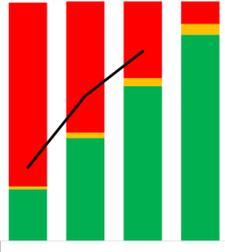
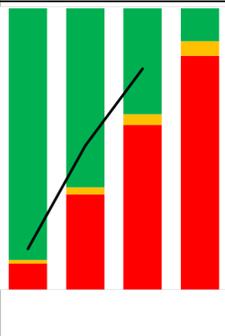


STRATEGIC PRIORITY - FAMILIES & COMMUNITIES

Month Ending Dec-19

Ref.	Indicator	Rationale	Current Value	Target	Frequency	Trend	Commentary	2019/20 FY Target	2020/21 Target	Notes
F1	Number of cases of accepted statutory homeless	Outcome - trend of homeless numbers	46	No target	Q			No target	No target	
F2	Number of households in Bed and Breakfasts (as at last day of month)	Output - indicator of demand and process	9	15	M			15	15	
F3	Number of households in Temporary Accommodation (as at last day of month)	Output - indicator of demand and process	53	55	M			55	55	
F4	Number of households prevented from being homeless	Outcome - impact of prevention processes	16	30	M		Awaiting offers to be finalised in order that cases can be effectively closed	30	30	
F5	Number of Households in bands A&B	Output - indicator of demand and process	601	No target	M			No target	No target	
F6	Total number of Households in all bands	Output - indicator of demand and process	1,696	No target	M			No target	No target	
F7	Residual household waste per household (kg)	Outcome - impact of awareness campaigns and initiatives	371	420	Q		Based on estimates due to reporting timelines.	560	560	
F8	Number of flytipping incidents recorded in West Suffolk	Outcome - impact of prevention initiatives	516	443	Q		Over the last three quarters there have been 516 recorded incidents of flytipping in West Suffolk, which is higher than the 409 recorded for the same period last year. However, we do not believe that the actual level of flytipping in West Suffolk has risen significantly over this time period, but rather that these increases are due to the improvements we continue to make to our recording processes and the targeted enforcement we are carrying out in hotspot areas, which has raised awareness and reporting of incidents. Of the 516 incidents recorded, 416 of the incidents were relatively small in size, being the equivalent of a 'small van load' or less and the remaining 100 were classed as being equivalent to a 'transit van' load. Around 75% of the flytipping incidents recorded are from a small number of housing estates across the main towns. These incidents tend to be small in nature and are associated with antisocial behaviour by a small number of offenders.	590	900	Revised target to reflect new way of data collection as seen in 2019/20. Combatting actions target consistently increased in line with this.
F9	Number of actions to combat flytipping in West Suffolk	Activity - focus on prevention	1,223	1,013	Q		In response to these incidents 1,223 interventions were carried out, of which 532 were proactive 'Duty of Care' inspections where businesses are asked to demonstrate how they dispose of their waste. In addition to this, 495 investigations were carried out in response to identified incidents, which led to 183 warning letters and 9 fixed penalty notices being issued and paid. We have also had 4 successful prosecutions which included prosecuting an individual and a business that resulted in nearly £2,500 worth of fines and costs being awarded. We have a further 2 cases currently progressing to court. All reported incidents are investigated and where we are able to obtain evidence that allows us to identify an offender, will take enforcement action in line with councils Enforcement Policy. Also, as part of the Suffolk Flytipping Action Group (STAG), which involves all Suffolk councils and external partners, we are currently delivering the 'SCRAP flytipping' campaign. This is predominately social media based and is designed to raise awareness of flytipping and householders duties when transferring their waste to third parties. The campaign is part of a wider national campaign, which was launched in December and will run until April 2020. To date the social media campaign has reached 100,000 people.	1,350	1,750	
F10	Heritage income (£)	Output - impact of demand and advertising	273,651	235,000	Q		The higher footfall into the venues has helped boost income.	307,118	310,000	
F11	Overall Apex budget (£)	Output - impact of advertising and act variety	511,148	517,884	Q		Average audience numbers is up on previous years as is the number of tickets sold. The Apex continues to provide a broad range of popular events and activities. Considerable effort goes into the selection of events that are both popular and affordable and marketing of those events is then carefully targeted. The membership scheme, as well as providing an income stream, has proven popular with regular visitors. The café facility on site (currently managed by Sodexo) has grown in popularity and is contributing towards the improving income position.	517,884	500,000	