

STRATEGIC PRIORITY - FAMILIES & COMMUNITIES	
Month Ending	Mar-20

Ref.	Indicator	Rationale	Current Value	Target	Frequency	Trend	Commentary
F1	Number of cases of accepted statutory homeless	Outcome - trend of homeless numbers	37	No target	Q		
F2	Number of households in Bed and Breakfasts (as at last day of month)	Output - indicator of demand and process	3	15	M		
F3	Number of households in Temporary Accommodation (as at last day of month)	Output - indicator of demand and process	66	55	M		
F4	Number of households prevented from being homeless	Outcome - impact of prevention processes	28	30	M		Awaiting offers to be finalised in order that cases can be effectively closed
F5	Number of Households in bands A&B	Output - indicator of demand and process	655	No target	M		
F6	Total number of Households in all bands	Output - indicator of demand and process	1,855	No target	M		
F7	Residual household waste per household (kg)	Outcome - impact of awareness campaigns and initiatives	497	560	Q		Waste growth in West Suffolk has continued to stay below target (under target is better with this indicator). Overall there has been a reduction in residual waste collected combined with an increase in recycling and composting. Over the year there has been regular communication of good waste management practices encouraging residents to recycle as much as they can including engagement with residents, both face to face and through social media to encourage the reduction of food waste through the Food Savvy campaign. 2019/20 also saw the largest number of households since the schemes inception subscribing to the Garden Waste Collection Service.
F8	Number of flytipping incidents recorded in West Suffolk	Outcome - impact of prevention initiatives	630	590	Q		Over the last four quarters there have been 630 recorded incidents of fly tipping in West Suffolk, which is higher than the 560 recorded for the same period last year. However, we do not believe that the actual level of fly tipping 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 630 incidents recorded, 518 of the incidents were relatively small in size, being the equivalent of a 'small van load' or less and the remaining 112 were classed as being equivalent to a 'transit van' load. Around 75% of the fly tipping incidents recorded are from incidents located within a small number of housing estates across some of the main urban areas of West Suffolk. These incidents tend to be small in nature and are not carried out as part of organised crime or for financial gain,

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F9	Number of actions to combat flytipping in West Suffolk	Activity - focus on prevention	1,579	1,350	Q		<p>In response to these incidents 1,579 interventions were carried out to combat incidents of fly tipping, both proactively to reduce breaches of legislation and reactively to deter and investigate offenders. Of these interventions 739 were proactive 'Duty of Care' inspections where businesses are asked to demonstrate how they dispose of waste generated through their activities. In addition to this and in response to identified incidents 611 investigations were carried out, which led to 226 warning letters and 15 fixed penalty notices being issued and paid. We have had 5 successful prosecutions which included prosecuting an individual and a business that resulted in nearly £2,500 worth of fines and costs being awarded. A further three cases are also pending further court action involving fly tipped household waste.</p> <p>We will investigate every incident that is reported to us 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 Fly tipping Action Group (STAG), which involves all Suffolk councils and external partners, we are currently delivering the 'SCRAP fly tipping' campaign. This is predominately social media based and is designed to raise awareness of fly</p>
F10	Heritage income (£)	Output - impact of demand and advertising	331,688	307,118	Q		The higher footfall into the venues has helped boost income.
F11	Overall Apex budget (£)	Output - impact of advertising and act variety	513,595	517,884	Q		<p>Average audience numbers are up on previous years as is the number of tickets sold. Again despite the close down in Mid-March, the service was able to beat the set target. 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.</p> <p>The membership scheme, as well as providing an income stream, has proven popular with regular visitors.</p> <p>The café facility on site (currently managed by Sodexo) has grown in popularity and is contributing towards the improving income position.</p>