

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Cabinet

1 December 2020

TITLE:	Annual Report 2019/20
PORTFOLIO:	Councillor Sybil Ralphs - Council Leader SMDC
CONTACT OFFICER:	Vanessa Higgins - Information Business Partner
WARDS:	All

Appendices Attached:

Appendix A: Annual Report 2019/20

1. Reason for the Report

- 1.1 The purpose of this report is to present the Council's Annual Report for 2019/20, which compares Staffordshire Moorlands' performance and costs with councils in the West Midlands region and nationally; and highlights further action where needed.

2. Recommendation

- 2.1 That the Cabinet notes the findings of the benchmarking exercises and the small refocus of the Corporate Plan suggested for the following 12 months.

3. Executive Summary

- 3.1 The Annual Report establishes the context for the Council in planning its performance delivery. This includes both the financial backdrop against which the council must deliver its services but also the local place context of the Staffordshire Moorlands and how it compares against a range of socio-demographic measures.
- 3.2 The report looks back over the Council's achievements in 2019/20 and uses national benchmarking data (2018/19) to assess value for money.
- 3.3 The analysis is built around the Corporate Plan priorities and provides a small refocus for the next 12 months

4. How this report links to Corporate Priorities

4.1 The Annual Report is built around the priorities contained within the Corporate Plan and therefore links into all four main aims and the supporting objectives.

5. Alternative Options

5.1 This report is for information with no decision required of the Panel.

ANDREW P STOKES
Chief Executive

Web Links and
Background Papers

Information Team files
Benchmarking platforms

Contact details

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6. Detail

6.1 The purpose of an Annual Report is to look back and take stock of the progress and achievements made against the Council's stated objectives and to use this intelligence to understand what still needs to be done and what new challenges lie ahead.

6.2 The Annual Report does this by:

- looking at performance against targets
- analysing performance and costs against national and regional comparisons
- presenting a place profile for the Staffordshire Moorlands, such as health factors, deprivation levels, economic indicators and access to housing
- outlining the financial challenges facing the authority over the course of its Medium Term Financial Plan.

6.3 The highlights from the place profile are as follows:

- Over 32% of the area is classed as rural
- Ageing population, 65+ years expected to become the largest resident group possibly in 10 years' time
- Higher than average levels of unqualified residents
- Health outcomes – issues with alcohol related illness and under 18's conception rates
- Indices of Multiple Deprivation – low overall but geographic and thematic pockets
- Employment – higher than county average unemployment
- Covid Recovery – Staffordshire 15th highest economic vulnerability out of 26 areas

6.4 The benchmarking issues are highlighted below along with the relevant actions that are in progress:

Aim One: Healthier and safer

Benchmarks	Action in Progress
<ul style="list-style-type: none">• Benefits – low spend, performance dropped in 18/19 (improved in 19/20)	<ul style="list-style-type: none">• Review of Local Council Tax Reduction Scheme, Universal Credit project, Access to Services Strategy
<ul style="list-style-type: none">• Temporary accommodation low	<ul style="list-style-type: none">• Housing projects - homelessness strategy
<ul style="list-style-type: none">• CCTV – high spend, crime low	<ul style="list-style-type: none">• CCTV project completion, priority area
<ul style="list-style-type: none">• Leisure – high spend, participation rates improving	<ul style="list-style-type: none">• Sports strategy, facilities plan, active communities programme

Aim Two: Use of resources

Benchmarks	Action in Progress
<ul style="list-style-type: none"> Council Tax / Business Rates Collection – high performing, low spend but significant increase 	<ul style="list-style-type: none"> Package of support measures for businesses and tailored payment plans. 2020/21 rates are likely to be negatively affected by the impact on the local economy from lockdown
<ul style="list-style-type: none"> Ombudsman Complaints – lowest 20% nationally. Reducing levels of complaints generally 	<ul style="list-style-type: none"> Working with Institute of Customer Services on an Access to Services Strategy

Aim Three: Local economy

Benchmarks	Action in Progress
<ul style="list-style-type: none"> Business formation rate – increased but below average 	<ul style="list-style-type: none"> Accelerated business growth and employment programme
<ul style="list-style-type: none"> Planning processing speeds – performance is high, spend increased and is now mid 20% 	<ul style="list-style-type: none"> Embedding new team structures
<ul style="list-style-type: none"> Tourism – above average spend 	<ul style="list-style-type: none"> Tourism (recovery) Strategy

Aim Four: Environment

Benchmarks	Action in Progress
<ul style="list-style-type: none"> Waste & Recycling – high performing but high cost 	<ul style="list-style-type: none"> AES Efficiency Programme Review of current arrangements in light of national waste strategy in 2021
<ul style="list-style-type: none"> Public Toilets – high spend 	<ul style="list-style-type: none"> Local priority
<ul style="list-style-type: none"> Fly-tipping – amongst lowest in region (increase in 19/20) 	<ul style="list-style-type: none"> Education / Enforcement - review of enforcement policy
<ul style="list-style-type: none"> Parks and Open Spaces – mid 20% nationally on spend 	<ul style="list-style-type: none"> Parks Development Plans and specific projects e.g. Brough Park