

APPENDIX ONE: DRIVING DELIVERY OF THE COUNCIL'S PRIORITIES

PROTECT AND SUPPORT OUR MOST VULNERABLE CHILDREN AND ADULTS

CHILDREN

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
We will keep children, young people and vulnerable adults safe	% of referrals which are re-referrals within 12 months	21.8%	19%	19.3%	We are currently on target which provides confidence in the quality of intervention, assessment and planning undertaken by practitioners .Further there is also an indication that step down arrangements are robust and are of good quality
	% of Child Protection Plan Re-Registrations (at any time)	19%	10%	17.8%	Our number of Child Protection Plans has declined over time , the re-planning figure provides confidence that the interventions were of good quality.
We will improve outcomes for those we work with	Average time between a child entering care and moving in with adoptive family (days)	350	332	364	The performance is good in this regard , it reflects the positive efforts that ensure children have secured permanence in a timely fashion and provides them with every opportunity to benefit from a forever family
	Placement stability: Children aged under 16 who have been Looked After for 2.5+ years in placement for 2+ years	46%	44%	57%	Placement stability is a key focus of the service , there are significant variables that impact upon performance that include complexity and age of child coming into care , placement sufficiency , matching of child with placement , Education provision etc The new refreshed permanence strategy , placement stability panel and learning from disruptions should assist in improving performance in this regard
We will appropriately manage demand away from high cost services	Number of children on a child protection plan	333	297	229	Our number of children included on CP plans has reduced There have been significant efforts to ensure that we effectively manage plans and de-plan safely.This is reflected in the performance figure regarding re-planning
	Number of Looked After Children	379	377	370	Our numbers of children in care did spike but is gradually reducing As an Authority this year our numbers are reducing compared with the our applications for orders through the courts being the lowest in the LFJB
We will get the basics right in Children and Adult Services	Timeliness of all contacts: % completed in 1 day	75.6%	72%	43%	All contacts that require a strategy discussion and action are dealt with within 24 hours
	Timeliness of C&F Assessments	75.6%	74.9%	73.3%	There is some further work going on and it is expected that this figure will change positively

	% of Private Fostering Visits completed in Timescale	100%	100%	100%	
--	--	------	------	------	--

ADULTS

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
We will keep children, young people and vulnerable adults safe	% of safeguarding concerns that progress to a section 42 enquiry	33.2%	18.7%	22.1%	Huge regional differences with data. Q3 benchmarking varies from 9% to 70%. 22.1% is around the middle.
	Number of section 42 enquiries where a risk is identified and % where risk is removed/ reduced at closure.	Risk identified=226 Risk removed or reduced = 70.0% (156)	Risk identified=48 Risk removed or reduced = 85.4% (41)	Risk identified=123 Risk removed or reduced= 92.7% (114)	
	Timeliness - % enquires completed in 28 days.	49%	56%	58%	
We will improve outcomes for those we work with	Social Care related quality of life	19.1	N/A	19.1	In line with last year's outturn and last year's national outturn.
	Carer reported quality of life	7.6	N/A	N/A	Taken from carer survey. Next survey 2018/19. National 16/17 = 7.7
	Overall satisfaction of people who use services with their care and support	62.5%	N/A	64%	Slight increase from last year and closer to national.
	Overall satisfaction of carers with social services	29.2%	N/A	N/A	Taken from carer survey. Next survey 2018/19. National 16/17 = 39.0%
	% of clients at home 91 days after enablement	71.3%	77.1%	61.7%	Performance dropped for Oct, Nov, Dec. 20% of the cohort were deceased prior to the 91 days.
	Outcome of short term services to maximise independence	51.7%	49.0%	55.9%	Although lower than national, this is the highest outturn we have had. Links to 91 days measure.
We will appropriately manage demand away from high cost services	Contacts – new contacts	2,986	1,274	2,758	Represents a reduction of 7%.
	Proportion of contacts to those starting Long Term Support	21.4% (640)	22.6% (288)	22.0% (608)	Similar position to last year, although the number is reduced
	Enablement activity – assessments completed	1,077	912	2,195	Not directly comparable due to change in process.
	Care act assessments completed	855	367	837	Increase in assessments in last 6 months of year mean outturn is very similar
	Reviews completed Leading to an increase in service Leading to a decrease in service or end	1563 248 242	853 196 92	1913 577 246	Increase in reviews in last 6 months of year. Large increase in reviews leading to increased care.

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
	Permanent admissions to Residential/ Nursing care (18-64) per 100,000 population	4.8 (5 people)	2.9 (3 people)	5.8 (6 people)	Remains low compared to national.
	Permanent admissions to Residential/Nursing care (65+) per 100,000 population	361.3 (104 people)	187.5 (54 people)	334.6 (91 people)	Third year that this measure has been much lower than national.
	Receiving Homecare in year 18-64 65+	375 1,252	333 951	395 1,354	18-64 has increased by 5%, 65+ has increased by 8%.
	ALD in employment	1%	0.8%	2%	Although increasing, remains lower than national.
	Delayed transfers of care	8.4	N/A	6.11	NOT COMPARABLE This measure has changed but early indications suggest our yearly outturn will put us 25 th lowest in the country and second lowest in the West Midlands.
We will 'get the basics right' in Children and Adult Services	Timeliness of care act assessments	72%	77%	79%	
Our CQC & Ofsted Local Authority Profiles measuring local registered provision will be showing above average performance	Our target for our internal My Options services are that the three CQC inspected services – Lakewood Court, Shared Lives and Community Support services - are rated as good or above by CQC	Lakewood Court was inspected and rated as 'good' overall and across all five domains (April 2016)	The Shared Lives service has been inspected by CQC and rated as ' good ' overall and across all five domains (June 2017)	The My Options Community Support Service was inspected by CQC in February 2018 and was awarded a GOOD rating in all 5 standards	We are awaiting a CQC inspection for Lakewood Court

PROTECT AND CREATE JOBS AS A “BUSINESS SUPPORTING, BUSINESS WINNING COUNCIL”

BUSINESS, DEVELOPMENT & EMPLOYMENT

Attracting Inward Investment and Supporting Growth

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	2017/18 End of year Performance Out turn position	Commentary & information (e.g. , explanation for variation against target; any comparative data e.g. re regional/national measures or targets)
We are recognised as a destination of choice for investment regionally and nationally.	Number of inward investment enquiries	30		56	
	Number of inward investments secured	8		11	Marches FDI successes 17/18 -18 projects in total – 8 T&W, 6 Shropshire, 1 Herefordshire – remaining 3 are across the area e.g. Lidl, Aldi. Telford has 9 on-going investment still in development.
	Number of existing business expansions	6		20	20 completed expansions. 23 expansions in development estimated for completion 18/19. Additional 8 at enquiry stage.
	Number of new Inward Investment jobs created	492		443	This figure does not include staff numbers for HMRC who are now located over 13 floors in Telford Plaza. 200 jobs were secured in Telford as part of the Government deal. Number of investments in the pipeline which will result in significant job creation.
Increased number of business start ups and take up of business support through the Growth Hub	Number of businesses receiving support through Growth Hub 1-2-1s and events	900	1,052	2086	
	Number of start-up businesses supported	No record	35	97	This number shows a significant increase because of outputs generated through the Marches Growth Hub project, managed by Telford’s business support team.
	Number of Jobs created through Grants	38	42	62	
We have 100% roll out of superfast broadband	Percentage of eligible domestic and business premises with access to superfast broadband speeds (24Mbps+)	93%	95.8%	97%	

IMPROVE LOCAL PEOPLE'S PROSPECTS THROUGH EDUCATION AND SKILLS TRAINING

EDUCATION & CORPORATE PARENTING

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
We will keep children, young people & vulnerable adults safe	% of CiC who have been in 1 stable educational setting for 24+ months	N/A	To report in the Spring for Autumn Term	74%	This is largely influenced by the care placement and the stability of that. However, every effort is made to ensure children and young people can continue in their settled education setting.
We will improve outcomes for those we work with	% of children in good or outstanding schools		Overall = 84.37% Primary = 93.43% Secondary = 66% Special = 90.32% PRU = 100.00%	Overall 78% Primary 92% Secondary 47% Special 100% PRU 100%	One Secondary school has moved from Good to RI but achieved 'good' for leadership and management and is making very good progress. Some secondary schools have converted to Academy status and are exempt from inspection for 18 months so it is anticipated that several academies will achieve a 'good' judgement at their next inspection.
	% of children in good or outstanding early years settings		settings -96% childminders - 98%	Settings 98.7% Childminders 98%	Ofsted have commented on the success of Telford and Wrekin in its Early Years provision. The Early Years team are rigorous in their monitoring and targeted support.
	% of parental first preferences met a) Secondary b) Reception c) Primary				85% 90% 90%
	Average Attainment 8 Score at KS4	46.2%			National is 44.6%

			2018 results not yet available		
	Average Progress 8 Score at Key Stage 4	-0.12%	2018 results not yet available		National is 0%
	% of pupils reaching the expected standard in RWM at Key Stage 2	60%	2018 results not yet available		National is 61%
	% of children achieving a Good Level of Development (GLD)	69.7%	2018 results not yet available		National is 70.7%
	School capacity in the borough +/- 5%		LA surplus: +10.2% Primary Surplus: + 7.9% Secondary Surplus + 13.2		This surplus will reduce from September 2018. Secondary pupil numbers will increase significantly over the next four to five years and the Authority has a planned programme of investment through Basic Need funding to support the programme.
We will appropriately manage demand away from high cost services	Number of requests for an EHCP assessment		November 2017 (<i>Total of 221 requests received 01/01/17-30/11/17</i>)	April 2018 - 21 requests received compared with 29 in January 2018. The cumulative annual figure cannot be	The trend over the last two years for statutory assessments has reduced significantly. This is as a result of schools being trained in the 'graduated approach' and a recognition that an EHCP is not always required for additional support to be provided.

				reported until December.	
	% of EHCP Plans completed within 20 weeks (including exceptions)		100% new Plans completed in timescale in November 76.63% (141 of 184) new plans completed in timescale - <i>cumulative figure (Jan-Nov)</i>	100%	The Council has been congratulated on achieving this target by the Minister for Education. A restructure of the team and new ways of working have ensured that all deadlines have been met.
	% of parents giving good or excellent feedback about EHCP assessment process (including transfers))		69% (cumulative figure)	77%	The Service has a very strong relationship with the Parents of Disabled Children Group. They are represented on the 'Aiming High Board' and regularly contribute to service reviews and policy development. However, there remain some parents who are only 'satisfied' with the feedback they receive and further work needs to be done to strengthen those relationships.
	% of PEPs completed termly		Summer Term 2017 – 35%. New system implemented and this is expected to be 75% Autumn 2017 and 85% Spring 2018.	93%	The new system is proving to have had a significant impact on the timely production of PEPs. The focus now must be to ensure consistency in the quality. An audit process is due to be implemented shortly.

BUSINESS, DEVELOPMENT & EMPLOYMENT

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	2017/18 End of year performance out turn position	Commentary & information (e.g. , explanation for variation against target; any comparative data e.g. re regional/national measures or targets)
Increased take up rates for apprenticeships and increased progression rates	Take up of apprenticeships age 16/17 www.gov.uk/government/collect/ons/statistics-destinations 19th Jan 2017 KS5 destinations	7%	Not yet available	-11% 540 down to 480	West Midlands drop by -7% and nationally -2%. Changes to the funding system and the introduction of the levy. Post 16 destination data for Telford year 11 leavers saw an increase of 21aaa% on previous year. Gov data tool full year 2016/17
	Take up of Apprenticeships all ages	2230	Not yet available	2090	

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	2017/18 End of year performance out turn position	Commentary & information (e.g. , explanation for variation against target; any comparative data e.g. re regional/national measures or targets)
	Take of level 4+ Apprenticeships <i>Apprenticeship geography data tool starts 2011/12 – 2016/17 reported to date</i>	150	Not yet available	150	No change full year 16/17
Reduction in youth unemployment levels and in particular in NEETs through coordinated support programmes	Youth Unemployment <i>Data source</i> Youth Unemployment from the Annual Population survey	15.4% 15.5% national 13.6% Regional	12.5% 12.5% national 14.1% Regional	15.8 % 12.3% nat 15.6% Reg	Taken from April 18 report based on Dec 17 unemployment figures and annual population survey
	Reduction in NEETs and Not Known <i>Data source</i> Annual Scorecard	October 16 score card 12.7% TOTAL 4.5% NEETS 8.2% not known National 7.1% TOTAL 2.7% NEET 4.4% not known TWC 5 th Quartile position nationally	October 17 Scorecard 9.2% TOTAL 6.1% NEET 3.2% not Known National 6.0% 2.8% NEET 3.2% not known	Scorecard not available yet but latest position for 3 month averages Telford and Wrekin 5.9% total 5.3% NEET 0.7% Not Known National 5.6% total 2.8% NEET 2.8% not Known	
Increase in the percentage of the working age population with higher level skills	Information, Advice & Guidance customer satisfaction	Different contract	No data on this yet	3022	93% of Contract
	Career management outcome		785	2871	100% of Contract
	Into job and learning <i>Data source</i> National Careers Service sub contract to prospects		381	1427	89% of Contract

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	2017/18 End of year performance out turn position	Commentary & information (e.g. , explanation for variation against target; any comparative data e.g. re regional/national measures or targets)
	Reduce the number of people in the borough with no qualifications <i>Data source census but looking to see if annual population survey would give more regular reports.</i>	24.6% National 22.5%	Not yet updated	No new data	
	Increase the number of people in the borough with level 4 + <i>Data source census but looking to see if annual population survey would give more regular reports</i>	20.9% National 27.4%	Not yet updated	No new data	
Engagement with employers reporting skills gaps or recruitment problems	Number of businesses supported to upskill workforce	4	8	2	
	Number of businesses supported to recruit	32	16*	19	
Ensuring Borough's young people are prepared for the world of work	Number of secondary schools signed up to LRWR Programme	13	14	19	
	LRWR Business Enterprise Advisors in place in secondary schools	9	10	15	
	Number of Enterprise Activity Plans in place in secondary schools	9	14	17	
	Average number of business interventions/child achieved during year 11/12	New Target	Not yet available	Not yet available	
	Number of primary schools engaged with LRWR	0	0	0	

ENSURE THAT NEIGHBOURHOODS ARE SAFE, CLEAN AND WELL MAINTAINED

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
Parishes continuing to work in partnership with the Council to keep local areas clean, safe and well maintained by supporting inlocal parish Environmental Teams and investing in local parks and play areas to maintain service standards	No of PETs funded by Town and Parish Councils	13	13	13	85% of the borough's population is now covered by a PET
Maintaining the good standards of our road network	% of A Roads requiring maintenance	1%	1%	1%	Performance is above regional and national averages.
	% of B & C Roads requiring maintenance	4%	4%	4%	Performance is above regional and national averages.
Journey times are some of the best in the country as demonstrated in our annual survey	Journey times on Local Authority managed A Roads	39.5mph (2 nd fastest of all authorities)	N/A	N/A	
Achieving a minimum of 47.5% household recycling by April 2019	Household recycling rate	45.3%	N/A	46.6%	This is an improvement of 669.14 tonnes of recycling year-on-year
Retaining our high ranking of in the country for satisfaction with Highways Provision	National Highways & Transport Survey. Overall Satisfaction.	2 nd out of 106 authorities	2 nd out of 106 authorities	6 th out of 112 authorities	
Monitor the quality of air within the Borough and Produce an Annual Air Quality Annual Status report to ensure no air quality concerns across the borough	Monitor the level of NOx through monthly monitoring around the borough and taking action as necessary	No air quality hot spots	No air quality hot spots	No air quality hot spots	Two areas which we are monitoring closely are Watling Street, Wellington and Coach Central.

SUPPORT NEIGHBOURHOODS MOST IN NEED AND WORK TO ENSURE THAT LOCAL PEOPLE HAVE ACCESS TO SUITABLE HOUSING

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	2017/18 end of year performance out turn	Commentary & information (e.g. , explanation for variation against target; any comparative data e.g. re regional/national measures or targets)
We are supporting/enabling delivery of new housing including affordable provision	Net housing completions (net of demolitions)	1150	6 month data is not available		The final data is still being calculated
	Number of affordable homes within overall completions	301	Actual 149 and anticipating 270 for year end.	Approx 300 but final quarters figures are still being calculated.	<p>The anticipated end of year figure is expected to be broadly in accordance with the projections.</p> <p>Viability issues are being used by developers to reduce affordable housing contributions, or remove it all together. Nuplace is developing mainly homes for market rent – only a small proportion will be at affordable rent levels.</p> <p>There are however a significant number of Affordable Units in the pipeline and these will be delivered through the significant number of Reserved Matters Applications which are due to be received in the next 6 month period. There is however a time lag between permission being granted and the properties being completed and this accounts for the slightly lower end of year estimate.</p>
We have established a robust local planning 'framework' and adopted Local Plan	Adopted new Local Plan	Exam in Public hearing sessions complete	Inspectors Draft Modifications received and public consultation finished 22 nd September.	Local Plan formally adopted Jan 2018.	Target for final adoption achieved in Jan 2018.
Support PC/TC to establish Neighbourhood Plans aligned with adopted Local Plan	Supported PC/TC to initiate development Neighbourhood Plans in - Newport	Draft Neighbourhood Plans in place for: Newport	Completed consultation on Draft NP (Reg 14) in June 2017,	Newport appointed examiner and report now received.	Newport Plan on course to be in place late Summer 18.

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	2017/18 end of year performance out turn	Commentary & information (e.g. , explanation for variation against target; any comparative data e.g. re regional/national measures or targets)
	<ul style="list-style-type: none"> - Lilleshall - Ercall Magna - Edgmond - Donnington & Muxton 	<p>Lilleshall</p> <p>Work in progress on Plans for Ercall Magna</p> <p>Edgmond</p> <p>Donnington & Muxton</p>	<p>now waiting to submit to Council for publicising.</p> <p>The Council published the NP (Reg 16) from 14 September to 27 October 2017</p> <p>Currently working on draft plan.</p> <p>Completed consultation on Draft NP (Reg 14) in July 2017, now waiting to submit to Council for publicising.</p> <p>Currently working on their Draft Plan</p>	<p>Referendum programmed for July 18</p> <p>Reg 16 consultation closed 29 May 2018.</p> <p>In process of drafting their plan.</p> <p>Referendum held and vote in favour of adoption. Plan to be made June 18.</p> <p>Currently working on drafting their plan.</p>	<p>Lilleshall Plan on course for appointment of examiner and referendum late 2018.</p> <p>Timetable depends upon completion of draft plan by Parish Council.</p> <p>On course to be adopted June 2018.</p> <p>Timetable depends upon completion by Parish Council.</p>

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	2017/18 end of year performance out turn	Commentary & information (e.g. , explanation for variation against target; any comparative data e.g. re regional/national measures or targets)
The number of cases where homelessness has been prevented increases and the average time in temporary accommodation reduces	Preventions as a proportion of homeless acceptances	2.6	2.2	2.5	An improvement compared to the position at 6 months, which is positive given the increasing demands placed on the team during this period in the lead in to the implementation of the new Homelessness Reduction Act.
	Average time in temporary accommodation (weeks)	18.5 weeks	26.4 weeks	26.4 weeks	As per previous update. In May 2018, we moved the long term temporary accommodation client who needed disabled access to a property. Additional legacy funding has been allocated (£100k), which will enable new schemes to engage with those more complex clients within temporary accommodation. In addition to this, the implementation of the new landlord accreditation scheme will include the introduction of tenant passports should help clients to move on to sustainable accommodation, as their passport will provide information and credit referencing to landlords who may have been nervous to take on clients coming through homelessness.
Increase the number of accredited landlords	Number of accredited landlords	132	140	140	As previous update, proposals for revised accreditation scheme were approved by Cabinet in February 2018. The new scheme is currently being developed and is due to launch in July 2018. The scheme forms part of the wider Better Homes for All initiative for which a detailed communication plan has been developed.
Increase the number of empty properties brought back into use	Number of interventions to bring empty properties back into use	336	203	458	As per previous update.
Deliver the KPIs in the Nuplace Management Agreement	<ul style="list-style-type: none"> Rent loss through bad debts and voids Emergency repairs completed on time Level of rent collection 	Rent loss – 0% Repairs – 100% Collection – 99.83%	Rent loss – 1.25% Repairs – 100% Collection – 99.5%	Rent loss – 0.80% Repairs – 100% Collection – 99.73%	Performance continues to be above target for these key indicators and is an improvement on the position at P6.

IMPROVE THE HEALTH & WELLBEING OF OUR COMMUNITIES AND ADDRESS HEALTH INEQUALITIES

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
A significant number of residents & visitors enjoy participation in cultural activity through our events and cultural celebrations, musical showcasing and performances and programmed entertainment at the Place.	Annual Outdoor Events Programme		25,000	Estimated 40,000 – 45,000 inc. Christmas Market	Estimated numbers at free to access events. 2017/18 programme was reduced offer to allow for planning for Telford 50 anniversary year. 2018/19 Telford 50 year will be difficult comparable going forward due to investment in this year compared to previous/future years.
	The number of visitors to The Place increases	89,057 in 2016/17 (Theatre tickets and events 63,817)	26,682 in first six months of 2017/18 compared with 22,257 in same period last year.	80, 687 in 2017/18 The total figure includes visits to library and room bookings Theatre tickets and events 72, 647	Whilst overall footfall at the Place has fallen the number of theatre tickets sold has increased. The income targets for the Theatre have increased for 18/19 and 19/20 so additional marketing is being sourced to develop new markets The fall in visitors reflects the channel shift promotions, an increase in on-line bookings, reduction in the library opening hours and competition from other meeting rooms
	Numbers of young people having small group/1:1 tuition	489	501		End of year data available July 2018
	Number of Telford Schools engaged with Music Education Hub	54	59		
Our residents are adopting healthier lifestyles using a range of measures e.g. smoking, harmful drinking, physical activity levels, unhealthy weight.	The number of people offered a healthy lifestyle brief intervention increases	19,263	15,989	27,087	Shows a significant increase on previous year Actions that have led to improved performance include: Improvements to administrative processes - Healthy Lifestyle Advisors are now able to spend 80 - 85% of their time with clients.

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
					<p>Improved staff engagement and team ownership for service performance monitoring.</p> <p>Improved engagement with referring and signposting partners – in particular GP's</p>
	The number of pregnant women smoking in pregnancy reduces	Smoking at time of delivery in 2016/17 was 21.0%, worse than the national average of 10.5%. Direction of travel worsened from 18.1% in 2015/16	Smoking at time of delivery Q1 & Q2 was 18.8%. Direction of travel improved from 21.0% in 2016/17. National figure not available for comparison.	Smoking at time of delivery in 2017/18 was 17.2%. Direction of travel improved from 21.0% in 2016/17 and is the lowest rate yet recorded for the borough (previous lowest rate was 18.1% in 2015/16). Full year national data is not yet available for comparison, however at Q3 the ytd England rate was 10.8%.	The new Public Health Midwife Service is embedding well into maternity services. Regular training has been delivered to midwives and care pathways have been improved. The service offers intensive support for those wanting to quit, including e-cig users. Performance is improving each quarter.
	The number of children with excess weight reduces	Children with excess weight 2015/16 (reported in 2016/17) was: <ul style="list-style-type: none"> • Reception year, 25.5%, worse than the national average 	Children with excess weight 2016/17 (reported in 2017/18) was: <ul style="list-style-type: none"> • Reception year, 24.8%, worse than the national average 	No new data,	Annual Public Health Report 2018 will focus on reducing excess weight and obesity Will include a summary of the actions we will take over the next 12 months and will include recommendations for our key partners

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
		<p>of 22.1%. Direction of travel worsened from 23.5% in 2014/15</p> <ul style="list-style-type: none"> Year 6, 37.4%, worse than national average of 34.2%. Direction of travel worsened from 36.2% in 2014/15 	<p>of 22.6%. Direction of travel improved from 25.5% in 2015/16</p> <ul style="list-style-type: none"> Year 6, 34.5%, similar to the national average of 34.2%. Direction of travel improved from 36.2% in 2014/15 		
	<p>The number of people successfully completing treatment for drug and alcohol conditions improve</p>	<p>Successful completion of drug treatment in 2016/17 was:</p> <ul style="list-style-type: none"> Opiate 5.1%, similar to national average of 6.6%. Direction of travel worsened from 8.2% in 2015/16 Non-opiate 38.9%, similar to national 	<p>Successful completion of drug treatment to Q2 17/18 was:</p> <ul style="list-style-type: none"> Opiate 5.2%, similar to national average of 6.8%. No change in direction of travel from 5.1% in 2016/17 Non-opiate 37.3%, similar to 	<ul style="list-style-type: none"> Opiate 5.8%, similar to national average of 6.6%. Improvement in number of successful completions (31 compared with 27 in 2016/17 Non-opiate 38.8%, similar to national average of 36.6%. No change in direction of travel 	<p>The service launched on 1st April 18, now delivering from from whitechapel House, integrated with community Rehabilitation service. The service is also offering outreach service from community centres, GP practices and library.</p> <p>Performance will take some time to stable, due to the work that is underway to improve case management and data reporting.</p> <p>The key areas of work are :</p> <ul style="list-style-type: none"> Development and implementation of a prevention strategy Implementation of new digital and non-face-to-face interventions Implement a cultural and operation change in focus from service centric interventions to a locally adapted outreach model

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
		<p>average of 37.1%. Direction of travel worsened from 41.5% in 2015/16</p> <ul style="list-style-type: none"> Alcohol 45.7%, better than national average of 38.3%. Direction of travel improved from 32.8% in 2015/16 which was statistically worse than national average 	<p>national average of 37.2%. Direction of travel worsened from 38.9% in 2016/17</p> <ul style="list-style-type: none"> Alcohol 44.5%, better than national average of 39.0%. Direction of travel worsened from 45.7% in 2016/17. 	<p>worsened from 38.9% in 2016/17</p> <p>Alcohol 47.7%, better than national average of 38.6%. Direction of travel improved from 45.7% in 2016/17</p>	Increasing the access to and number of treatment options/intervention
The number of visits by T&W residents to our leisure facilities increases	Number of visits to leisure facilities	1,087,854	564,330	1,098,648	An increase of >10k on number of visits in 2016/17, but 85 visits below target of 1,098,733 due to impact of closures in December 2017 due to snow.
The number of days of Outdoor Education activities delivered increases	Number of days of outdoor education delivered	9,204	5,868	10,302	Target exceeded and an increase on 2016/17.
The number of children learning to swim increases	Number of children enrolled on TWC swimming lessons	2,817	2,812	2,852	Target achieved and occupancy of swimming lessons continues to be high (87%).
A significant number of residents & visitors enjoy participation in cultural activity through our events and cultural celebrations, musical showcasing and	Annual Outdoor Events Programme		25,000	Estimated 40,000 – 45,000 inc. Christmas Market	Estimated numbers at free to access events. 2017/18 programme was reduced offer to allow for planning for Telford 50 anniversary year. 2018/19 Telford 50 year will be difficult comparable going forward due to investment in this year compared to previous/future years.

Outcome	Specific measures	End of 2016/17 Position	2017/18 Performance at 6 months (April to September 2017)	End of year performance (2017/18)	Additional information (e.g. commentary, comparative data, targets)
performances and programmed entertainment at the Place.	The number of visitors to The Place increases	89,057 in 2016/17 (Theatre tickets and events 63,817)	26,682 in first six months of 2017/18 compared with 22,257 in same period last year.	80, 687 in 2017/18 The total figure includes visits to library and room bookings Theatre tickets and events 72, 647	Whilst overall footfall at the Place has fallen the number of theatre tickets sold has increased. The fall in visitors reflects the channel shift promotions, an increase in on-line bookings, reduction in the library opening hours and competition from other meeting rooms The income targets for the Theatre have increased for 18/19 and 19/20 so additional marketing is being sourced to develop new markets