

## **EAST AYRSHIRE COUNCIL**

**CABINET – 19 SEPTEMBER 2007**

### **EAST AYRSHIRE COUNCIL PUBLIC PERFORMANCE REPORT 2006/07**

#### **Report by Executive Head of Finance and Asset Management**

#### **1. PURPOSE OF REPORT**

- 1.1 To advise the Cabinet on the arrangements for the production and publication of East Ayrshire Council's 2007 Public Performance Report.

#### **2. BACKGROUND**

- 2.1 Public Performance Reporting has been a key feature of the National Best Value Regime for the last 7 years. With the introduction of the Local Government in Scotland Act, 2003, a statutory duty to secure Best Value was placed on councils. Public Performance Reporting is an important element of the requirements of the Act.
- 2.2 The Council has produced an annual Public Performance Report as an important element of its overall approach to Public Performance Reporting for the last 5 years.
- 2.3 The Policy and Resources Committee of 19 September 2006 agreed that the 2006 Public Performance Report, rather than being included within the Council's residents' magazine, 'Headlines', should be produced as a stand alone document, allowing for the publication of additional information of interest and value to the public. In November 2006, the Public Performance Report was distributed with Headlines magazine to every household in East Ayrshire, thereby reducing distribution costs.
- 2.4 The Council's Policy and Resources Committee on 7 February 2007 considered and agreed the detailed Improvement Plans resulting from the Best Value and Community Planning Audit. This includes an Action Plan to improve Public Performance Reporting throughout the Council in line with Statutory Guidance.

#### **3. PROPOSED ARRANGEMENTS FOR PUBLICATION OF THE 2007 PUBLIC PERFORMANCE REPORT**

- 3.1 It is proposed that a Public Performance Report be prepared in the current year, covering 2006/07, and that once again this should be produced as a stand alone document to be distributed with 'Headlines' magazine. The report will also provide the opportunity to seek the views of all residents on service quality and performance and also on future priorities. It is proposed that the Public Performance Report, 2007 be primarily structured in terms of the 6 key themes of the Community Plan, which reflect the Council's new Portfolios, and will include summary fourth year performance information.

The six Community Planning themes are:-

- Promoting Community Learning
- Improving Opportunities
- Improving Community Safety
- Improving Health
- Eliminating Poverty
- Improving the Environment.

3.2 To facilitate the production of the 2007 Public Performance Report, the Public Performance Reporting Officer Working Group has given all Council services the opportunity to contribute to the Report.

3.3 The Public Performance Report will also provide summarised information on the financial performance of the Council. This information will be produced in line with the agreed CIPFA/LASAAC model for abbreviated accounts and will provide an explanation of the main sources of Council funding and their application in providing Council services throughout 2006/07.

3.4 As previously noted, the Public Performance Report is a key element of the requirements relating to the reporting of performance and Audit Scotland has a responsibility to review all councils' Public Performance Reporting arrangements.

3.5 In taking forward the action plan arising from the Best Value and Community Planning Audit, the Council is in the process of mapping the current scope and objectives of Public Performance Reporting throughout the Council, and is preparing a draft strategy which will underpin future work in this area.

3.6 Consultation on the Council's Public Performance Reporting is also scheduled to take place with East Ayrshire residents through the Community Planning Residents' Panel in late September 2007. The results of this work and proposals for the implementation of the Council's Public Performance Reporting strategy will be reported to Cabinet in due course.

3.7 Furthermore, Executive Directors agreed at the CMT on 18 April 2007 to support further reinforcing and improving the following elements in our Public Performance Reporting:

- The Council should continue to develop its approach to Public Performance Reporting, in particular by developing standardised performance reporting across the Council to ensure a strategic approach which is planned, systematic, monitored and reviewed (recognising that Education's Public Performance Reporting formats are determined by statute);
- The Council should consult with stakeholders and ascertain the performance information they wish to be given, and as the Public Performance Reporting framework develops, efforts should be made to manage the diversity of interests;
- The Council should aim to provide Public Performance Reporting in a manner which engages stakeholders in the improvement process;
- The Council should ensure balance in what it reports to the public and should give stakeholders information about the factors which influence performance outcomes as well as the information itself;

- The Council should publish performance information in ways which will engage stakeholders and should try to time the publication of reports to suit stakeholder preferences as well as our own;
- The Council should regard Public Performance Reporting as an opportunity to act as a platform for further engagement with stakeholders through its consultation and improvement processes. The Council should link customer feedback to improvement and Public Performance Reporting;
- The Council should increase coverage of service standards and performance, areas of performance that need to improve, and trend and comparative information. It should also continue to include Customer satisfaction against Customer First commitments and include issues arising from EFQM assessments and Best Value Service Review exercises;
- The Council should continue to ensure that Performance Information on the website, particularly at a service level, is accessible to the public;
- The Council should have further regard to reporting specific service performance to specific audiences.

3.8 It is intended that those improvements which are relevant to the Public Performance Report itself will be incorporated into this year's report.

3.9 The Public Performance Report 2007 and Headlines magazine are scheduled to be distributed to all households during November 2007. In addition to this, the Public Performance Report 2007 will be made available on the Council's website.

#### **4. POLICY, LEGAL AND COMMUNITY PLANNING IMPLICATIONS**

4.1 The various arrangements the Council has in place in relation to Public Performance Reporting will ensure that the Council continues to meet the requirements of the Local Government in Scotland Act, 2003 and supporting statutory guidance on Public Performance Reporting.

4.2 The 2007 Public Performance Report will be structured around the key themes of the Community Plan and will provide a summary of fourth year performance against the Plan.

#### **5. FINANCIAL IMPLICATIONS**

5.1 The cost of producing the individual Public Performance Report, 2007 will be met from within existing budgets.

#### **6. RECOMMENDATIONS**

6.1 The Cabinet is asked to:-

- (i) remit officers to prepare an individual Public Performance Report, 2007, which can be distributed with the November 2007 Headlines Magazine;

(ii) otherwise note the terms of this report.

**Alex McPhee**  
**Executive Head of Finance and Asset Management**  
**16 August 2007**

**Background Papers**

Scottish Executive's Best Value Guidance on measures to Support Public Performance Reporting

CIPFA/LASAAC Model for Abbreviated Local Authority Accounts

Any person wishing to inspect the above background papers or seeking further information on this report should contact Jim Farrell, Performance, Development and Projects Manager (Tel: 01563 576223)

**IMPLEMENTATION OFFICER:** Performance, Development and Projects Manager