

Performance Report and Value for Money Assessment 2007/08

Report of the Chief Executive (Acting), City Treasurer, and Director of Cultural and Community Services

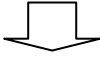
1. Why has this report come to committee?

- 1.1 To provide members with an individual service overview of the Value for Money Self Assessment 2008 submitted to the Audit Commission in accordance with the Comprehensive Performance Assessment Use of Resources requirements. It includes key findings from analysing a range of information including spend, efficiency and investment, findings from the annual MORI survey and performance for the period April 2007 to March 2008 in relation to Cultural Services.
- 1.2 The Committee is asked to consider the Value for Money Self Assessment for the individual services within its remit as part of our quarterly performance monitoring arrangements.
- 1.3 Member views will inform interventions being implemented to deal with key risk areas and support continuous improvement in service delivery.




2. Background

- 2.1 The purpose of the Value for Money Self Assessment is to show how well a council manages and uses its financial resources and achieves value for money. Councils are required to assess their current performance in achieving and delivering value for money by addressing a series of questions and providing evidence of its relative performance and reasons for this.
- 2.2 Emphasis is placed by the Audit Commission on evidence of the quality and level of outcomes delivered when considered alongside cost and other data in comparative terms. The Audit Commission publishes 'Value for Money Cost Profiles' which inform the assessment and are referred to within the report. The cost profiles are used to compare Sunderland's position relative to other Metropolitan Authorities and its 'Nearest Neighbours', a group of other authorities which are assessed by the Chartered Institute of Public Finance and Accountancy as having comparable demographics to Sunderland. In relation to other performance indicators Sunderland's position is relative to all local authorities in England.

- 2.3 It is important to note that benchmarks for cost indicators differ slightly from those for performance i.e. lower quartiles are classed as better performance for cost indicators in the value for money profiles.

Quartile position	Key
Upper	Highest cost
Upper mid	
Lower mid	
Lower	Lowest cost

- 2.4 In preparing the report Directorates have reviewed the Audit Commission's Value for Money cost profiles in addition to a whole range of other performance information including satisfaction levels, and benchmarking information in order to formulate a balanced assessment of the position of each service area. A number of next steps were identified as part of last years value for money reports outlining our plans for improving services during 2007/2008. All of the actions identified have been delivered. An overview can be found in section 2 of the report.
- 2.5 In relation to each service area the report contains a brief overview structured around:
- Section 1 Financial information – how our spend compares with other authorities and efficiency gains;
 - Section 2 Key improvements delivered – how we have spent the money including investment and progress in relation to those actions we identified as next steps in last years assessment;
 - Section 3 What residents think of the services – results of consultation exercises;
 - Section 4 Performance – what our outcomes were during 2007/2008;
 - Section 5 Plans to achieve greater value for money in 2008/2009.
- 2.6 The assessment sets out the conclusions from the assessment for service areas and plans to further improve value for money for 2008/2009. Please note that some services are not included in the value for money profiles and the report covers performance levels and key risks only.
- 2.7 A summary of individual performance indicators for each service area relating to the period April 2007 to March 2008 is contained within each section where relevant. This outlines performance across the full range of services within the Committees remit. It is risked based with focus on the key performance issues from 2007/2008 outturns using the standard 'traffic light' approach (Red, Amber, Green).

-  Performance improving year on year or cost reducing year on year
-  Performance stable year on year
-  Performance declining year on year or cost increasing year on year

2.8 It is particularly important to take the opportunity to take corrective action against key performance indicators that are either declining or failing to achieve targets. The relevant Director has provided details of corrective action underway or proposed in this respect. Where this is the first year of collection for an indicator or definitions have changed no trend analysis is available. It is important to note that a new national performance framework will be implemented during 2008/2009. This includes 198 new National Indicators which replaces the old Performance Assessment Framework Performance Indicators and Best Value Performance Indicators. To this end 2008/2009 will be a transition year as we develop baselines for the new indicators and ensure any corrective action will be effective in the new framework.

2.9 For further and more detailed information relating to service performance, detailed reports outlining all services' progress in relation to value for money and all BVPI outturn figures are available on the Council's website and from Directors and/or the Head of Policy and Performance Improvement.

3. **Background Papers**

Value for Money Cost Profiles

Annual Report 2007/2008

Value for Money self assessment summary

Value for Money detailed directorate self assessment

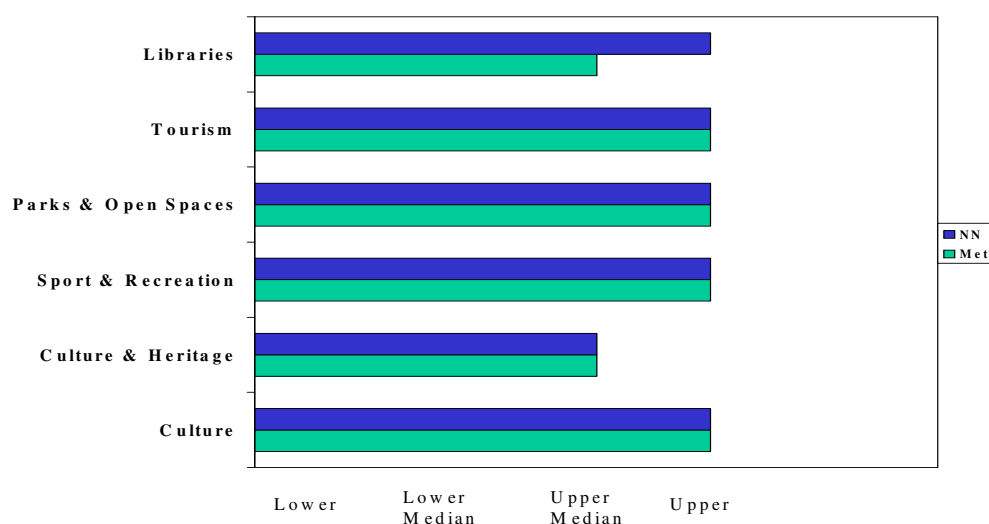
Corporate Improvement Plan Summary 2008/2009

Summary Value for Money Assessment

Cultural Services

Section 1 Finance (comparative spend and efficiency)

- 1.1 Cultural Services expenditure is in the upper quartile when compared to Metropolitan Authorities and our Nearest Neighbours. This reflects the high priority attached to these services.
- 1.2 The graph below provides an overview of comparative spend on specific Cultural Services with other Metropolitan and Nearest Neighbour Authorities. In relation to financial comparisons, lower quartile is low cost and upper quartile is high cost.



- 1.3 In 2007/2008 Recreation and Sport expenditure was in the upper quartile, compared to the upper median quartile in 2006/2007 in comparison to other Metropolitan Authorities and continued to be upper quartile, in comparison to Nearest Neighbours. This increase can be partly attributed to the impact of the implementation of single status.
- 1.4 In relation to Parks and Open Spaces costs per hectare are in the upper quartile (upper equals low cost) when compared to both Nearest Neighbours and Metropolitan Authorities.
- 1.5 Costs remain in the upper quartile for spend on Tourism. Sunderland is one of relatively few authorities with a coastline to maintain which reflects the high spend on tourism.
- 1.6 Library expenditure remains in the upper median quartile when compared to Metropolitan Authorities and has moved to the upper quartile from the upper median quartile when compared to Nearest

Neighbours. Although spending is high in comparison, the cost per visit to libraries did improve in 2007/2008 with an outturn of £2.86 per visit compared to £3.09 per visit in 2006/2007. The service is achieving significantly higher satisfaction ratings and performance in respect of BVPIs and other performance indicators continue to improve.

Section 2 Investment and Key Improvements made during 2007/2008

- 2.1 Development of The Sunderland Aquatic and Wellness Centre at Stadium Park was completed. The facility opened in April 2008.
- 2.2 In 2007/2008 the twin monastery of Wearmouth-Jarrow was accepted as the official 2010 UK nomination for UNESCO World Heritage Site Status. An action plan to take forward the nomination has been developed and funding has been secured from Tyne and Wear Partnership and other funding bodies to further develop the 2010 bid.
- 2.3 Monkwearmouth Station Museum reopened in August 2007 after a £1 million investment programme including new galleries, learning and community spaces. Full accreditation has been achieved to the MLA standard for museums at Monkwearmouth Station Museum following its reopening in 2007.
- 2.4 The Library Management System has now been extended to all public service points to provide online access to the library catalogue. Full system access is available on both mobile libraries. Library stock is now being regularly routed between libraries to ensure wider choices for borrowers and maximum usage of titles. Preparations are underway to further enhance library provision maximizing the opportunities offered with the new system.
- 2.5 A new library opened at the Ryhope Customer Service Centre in May 2008, work has commenced on redevelopment of the library at Washington Town Centre with completion due by early 2009 and a new library is to be developed at Silksworth, again with the aim of providing enhanced access to services working with both internal and external partners. The developments have contributed to improved performance and satisfaction levels.
- 2.6 City Wide wellness facilities have opened, and continue to be developed, linked to a network of area facilities to increase participation levels in sport activities to improve the health of residents.
- 2.7 Investments in events continues to be a priority for the city with 303 days of events in the 2007 programme compared to 161 days in 2006. This included the Great North Women's Run, the International Airshow and the Winter Festival events and other related activities.
- 2.8 To continue to sustain and improve services to the community the past three years have seen the integration of Library and Customer Service delivery in 6 communities. These developments have included refurbishments at The Hetton Centre, Houghton Library and Sandhill

Centre where existing community libraries have been refurbished and developed for the integrated delivery of Customer Services. In 2006, Shiny Row Library was extended and refurbished to enhance and integrate customer service delivery alongside additional library provision.

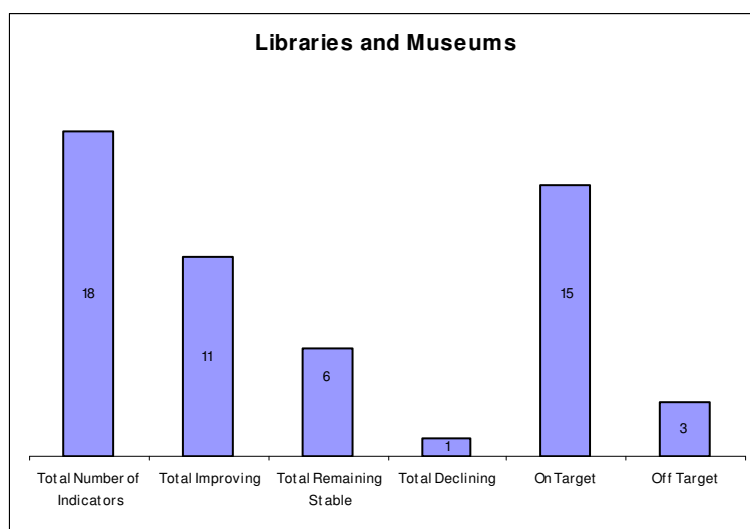
- 2.9 Two new Customer Service Centres have been built at Bunny Hill and Ryhope bringing together both existing community library provision and new services with a range of partners providing enhanced services to local communities.
- 2.10 Work is proceeding through the Area Tourism Partnership and an Area Tourism Management Plan is being developed.

Section 3 Customer Focus

- 3.1 In relation to cultural facilities in the city centre satisfaction with things to do in the evening has improved from 66% in 2006 to 71% in 2007. Satisfaction with leisure and entertainment facilities has also improved from 56% in 2006 to 61% in 2007.
- 3.2 Satisfaction with cultural services is generally very high, the following record user satisfaction levels of more than four in five:
- Libraries (90%);
 - Theatres and cinemas (89%);
 - Beaches (86%);
 - Museums and galleries (86%);
 - Events in the city (83%).
- 3.3 Satisfaction with children's playgrounds has remained at 43% in 2007 the same as 2006.
- 3.4 The IPSOS Mori survey for 2007 recorded the following improved user satisfaction levels in relation to Tourism:
- Tourist Information Centres
2007 – 81% satisfied 2% dissatisfied
2006 – 80% satisfied 1% dissatisfied
2005 – 73% satisfied 3% dissatisfied
 - Beach
2007 – 86% satisfied 8% dissatisfied
2006 – 89% satisfied 5% dissatisfied
2005 – 88% satisfied 7% dissatisfied
 - Signposting around the city
2007 – 75% Good, 8% Poor
2006 – 75% Good, 6% Poor
2005 – 64% Good, 4% Poor.

Section 4 Performance Information (outcomes delivered)

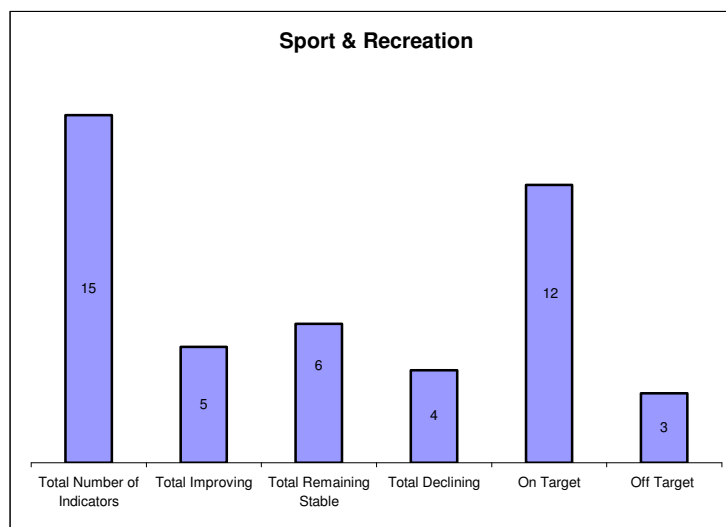
There are 18 performance indicators within this section, 11 (61%) of which are improving, 1 (5%) are declining with 6 (33%) remaining stable. 15 indicators are on target.



4.1 Key Messages

- 4.1.1 The number of visitors to the city's museums has increased from 415,671 in 2006/2007 to 462,876 in 2007/2008. 27% of residents used museums and libraries during 2007 compared to 21% in 2005.
- 4.1.2 The number of visitors to libraries has also increased from 1,571,349 in 2006/2007 to 1,606,621 in 2007/2008. More residents used libraries during 2007, 44% in 2007 compared to 41% in 2006.
- 4.1.3 Scheduled opening hours for libraries are well above the national Library Standard at 144 hours per 1,000 population and all static libraries have access to electronic information resources connected to the internet.
- 4.1.4 Improvements have been seen in the time taken to supply requests for specific items of stock in libraries. An additional 66,359 items have been added to library stock during 2007/2008 to improve the choice available to residents.

Sport and Recreation have a total of 15 performance indicators, 5 (33%) of which are improving, 4 are declining (27%) with 6 (40%) remaining stable. 12 indicators are on target.



4.1.5 Use of the City's leisure facilities is high with 2,292,031 visits during 2007/2008. This has declined slightly in relation to 2006/2007 (2,329,991) as a consequence of long term improvements that are underway as part of the development programme for leisure provision, including the redevelopment of Hetton Sports Complex. Despite the number of visits declining slightly there has been an increase in the percentage of residents who use leisure facilities - 32% of residents during 2007 compared to 27% in 2005.

4.1.6 90% of the city's school children now receive two hours of PE per week within and beyond the curriculum.

4.1.7 The Wellness Service is making a significant impact with around 7,500 members. Exercise Referral Programmes are delivered in 6 Wellness sites in partnership with Sunderland Teaching Primary Care Trust with referrals made by all GP practices in the city. Throughout 2007/2008 301,654 visits were made by members.

4.2 Emerging Risks

4.2.1 It is important when identifying performance issues or risks to note that in relation to 2008/2009 performance will be measured using a new national framework that includes 198 new National Indicators. To this end only those issues that could potentially impact on the new framework have been included, where relevant as risks. In relation to Cultural Services there are no risks from the old performance framework that carry forward into the new National Indicator set. A full analysis of the performance indicators in the Framework for 2007/2008 is attached at appendix 1.

Section 5 Plans to achieve greater value for money in 2008/2009

5.1 There are a number of key priorities in cultural services that will deliver improvements in relation to the new national indicator set and also further improve value for money during 2008/2009. These include:

- A first stage Heritage Lottery Bid to undertake improvements at Barnes Park has been submitted. If stage 1 is successful then stage 2 of the bid will be developed in 2008/2009. Successful outcome of the bid will allow the delivery of improvements that will preserve the existing heritage in Barnes Park and increase access to and the usage of Barnes Park for current and future generations;
- Sunderland has been successful in obtaining £750,000 funding from the BIG Lottery fund to deliver 6 new play areas in 2008. The service has also secured a government award of £2.15 million from the Government's Play Pathfinder Programme, one of only 20 councils in the country to achieve this. The money will go towards 28 new or extensively refurbished play areas across Sunderland by 2010 and there are plans for a City Adventure Centre;
- The Council is implementing its Strategic Review of Leisure Provision, which is combining significant capital investment in new provision with significant reduction in revenue costs from 2008 to 2009 and beyond to improve performance still further. A pricing review aimed at raising additional revenue has been undertaken, alongside the opening of the new Sunderland Aquatic Centre, and the development of new 25 metre swimming pools at Hetton and Silksworth opening in 2009/2010, which will take into account commercial viability and the need to encourage participation. The Council is also investigating the possibility of implementing a small number of 'invest to save' schemes with the aim of further increasing revenue;
- As part of the Strategic Investment Plan a project will be implemented to refurbish 12 community sports facilities to encourage greater usage of sporting facilities as well as ensuring they are accessible to all sectors of the population.

Appendix 1 Performance Indicator Outturn 2007/2008

Libraries and Museums

Performance Indicators	2007/2008 Outturn	Trend 2006/2007 to 2007/2008	Latest Benchmark Position			
			Best (upper)	2 nd (upper mid)	3 rd (lower mid)	4 th (lower)
The number of visits to museums in the per 1,000 population	1,650	▲				
The number of those visits that were in person, per 1,000 population	1,297	▲				
The number of pupils visiting museums and galleries	18,037	▲				
Number of Museums accredited, including level (MLA)	2	◀▶				
Composite library indicator (score against a checklist)	3	◀▶				
Proportion of households living within 1 mile of a static library	93%	◀▶				
Proportion of households living within 2 miles of a static library.	100%	◀▶				
Aggregate scheduled opening hours per 1,000 population for all libraries	148	▲				
The number of physical visits per 1,000 population to public library premises	5,726	▲				
Percentage of static libraries providing access to electronic information resources connected to the internet.	100%	◀▶				
Total number of electronic workstations available to users per 10,000 population.	8	◀▶				
Active borrowers as a % of population	17.60%	▲				
Request supply time - 7 days	77%	▲				
Request supply time 15 days	89%	▲				
Request supply time 30 days	96%	▲				
Annual items added through purchase per 1,000 population	236	▲				
Time taken to replenish the lending stock	6.4 years	▲				
Cost per visit (libraries)	£2.88	▼				

Sport and Recreation

Performance Indicators	2007/2008 Outturn	Trend 06/07 to 07/08	Latest Benchmark Position			
			Best (upper)	2 nd (upper median)	3 rd (lower median)	4 th (lower)
% of young people who receive 2 hours quality PE per week	90%	▲				
Visits to the City's Wellness Centres	301,654	▲				
Visits to Leisure Centres total	2,292,031	▼				
swims	603,719	▼				
other visits	1,688,312	▼				
% schools part of the School Sports Partnership by 2009	100%	◀▶				
Number of green flag award parks and green spaces	4	▲				
Percentage of residents taking part in formal volunteering activity for two hours or more per week	7%	◀▶				
% of young people with maximum 1km access to high quality local free play provision	16%	▲				
New or refurbished local area sites across the city	4	▼				
Quality sub-area sites per regeneration area	2	◀▶				
Number of young people involved in play design steering groups	1,280	▲				
Number of playgrounds and play areas provided by the council per 1,000 children under 12's	1.44	◀▶				
% conforming to national standards for Local Equipped Play Areas	68	◀▶				
% conforming to National Standards for larger neighbourhood equipped areas	8.33	◀▶				