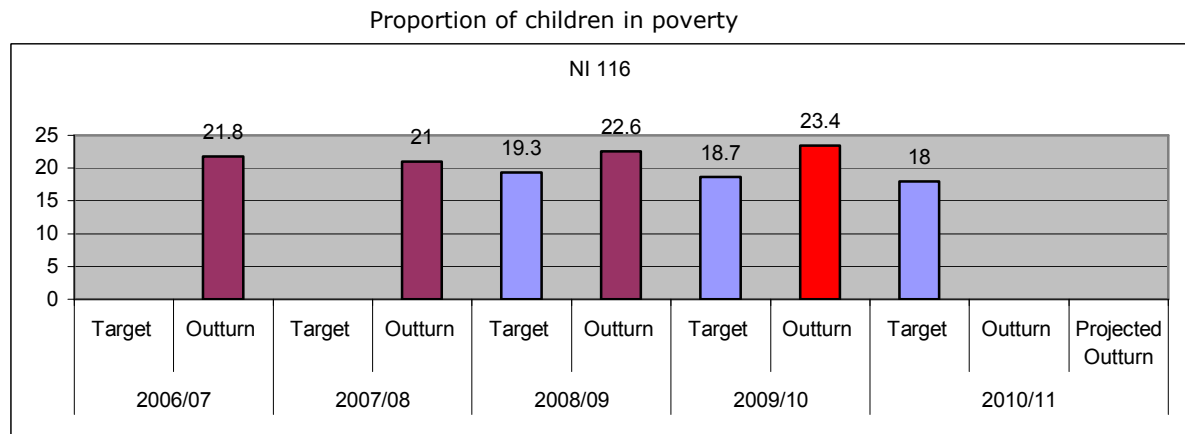
Area for development

- A number of process and structural changes have been put in place, which are being monitored on an ongoing basis to monitor their effectiveness.
- Given current financial pressures and the need to make significant savings, we are evaluating all performance priorities to ensure that they are fit for purpose and fit the strategic needs of the organisation.

Current/potential risk

Strategic changes in direction could impact on our potential to meet this target.

Economic Development and Sustainability



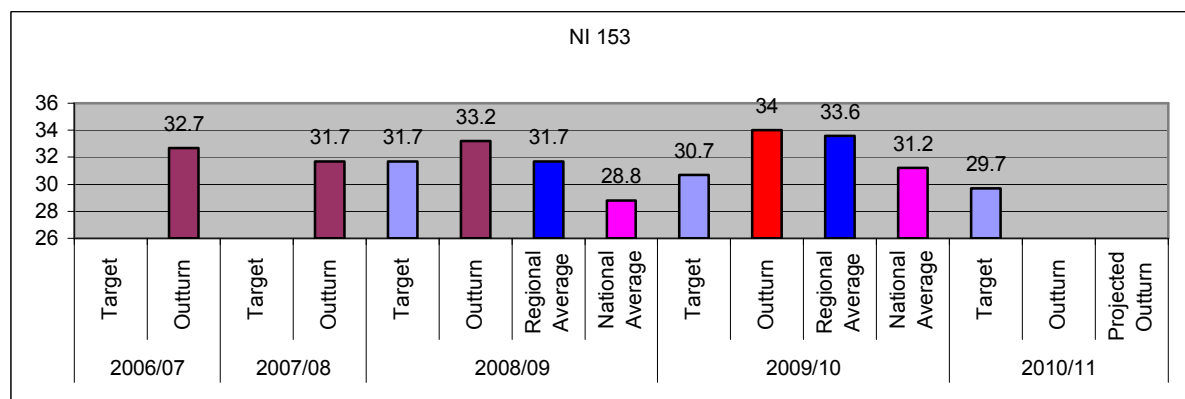
There has been a year of steady progress with the formation of Sefton Child Poverty Steering Group harnessing the powers of Sefton Council, Jobcentre Plus and Sefton CVS. The Council has nominated Peter Morgan as lead officer for the development of a Child Poverty Needs Assessment, and a Child Poverty Strategy and Action Plan. Sefton Children's Trust has also developed a strong "Think Family" theme.

The Council, with NHS Sefton, Jobcentre Plus and SCVS, is running one of 11 national Child Poverty Innovation Pilots for DCSF. After two years of preparation and delivery, the project has registered over 50 families. It is pioneering the use of "Family Coaches" to work alongside families to understand their needs, dovetail third party providers, and commit family members to an agreed Action Plan. The project offers incentives and rewards to help deliver the desired outcomes, which include life skills, family breaks, as well as entry to employment, work-related training, greater confidence and higher aspirations to progress in their working life. Employers are included through the innovative kite-marking scheme for family-friendly employers.

The Liverpool City Region Employment Pathfinder has identified child and family poverty as a key priority, and this year issued "A Brighter Future" which sets out a prospectus for greater support to families with children in poverty whether in or out of work.

The impact of the recession is now being captured in the NI 116 indicator as the number of parent claimant's increase. The pre-recession target of gradually decreasing poverty levels is therefore less achievable.

Working age people claiming out of work benefits in the worst performing neighbourhoods



The annual picture on 153 has not been an encouraging one, since it has seen the situation facing workless residents of our most deprived areas being faced with increasing difficulty in

accessing employment opportunities. Wider economic factors have led to a reduction in the numbers of notified vacancies and stronger competition for these vacancies. For many whose work history is blighted by long-term worklessness, poor health, and in particular residents whose low skills and qualifications restrict their job search to entry-level opportunities this year has been challenging.

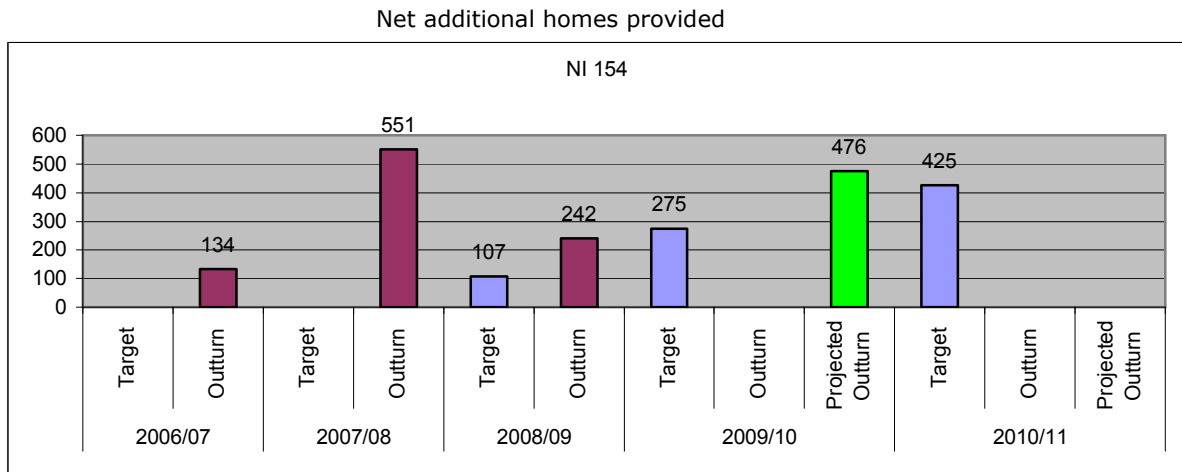
However, despite these external factors, the actions commissioned by the Sefton Borough Partnership continue to demonstrate effective results and the investment of Working Neighbourhoods Fund in the local employment programme, largely delivered through [Sefton@work](#) has brought significant results. It is clear that without these local interventions, targeted at the needs of local people and employers, the situation this year would have disintegrated still further.

Within the year, [Sefton@work](#) has consistently exceeded targets in the face of the employment picture for the travel to work area. 250 residents entered employment and training against a target of 225. 70 of these were retained in employment. 385 new residents registered to receive a package of job search support against a target of 250. 121 people accessed pre-recruitment advice and training and intensive group support against a target of 10. This latter activity was devised as a response to the growing demand for the [Sefton@work](#) personal advisor service and has proven to be an effective and appreciated technique to combat social isolation and gain new skills and confidence.

Employer engagement is an ongoing activity and has led to the delivery of a range of customised support programmes to assist residents of the most deprived wards to apply on an even playing field alongside mainstream recruitment. In this year, more than 70 employers have been supported with vacancies and have signed jobs and skills pledges to underpin their commitment to work with [Sefton@work](#) to prioritise recruitment and retention of workless residents.

ILM opportunities continued this year, targeted at residents facing the most complex barriers. ILM opportunities were designed and offered, in occupational areas, which had been requested by clients. Various third sector organisations were invited to tender of which 4 organisations were successful providing Trainee Learning Mentors, Playworkers, crew members, drivers, admin and clerical community technicians. Each organisation provided evidence that placements had access to 'on the job' work experience with appropriate guidance and comprehensive training action plans. 522 clients applied for the opportunities; 170 applying for 2 positions as crew members alone. So the appetite for engaging in local opportunities has never been greater but job opportunities are fewer.

[Sefton@Work](#) has continued with its outreach and canvassing activities in the most deprived neighbourhoods. This activity is composed of joint collaborations with other partners such as health, energy efficiency, Fire and Rescue and above all, social landlords. Neighbourhood engagement activity focussing on door to door canvassing has targeted over 680 households in the priority neighbourhoods. Activity during the latter half of the year concentrated on South Sefton "High Rise" Blocks, households never canvassed before due to access issues.

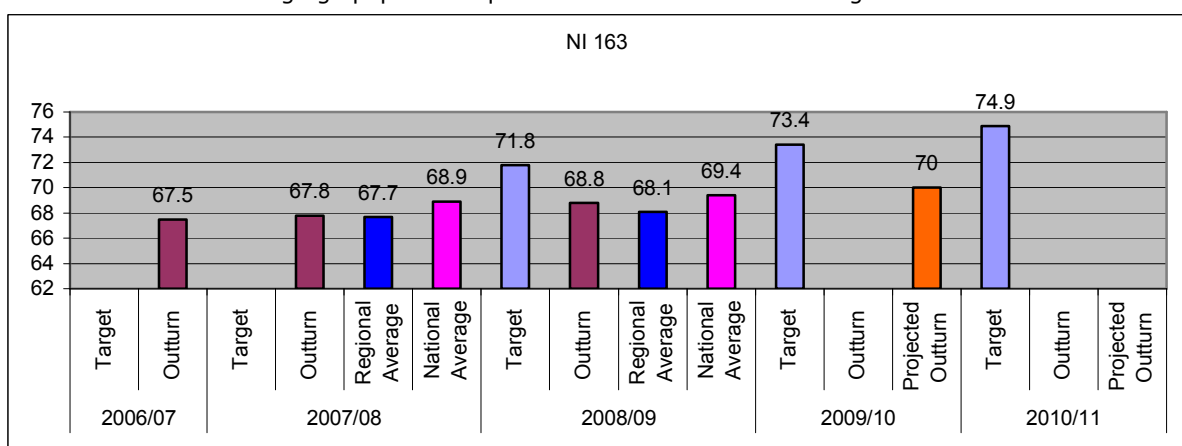


* Figures are available late August for 09/10.

The projected net additional homes provided for 2009/10 is significantly greater than the target of 275. This outcome is much better than expected for this monitoring year due to a number of reasons. The main factor relates to the small number of Housing Market Renewal demolitions for this year: - 28 actual demolitions compared with 196 projected demolitions for 09/10. These HMR demolitions are now expected to be undertaken in 2010/11 affecting the total number of net additional homes provided in 10/11. The completion of the Stella Nova development (Washington Parade, Bootle) also helped boost the number of net additional homes provided by 142 dwellings in 09/10. The net additional homes provided in the 09/10 monitoring year can be seen as exceptional, in the current depressed housing market.

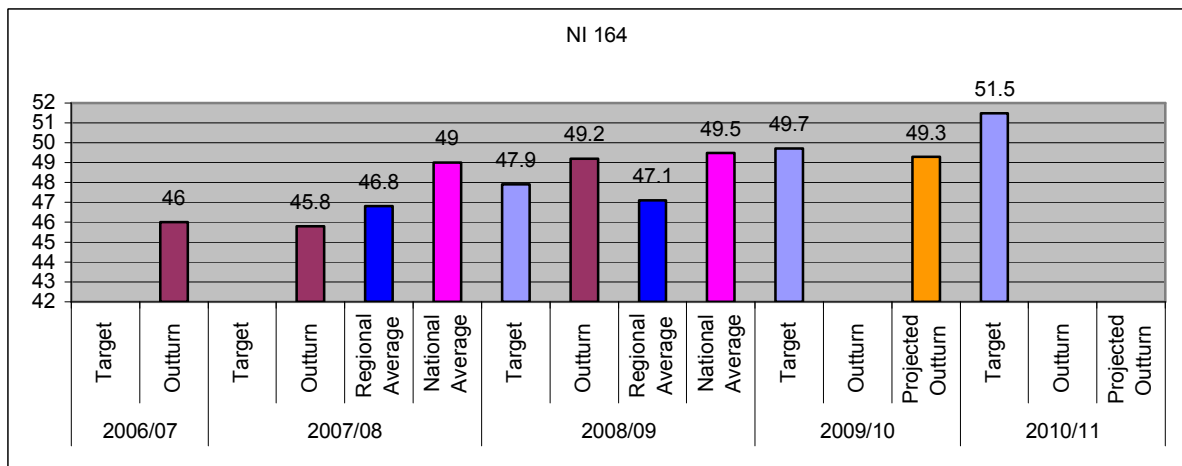
Overall the recession, especially within the housing sector continues to bite very hard and likely to be compounded by the recent budget and other cuts announced by the new Coalition Government to address the £155 billion budget deficit. Despite an ongoing dialogue with key housebuilders/developers, most remain reluctant to risk building speculatively at this time. In this regard, a number of housebuilders (some with housing association partners) are pursuing innovative funding mechanisms with the Housing and Communities Agency, involving different dwelling and tenure mixes, which we are firmly supporting. However, much will depend on whether they are successful in their funding bids to the Housing and Communities Agency, although at least one has been unsuccessful to date. In the wider context, initial indications from the recent budget and other announcements are that Government funding support for affordable housing schemes will be very limited over the next few years.

Working age population qualified to at least Level 2 or higher



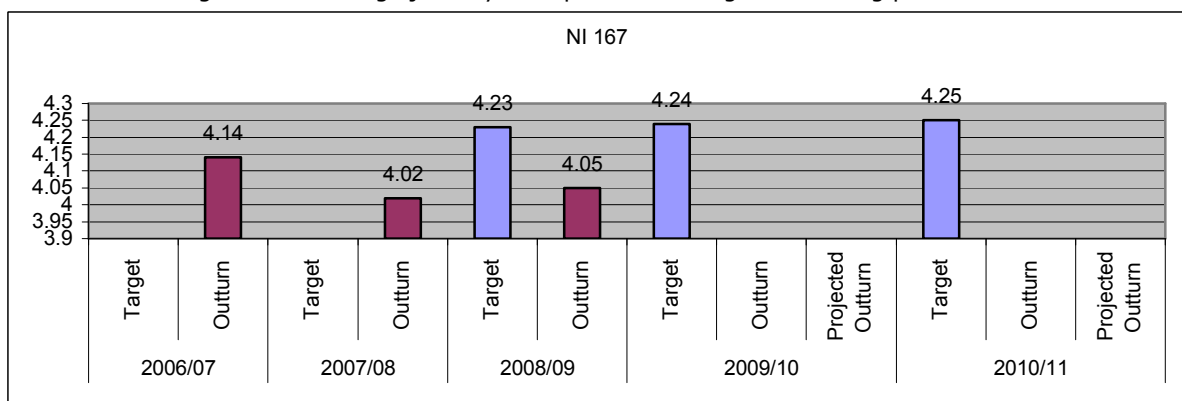
* Figures are available late August for 09/10.

Working age population qualified to at least Level 3 or higher



* Figures are available late August for 09/10.

Congestion – average journey time per mile during the morning peak

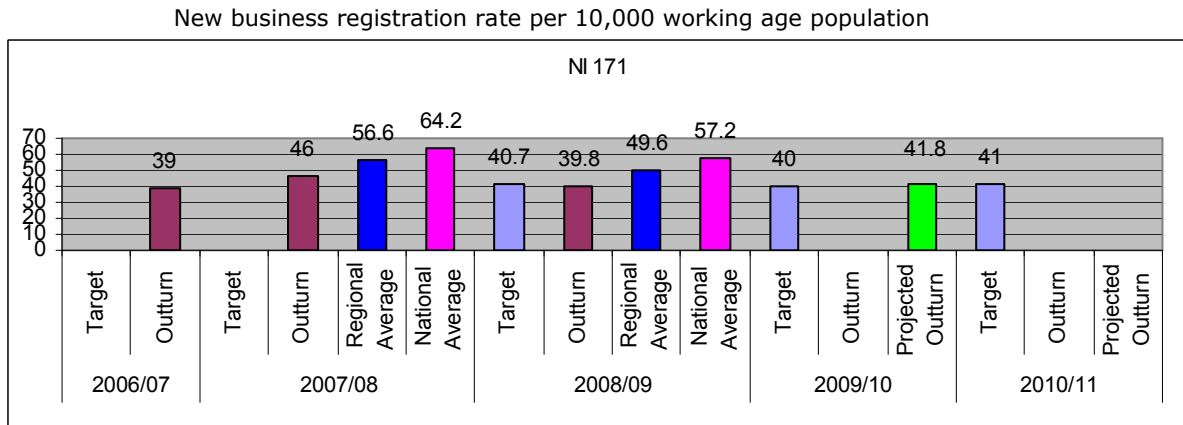


* Figures are available late August for 09/10.

The development of the Route Management Strategy for the A565 has continued and a draft was discussed with elected Members in March 2010. The review of options for including in the action plan has also been undertaken and the micro-simulation modelling of the options has been completed. The route management action plan will be developed in the first two quarters of 2010/11.

The proposed traffic management cameras to enable improved management of signal-controlled junctions have been installed. Additional cameras with automatic number plate recognition to increased monitoring capability have been procured, but are awaiting the resolution of communication links before they can be installed. Variable message signs, which can be used to inform drivers of current conditions along the route, have been installed.

The review of Government funding of all transport projects may affect the availability of funding for proposed junction improvement schemes in 2011/12.



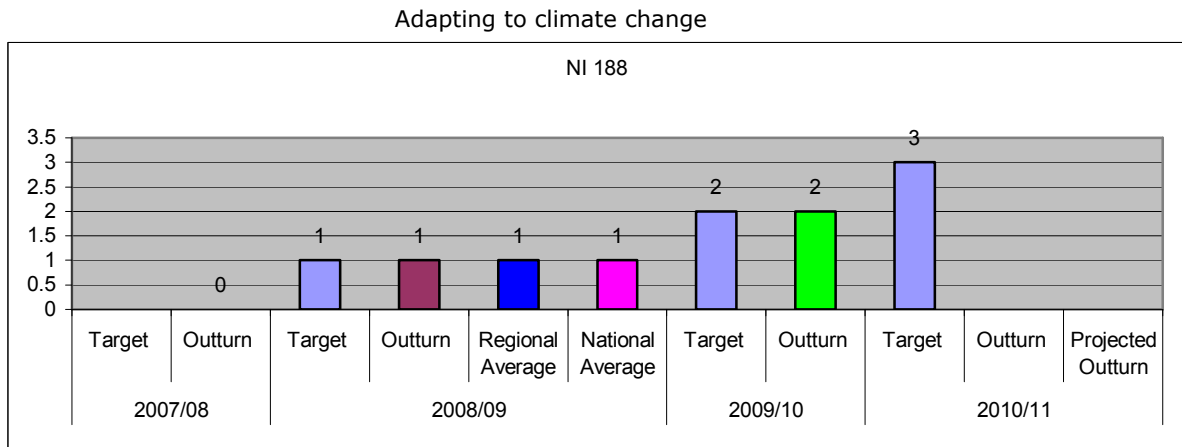
* Figures are available December for 09/10.

The past year has brought tough challenges for the Sefton business community, which has witnessed the worst recession for decades. Sefton Council and its partners have responded to this by providing more preventative business support activities aimed at tackling short term to medium issues for businesses to come out of the recession stronger and able to support the prime objective of creating employment opportunities and combating worklessness in deprived communities.

Invest Sefton-the council's enterprise, business support and inward investment service -and its partners have delivered a wide range of intensive support to individuals to generate new business start ups in the borough, most notably in disadvantaged communities using a mix of LEGI, WNF and ERDF funding. Support has included:

- Area based start up Advisors located in local communities
- Self-employment awareness raising sessions in [Sefton@Work](#), schools and colleges
- 465 individuals assisted on 1:1 basis by Start up Advisers
- 102 new businesses created
- 304 new jobs created
- 109 business investment awards

Most recent business birth registration data shows 1,020 new businesses in Sefton with a 95.1% survival rate at 12 months. To help meet the extensive on going demand for support identified following a major business survey (823 businesses responded) two major recession support events were held, which assisted over 300 businesses. Pre and post event marketing activity which included direct mail, PR and other marketing collateral meant that in excess of 3,000 businesses were aware of the events and, more broadly, Invest Sefton's business support activities across the borough. A significant proportion of these engaged with Invest Sefton and other business support agencies in some way. Additionally, the events attracted a total of 22 exhibitors and delivered 11 seminars and workshops.



This indicator is different to most of the target-based indicators in that it is process based and identifies 5 levels (0 – 4) of ‘preparedness’ to the impacts of climate change. The LAA requires that the LSP and Council attain Level 3 – “Production of a comprehensive action plan” by April 2011. The LAA also specifies intermediate steps and requires that Level 2 – “Comprehensive risk-based assessment” be achieved April 2010.

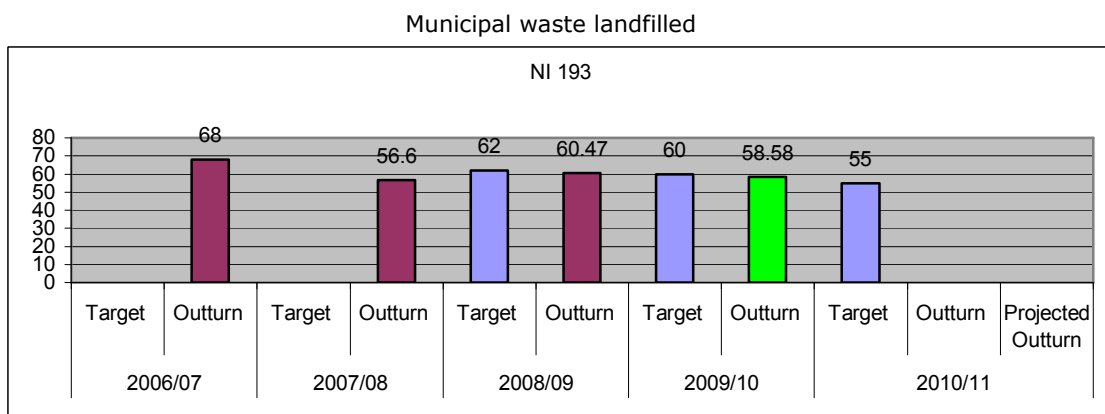
Reporting on this indicator is on a self assessment basis that is then approved by DEFRA

The steps required to comply with Level 2 are as follows:

- Undertake a comprehensive risk based assessment of vulnerabilities to weather and climate, both now and in the future
- Identify priority risks for council services.
- Identify the most effective adaptive responses.
- Start to incorporate adaptive responses into council strategies, plans, partnerships and operations.
- Begin implementing appropriate adaptive responses in some priority areas.
- Encourage the LSP to identify major weather and climate vulnerabilities and opportunities that affect the delivery of the LSP’s objectives.

Sufficient progress was made against all these objectives for an assessment of compliance with Level 2 to be made. The key action of this phase of the work was the carrying out of a comprehensive assessment of risk and the identification of the priority risks facing the Council. These risks will form the basis of the work to develop the Adaptation Action Plan. A key aim will be to build up resilience to risks such as flooding, heatwave and drought when they occur as well as identify actions to lessen their impact in the first instance.

Our submission, with supporting evidence, reporting that we had achieved Level 2 was submitted in April 2010. We have, as yet, received no comment from DEFRA.



Sefton Council is continuing with its management of the Merseyside waste reduction campaign Love Food Hate Waste aimed at reducing the amount of food waste sent to landfill across Merseyside by 10,000 tonnes. For the food waste that inevitably will arise, Sefton has issued food waste collection containers to over half of the borough with 30,000 being issued in Q4 of 2009/10 the benefits from which will take several months to show in the statistics. All residents are eligible to opt in to the food waste collection service through a request to Sefton Plus.

Merseyside Waste Disposal Authority through their Waste Management and Recycling Contractor Veolia are investing in the Sefton Household Waste Recycling Centres and improving operational arrangements to recover a greater proportion of the waste that is brought to them. MWDA are currently introducing a van permit scheme that will assist in restricting the amount of commercial waste that is inappropriately brought for disposal at the Household Waste Recycling Centres. These actions combined will help reduce the amount of waste Sefton, through its household collections and via the Household Waste Recycling Centres in Sefton, collectively send for landfill disposal.