Poole’s Performance Story

Health & Wellbeing
- Figbury Lodge Care Home
- Better Together programme
- Leisure Centres
- Live Well Dorset
- My Life My care

Children & Young People
- School attainment up
- Good or outstanding playgroups
- 73% education employment training
- Stable care placements
- Care Leavers
- Up2U preventing domestic abuse
- Tackling loneliness

Economy
- 14,200 new homes
- 132 affordable delivered
- New Local plan
- 16-18 year olds
- European Maritime Day
- Transport investment schemes
- £23m travel investment
- £2.7m Poole Park HLF funding
- 3 Green flags
- 4 Blue flags
- 20k volunteer hours (open space)

Environment
- Increased cycle network
- Black, blue & green bins
- Recycling rate reuse shop
- Beach events
- Touring exhibitions
- Poole Museum
- £2.7m HLF funding

Changing the way we work
- Poole2020 balanced budgets
- External funding
- Fairness for All
- Increased engagement

Local Government Reorganisation

Poole’s Performance Story 2019
In 2015 Poole elected a new Council and set out its priorities in the Corporate Strategy 2015/19.

This year we will enter a new era with the formation of the BCP Council so we wanted to take this opportunity to celebrate and reflect on our performance in this, the Borough of Poole’s final performance story.

The report reviews the Council’s performance in delivering the commitments set out in the Corporate Strategy to clear, new priorities and to changing the way the Council worked at all levels.

This story is told under the priorities set out in the Corporate Strategy and which are presented below.

The story reflects the Council’s ambitions for Poole as well as the breadth of the responsibilities held. The achievements include safeguarding our vulnerable adults; meeting the needs of an ageing population through our adult social care services; working with schools and partners to improve all our children’s life chances; the major transports schemes that improve access in and around Poole; parks and open spaces that attract and delight visitors every year; achieving the highest ever recycling rates and the Council’s town centre regeneration work which is part of our ‘Poole Progress’ vision.

Our priorities and ambition for the town were set amidst huge financial challenges. During the period of this Corporate Strategy, since 2015, the Council has saved over £30m from its budget. None of the achievements and successes could have been realised without the dedication, commitment and creativity of our workforce, our councillors and our partners across the different sectors in Poole. We have a lot to be thankful for.

Our Purpose
To improve the quality of life for the people of Poole

Our priorities

• Promoting the health and wellbeing of our population especially the most vulnerable

• Ensuring all children and young people have the chance to achieve their full potential

• Promoting Poole’s economic growth and regeneration by attracting investment in business, housing and jobs for all

• Protecting and enhancing Poole’s beautiful environment in a sustainable way so that it is a great place to live, work and play

Janet Walton
Leader of the Council

Andrew Flockhart
Chief Executive
We said ... we would work with local health services, neighbouring Councils and the voluntary sector so that service users and their carers are enabled to live healthy and independent lives; access good quality information and advice and when required, receive integrated social care, health and community services in their own homes.

- A key priority has been to provide integrated social and health care services so that local residents receive joined up services and are whenever possible able to receive care and support in their own community.

- The Better Together Programme, aimed at improving the health and social care of people in Bournemouth Dorset and Poole, concluded in 2016 with successes including the creation of Tricuro Local Authority Trading company across Bournemouth, Dorset and Poole and the development of multi-disciplinary teams for people with long term conditions in Poole’s three GP Locality Areas.

More carers now receive information/advice or another service after an assessment or review - 64% in 2017/18 compared to 36.1% in 2014/15

There has been a reduction in the number of delayed discharges from hospital due to social care from 2.79 days per 100,000 people in 2014/15 to 0.3 days in 2017/18. Reducing the number of unplanned admissions to hospital across Bournemouth and Poole remains a challenge for the sector. Partners continue to work to reduce hospital admissions through the development of locality health and care services.

More older people have been helped to live independently in their own homes. We have seen a significant reduction in the numbers of older people admitted to residential or nursing homes.

The Bournemouth and Poole Joint Health and Wellbeing Strategy was refreshed in 2016/17 with a focus on prevention. Dorset Public Health, with the support of system partners worked on developing a ‘Prevention at Scale Programme’ for wider health and social care partners to accelerate delivery of prevention approaches in settings across the sector.

- In 2016 leaders from community groups, churches, emergency services, charities, education and local councils met to start the Poole Conversation - to find out what is great about Poole and see what could be done together to make it even better. Over 150 of the town’s leaders, influencers, charities and churches came together and celebrated over 300 church activities run through 200,000 volunteer hours. This was followed by the “Great Neighbourhoods” event in January 2017, which invited members of the public to nominate local community projects and resident groups/streets that helped them to feel connected in their neighbourhoods. Other “Conversation” type events continue to take place across the conurbation.

We said ... we would work with partners and providers to drive up the quality of services, so that local people receive easily accessible, personalised and value for money care and support.

- Health and Social Care Partners across Dorset, Poole and Bournemouth jointly developed a Sustainability Transformation Plan, published in 2016. This set ambitions for improving health and social care over 5 years. All partners are working on the development of an Integrated Care System which is one of the first nationally.

- Poole Shared Lives Scheme provides both long term and respite carers for adults with complex learning disabilities. The scheme has recently been rated by the Care Quality Commission as ‘Good’.

- The Short Term Assessment Reablement and Telecare (START) team provides support to a wide range of people in their home following either a hospital admission or a change to the person’s ability or independence. A Care Quality Commission inspection of this service took place at the end of May 2018 and the service was rated ‘Outstanding’ in all areas.
The service was described as 'a model for compassionate care'. CQC inspectors said that the service was ‘outstanding in their care for people’ with ‘motivated, innovative and skilled staff’. People using the service were ‘extremely positive about the care they received’.

Recently we saw a dip in adult social care user satisfaction levels which was mainly attributable to homecare services. Interviews were carried out with a small number of homecare users across Bournemouth and Poole. As a result, we are improving our information and advice offer so that people know what to expect from their care provider. Care providers have been reminded of the importance of regular communication

A new Home Care Service called Care & Support At Home was commissioned which increases capacity and cost control of. This was undertaken with Bournemouth Borough Council and Dorset Clinical Commissioning Group and has been successfully implemented whilst pressure on services has been increasing.

Canford Heath’s new care home, Figbury Lodge, is on track to deliver a specialist 80-bed nursing and dementia facility by summer 2019. It offers enhanced support and facilities to Poole residents, including rehabilitation and respite care. It will also offer a community hub and facilities which will be accessible to members of the wider community.

We said … we would work with partners and local people to ensure that vulnerable adults are safeguarded so that each person can achieve outcomes.

* Implementing the 'Making Safeguarding Personal' approach with partners from Bournemouth and Poole Safeguarding Adults Board has led to a significant increase in the number of people reporting that they feel safe after a safeguarding referral. 96% of people reported that risks have reduced as a result of safeguarding compared to 62% in 2014/15.

* The introduction of the Statutory Safeguarding Team since early in 2017/18 has delivered a more consistent approach to safeguarding and in turn the capturing of outcomes as a result of the intervention, hence the much improved performance.

We said … we would work with Public health Dorset and all partners to promote people living fit and healthy lives, protect them from hazards in the environment and reduce health inequalities in local communities.

* My life My Care is a website about social care and support services for adults in Poole and Bournemouth. It is a way for residents to find help and advice for living safely and independently at home as well as planning care.

* A five year contract extension with leisure operators SLM enabled a £675K investment to improve the Council’s facilities and the number of visits to the centres rose from 1.1m in 2014/15 to 1.2m in 2017/18.

* Since its establishment in 2015, LiveWell Dorset has provided support to over 20,000 residents across Bournemouth, Dorset and Poole. The service supports people to quit smoking, lose weight, drink less alcohol and to be more active.

* On average around 100 Poole residents engage with LiveWell Dorset each month.

* Most people engaging with the service are seeking support with weight loss and in 2017/18 more than 70% met the target of 5% weight reduction.

* Whilst the absolute number of people joining the smoking cessation pathway has dropped, the rate of engagement based on total number of smokers has increased. 25% of those engaged in Poole are from the most deprived quintile.

* The Pan-Dorset background air quality monitoring network has been operational since May 2018 and includes a monitor located within Poole. The network measures background air pollution including fine ‘particulate matter’ that originates from a variety of sources including domestic heating, industry and agriculture. Development and maintenance is through collaboration between the Public Health Dorset team and Environmental Health colleagues at the Borough.
• The monitors are purposefully located away from the known pollution ‘hotspots’ where traffic related air pollution is already recognised, but where the majority of the population spend little time. This is allowing us to monitor wider exposure to air pollution across Poole (and Pan-Dorset), model the associated health and wellbeing risks and develop options for measures to tackle those risks.

**We said ...** we would ensure that local families, adults and young people can access advice and support so that homelessness is prevented wherever possible and local people in housing need have access to good quality housing suited to their needs.

* The time to process new benefit claims has reduced from 20 days in 2014/15 to 18 days in 2017/18.

* Poole’s ‘housing early prevention service’ helps tenants under threat of eviction to stay in their home by offering free advice and support. This prevention work has helped 58% of people who engaged with the service to remain in their homes.

* The Council has increased support for households threatened with homelessness, provided outreach support for rough sleepers and increased the provision of temporary housing to meet an increasing demand.

* We have re-commissioned housing related support services to provide specialist supported housing to young people, to people with mental health impairments and complex needs.

* We have implemented the new duties of the Homelessness Reduction Act by offering a new package of support and housing plans which has prevented and relieved homelessness.

* With the support of a grant from Homes England we designed and built Trinidad Court, an extra care housing scheme on Rossmore Road. With units available for social rent and purchase the 545 apartment mixed tenure scheme is helping older and vulnerable adults remain independent in their own homes.

**We said ...** we would work with the Dorset Police and partners to reduce crime and anti-social behaviour and to provide services which support those affected by all crime and anti-social behaviour including domestic abuse.

* We are working closely across all services to address rising levels of anti-social behaviour. There has been an increase in ASB since 2015/16 across Dorset but there are indications that this rise is beginning to reduce. Information sharing across the Safer Poole Partnership has improved and there is a more collective understanding of the issues linked to anti-social behaviour, particularly the link to vulnerability amongst our young people. This enables the partnership to consider more diverse prevention activities and learn from peers across the region.

* The Council continues to prioritise, with partners in the Safer Poole Partnership, the reduction of crime and anti-social behaviour, the provision of support for the victims of crime and effective interventions and sanctions for those who commit crime and anti-social behaviour.

* Reported incidents of domestic abuse and domestic abuse violent crimes have been rising across the whole of Dorset. Due to historic under reporting of this crime type, the increased reporting and recording could be interpreted as victims having more confidence to report and in the support available to them.

* The Council launched and extended Up2U, an innovative programme aimed at preventing domestic abuse. The programme works with perpetrators of domestic abuse who recognise they use abusive behaviours within their relationships and want to change to create healthier relationships. Funding from the Home Office will allow Up2U to be delivered to clients across Bournemouth, Dorset and Poole for the next two years.

* Safer Poole launched the IRIS Project in March 2017 across the whole Poole area for a 12 month period. IRIS is a training and advocacy service dedicated to GP surgeries. It provides victims with another route to report, and helps the GPs with an area of business that they may not have the necessary experience or expertise to deal with. The project is being evaluated with a view of recommissioning across the new BCP Authority.
Insight  What do we know about our community?

The community in Poole is growing and changing. This will have an impact on the demand for services, particularly health and social care and housing services.

Poole’s population is predicted to grow over the next ten years. The most notable increase will be in the over 65’s where the population is predicted to increase by 15.8%. The numbers of 0-16 year olds is expected to grow by up to 2.4% but the working age population is expected to decline by 0.3%. A decreasing working age population can put a strain on the job market and talent pool in an area.

People in Poole have a better life expectancy than the national average and, when compared to a variety of health indicators, Poole tends to perform better than, or similar to, the national average (please see Local Authority Health Profiles for further info).

The 2017 resident’s satisfaction survey, Shaping Poole, found residents of Poole are generally satisfied with their lives and living in Poole. 82% of respondents were fairly or very satisfied with Poole as a place to live. 78% rated their life satisfaction as more than 7 out of 10.

Health services were identified as the most important feature in making somewhere a nice place to live.

The survey, which generated over 2,000 responses, found that one in five of respondents were in receipt of some form of support with their day to day lives, which was largely provided by family members (15%) and friends (5%). It also found that a quarter of respondents looked after or gave some form of support to another member of the community. 13% of respondents identified as having some, but not enough, social contact or as having little social contact and feeling socially isolated.
Ensuring all children and young people have the chance to achieve their full potential

We said ... we would work with our schools so that every child and young person attends a school which is Good or Outstanding and every child has the opportunity to achieve and succeed in life.

* In April 2016, 87.1% of primary pupils and 55.9% of secondary pupils attended a school that was judged by Ofsted as good or better. By the end of February 2019 this had risen to 94.9% and 82.1% respectively.

* Outcomes at foundation stage have increased year on year and have been consistently above the national average.

* Key Stage 2 attainment has continued to rise with 61% of Poole pupils achieving the expected standard in reading, writing and maths in the academic year 2017/18. The percentage of pupils who achieved a higher standard in reading, writing and maths was 13%, this was 3 points above the national average.

* Key Stage 4 results have consistently remained above the national average. 51.2% of Poole’s young people achieved a strong (9-5) pass in English and Maths in the 2017/18 academic year, compared with 43.3% nationally.

* Also at Key Stage 4 the average Attainment 8 score for Poole’s young people, in the 2017/18 academic year was 51.2. This is significantly higher than the national pupil average of 46.5. Attainment 8 is a student’s average achievement across 8 subjects, with extra weighting given to English and Maths.

We said ... we would work with schools, early years providers, colleges and other partners to ensure that children and young people who are disadvantaged and children and young people who are vulnerable achieve the same education standard as pupils achieve nationally.

* This has been a key improvement priority of our Supporting School Improvement Strategy for 2015-2018

* The difference in attainment between Poole’s disadvantaged pupils and non-disadvantaged pupils has reduced over the course of the corporate strategy but remains greater than the national average at Key Stage 2.

* However, at the end of reception year, the difference in attainment between disadvantaged and non-disadvantaged pupils has reduced and is smaller than the national gap, whilst achievement is above national levels.

* The attainment of children previously funded as 2 year olds has also increased. This is a vulnerable group of children whose attainment is closely monitored by schools as some of these make up a large part of the disadvantaged pupil cohort in schools.

We said ... we would work with all partners to deliver excellent safeguarding and early intervention to keep children safe and promote their welfare.

* The proportion of children subject to child repeat protection plans has reduced from 21.5% in 2014/15 to 15.9% in 2017/18, below the national average.

* The proportion of repeat referrals to Children Social Care rose in 2017/18 to 24.2% from 20.1% in 2014/15. However current levels are in line with comparative data for the South West.

* The stability of placements for children in care has remained constant over the past four years and in line with national benchmark data.
We said … we would work to ensure children in our care and care leavers have good quality care, wherever possible in a local family and have good health, education and skills outcomes.

* A third of children that left Council care in 2017/18 were adopted, up from 19% in 2014/15. Aspire Adoption Agency was launched in 2017. This is a Bournemouth Borough Council, Dorset County Council and Borough of Poole partnership which provides outstanding services for children and adults with links to adoption or special guardianship. All three Councils and Families for Children have worked together for years and their strength in partnership enhances the quality of the services offered as a Regional Adoption Agency.

* In September 2017 a planned Ofsted inspection of Children’s Social Care found some very positive services being delivered to vulnerable children and young people but also assessed some aspects, and therefore the overall service, as requiring improvement to be good. A plan of action was developed and improvements have been made in all areas.

* Nearly 73% of our care leavers aged 19, 20 and 21 went into education, employment and training in 2018 compared to 50% nationally. The experiences and progress of care leavers was rated as good by Ofsted in an inspection in 2017.

* Virtual School for children in care continues to work to ensure that all children and young people can fulfil their potential.

* The Bournemouth and Poole Local Safeguarding Children’s Board was inspected by Ofsted in 2017 and rated as good.

We said … we work with all partners, to ensure that early years services for families work in an integrated way and all children have positive outcomes and development in their first five years.

* Ofsted inspectors judge 100% of Poole’s early years childcare groups and childminders to be good or outstanding. Some 148 early years providers operating in Poole have undergone Ofsted inspections to evaluate their overall quality and standards. These impressive results reflect the continued hard work, dedication and commitment of the Early Years team, who have worked in close partnership with schools, pre-schools and childminders along with Poole Children’s Centres.
**Insight**  What do we know about our young people?

Currently 0-16 year olds make up 18.8% of the population in Poole. Over the ten years to 2027 the number of 0-16 year olds is set to increase by 2.4% while the proportion that this age group represents within the total population is set to fall by 0.2%. The rising number of 0-16 year olds will have implications for service planning in terms of providing adequate school places for children in Poole.

In 2017, 13.6% of children in Poole were estimated to be living in relative poverty, according to the charity, End Child Poverty, with numbers in the Alderney and Hamworthy West wards considerably higher. Relative poverty generally means that a person can’t afford an ordinary living pattern and that they are excluded from the activities and opportunities that the average person enjoys.

In Poole, 9 Lower Layer Super Output Areas (LSOAs) - small geographical areas with a population between 1,000 and 3,000 - fall into the worst 20% nationally for Income Deprivation Affecting Children Index (IDACI), an indicator developed in line with the Indices of Deprivation. Of these nine, two LSOAs fall into the worst 10% nationally and these are located in Hamworthy West and Alderney wards.

In Poole at the end of February 2019 90.2% of state funded schools were rated as good or outstanding by Ofsted, 5% higher than national and 5% higher than the same indicator for Poole at the end of December 2013.

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**Insight**  Poole’s inequalities

- **2017**
  - 56.8% pupils attending state-funded schools achieved at least 5 GCSEs A*-C

- Improving school standards
  - <10% of schools rated as less than good

- Closing the gap for disadvantaged children aged 0-15
  - 13.6% living in relative poverty (GB 16.2%)
4 Promoting Poole’s economic growth and regeneration by attracting investment in business, housing and jobs for all

**We said ... we would provide a planning framework to deliver sustainable growth for Poole’s future.**

- The Poole Town Centre Supplementary Planning Document was adopted by the Council in December 2015 and provides an updated framework to guide development, facilitate positive change and ensure that high quality place making is embedded into future development projects.

- The Local Plan reinforces the Council’s long held ambition for town centre regeneration. It sets out a strategy to create a new and more vibrant community that boosts shops and services, and provides new public quaysides along the harbour edge. The Local Plan also takes the first steps in establishing the Stour Valley Park, a new public open space that will extend from Wimborne to Christchurch, creating a valuable recreational resource and a connected off road walking and cycling route.

- The Local Plan was adopted by the Council in November 2018. It sets out the strategic planning framework to meet the needs of Poole and provides certainty about where developments will be. It will operate until 2033 and is subject to review every five years. The current iteration of the plan will stand until 2023. It is likely at the next review that Local Plans for Bournemouth, Christchurch and Poole will be integrated across the new authority.

- A neighbourhood plan has been developed for Broadstone and was overwhelmingly supported by residents. It was adopted by the Council at its meeting in June 2018. This means that all planning applications in Broadstone will be assessed against the plan in conjunction with the Local Plan and will provide an increase in the portion of Community Infrastructure Levy (CIL) funds retained for projects in Broadstone. This is the second neighbourhood plan to be adopted after the Poole Quays Forum Neighbourhood Plan was adopted in February 2017. It now forms part of the statutory development plan for Poole and must be taken into account as part of the decision making process when considering planning applications within the neighbourhood plan area.

**We said ... we would create a revitalised town centre and quay-side that delivers housing and wider economic benefits for residents now and in the future.**

- Poole is working with partners and commercial developers to transform the area north of the town centre around Kingland Road, the bus station and the Dolphin Leisure Centre.

- The Town Centre North Scheme, Heart of Poole, has been developed to deliver attractive public spaces, a new bus station, better connectivity to the railway station, pedestrian and cycling facilities, over 400 new homes, commercial office space, a hotel and a new leisure centre with swimming pool.

- The Borough and Legal & General, the owner of the Dolphin Shopping Centre, concluded an agreement to unlock £26m of investment in the centre including internal enhancements and upgrading Falkland Square and Kingland Crescent.

- The Borough has also invested £5m in Shoppers 1 and 2 car park and £2m enhancing the Dolphin Multi-Storey Car Park.

- Planning approval has been granted for a nine screen cinema at the former Argos site in Falkland Square, complete with four adjacent dining restaurants and one open-air screen. Construction is expected to commence later this year.

- This is all part of our ‘Poole Progress’ vision for a prosperous future, attracting more people into the conurbation to live, work and visit.

- Planning work has progressed well towards granting permission on other quayside regeneration sites, with development anticipated to deliver over 1,000 new homes, new offices and commercial uses, together with a new public quayside.

- The Council worked with town centre businesses to establish a Poole Business Improvement District in 2016. This has generated over £1.5m in direct investment over 5 years.
We said … we would raise the profile of Poole with investors, businesses and tourists, with European Maritime Day as a flagship event.

- European Maritime Day 2017 raised the profile of Poole with local and international senior stakeholders. Over 1,000 delegates attended the conference boosting the local economy. The European Commission undertook an evaluation of the event and provided the Council with feedback. The two key statistics were that over 98% agreed that EMD met their expectation and 96% were satisfied with the venue and logistics.

- The success of the Poole Maritime Festival in 2017 led to a subsequent event in 2018. The Business Programme continues to celebrate marine excellence. A four day programme of events was held which included two conferences and a Young Enterprise STEM challenge event.

- The festival combined a number of different events throughout June including Poole Harbour Boat Show, Harry Paye Day and Poole Town Rowing Regatta and water sports taster sessions.

- Upton Country Park is now a leading coastal visitor attraction with a range of events and activities throughout the year attracting nearly 685k visitors.

- Bournemouth and Poole have a strong tourism industry, attracting more than 10m visitors a year, spending £750m and supporting over 12,000 jobs. A joint Bournemouth and Poole Tourism Strategy was produced in 2017 which is driven forward by the new, combined, Tourism Management Board.

We said … we would maximise investment and the delivery of economic growth through joint work with local authorities across Dorset and with the Dorset LEP.

- Through the LEP Poole secured £23.3m of Government investment to be invested into four major transport schemes to improve access in and around the Port of Poole. The initiative boosts economic growth and is anticipated to bring in £500m of leveraged private investment.

- In March 2017 Poole, with Bournemouth, came out as top for high growth digital businesses in the UK Tech National 2017 Report which reports on the top 5 cities.

- Poole is recognised as one of the south’s best places in which to run a small business. The council was presented with an award for the Best All Round Small Business Friendly Awards in both 2017 and 2018. This is the fourth consecutive year we have won an award.

- The Council is leading in the development of a cluster of Dorset’s Engineering and Manufacturing businesses which employ over 17,000 people, over 2,000 apprentices and contributes £803m to the local economy. There are now over 400 members in the cluster which provides information on tenders and funding; a lead on partnerships and organises training to improve productivity.

- Poole was named as one of the country’s hotspots for high value manufacturing by Advanced Engineering 2018. High value manufacturing is defined as the application of leading-edge technical knowledge to create products which can bring sustainable growth.

- Poole’s economy is performing well with low levels of unemployment - 3.2% compared to 4.3% nationally and 4.1% in Bournemouth. The level at which Gross Value Added (GVA) or economic output is monitored has been updated. Poole’s GVA per head is £26,167 compared to Bournemouth’s £20,971 and £27,108 in England.
We said ... we would work with partners to develop the skills and opportunities for local people, especially young people, to meet the needs of current and future employers and support economic growth.

* The proportion of 16-18 years olds in education, employment or training in Poole exceeds national performance levels at 97.3%, increasing from 93.7% in March 2015.

* More of Poole’s working age population are in employment, 76.8% which compares well to 74.9% nationally.

* In 2017/18 720 qualification learning aims have been achieved by 476 learners enrolled with Skills and Learning in Poole. An Ofsted inspection of the service in April 2017 awarded a Good rating to the service. This builds on the good rating received at the previous inspection in June 2015.

* Since 2015 we have held 10 jobs clubs in Poole which were attended by 248 learners. 281 Poole residents have attended jobs clubs across Dorset since April 2015.

* Working with Dorset LEP, the Bournemouth and Poole 14-19 yrs team are facilitating an Enterprise co-ordinator who will lead the development of an Enterprise Advisor Network. In Bournemouth and Poole 22 schools have signed up to the network.

* In September 2018 the 14-19 yrs team held ‘The Careers and Apprenticeship Show’, a free all day event for anyone seeking careers, apprenticeships and jobs. Young people attending had the chance to meet potential employers, understand apprenticeships, discover training and career options, access career guidance and attend interactive sessions and careers masterclasses.

* During Autumn 2018, the Poole Youth Conversation brought together young people and adults from the public, private, voluntary and faith backgrounds to discuss the question: Do young people have a lack of aspiration? These events sought to work towards solutions for the Poole area. A steering group of young people are working to look at taking forward manageable projects for young people across Poole.

We said ... we would manage traffic congestion, improve air quality and access routes within Poole and across Dorset to provide a more efficient transport system.

* New improvements to the Townside area infrastructure by reconfiguration of the Hunger Hill roundabout have commenced. The scheme is one of four schemes funded through the Dorset Growth Deal and forms part of £23.3m Local Growth Fund programme to improve access into and around the Port of Poole.

* Proposals for introducing 20mph zones in a further 6 residential areas are being progressed. This is in addition to seven 20mph zones installed since 2014 and will make the streets safer, quieter, less polluted and more pedestrian and cycle friendly.

* £2.9m of Challenge Fund investment was secured from Department for Transport for highway structural maintenance improvements. The highways in the programme were chosen because they were in need of renewal and connect residential areas, commercial centres and regeneration sites to one another and to the Strategic Road Network. This investment remediated 12km of highway, created 12km of cycleway, drainage upgrades and new pedestrian crossing facilities. This will be completed by March 2019.

* The Road Safety and Active Travel teams continue to work with Environmental Services and schools to address localised air pollution from idling engines by creating clean air zones, promoting walking buses, pedestrian and cycle training and audits of the safer routes to school. This is co-ordinated through school-based active travel reviews.
We said … we would promote safe and sustainable travel options which better support healthy living.

- Poole bus station provides 900 bus departures a day with over 3m users each year. Bus patronage increased by 3.9% in Poole between 2014/15 and 2017/18 compared with an overall reduction in England of 5.9%.

- The numbers of single occupancy car journeys into the town centre have reduced and the number of people cycling in has increased.

- Poole has a growing network of over 117km of cycle routes and about half of these are either leisure routes, in green areas or separate from traffic.

- There has been a reduction in the number of serious casualties recorded on Poole roads since last year and work continues with the Dorset Road Safe Partnership to improve road safety in the town.

- The Road Safety team are developing deeper relationships with partners such as Public Health Dorset, Active Dorset, and the Council’s Planning and Engineering managers to facilitate and promote healthy outcomes for local people from walking and cycling.

We said … we would encourage and enable the development of new market and affordable housing development that meets local needs.

- The supply of affordable housing is a key factor in supporting the local economy. Poole faces significant challenges around affordability.

- The Local Plan sets out the Council’s strategy for the delivery of 14,200 new homes, jobs and infrastructure in Poole to 2033. The Plan also facilitates the delivery of more affordable housing for local people.

- The trend in new housing completions is upward, approaching the annual target of 500 a year. The number of dwellings under construction has increased year on year and there are more than 1,900 dwellings with planning permission that are yet to be commenced.

- The Borough has developed a strategic relationship with Homes England focused on the former power station site and other town centres sites.

- The Council secured £5m of Growth Deal Funding. This has supported enabling works to unlock housing sites and employment land around Holes Bay. The works include flood mitigation, new quaysides, public access and public realm. This will unlock 15.98 hectares of land to develop 1,350 new homes.

- £3.5m has been secured to support work to bring forwards up to 400 new homes in Turlin Moor.

- Since 2015 we have delivered 132 affordable homes. A further 123 units are currently under construction and are due to complete during 2019/20. We are also at planning stages for a further 148 units that all have council approval for delivery.
Insight  What do we know about our local economy?

In Poole the total working age population is 90,608, which represents 59.9% of the total population. The percentage of this population who are economically active is 78.8%, 0.2% higher than the national figure. Poole’s unemployment rate is 3.2% compared to a national figure of 4.3%.

According to the Business Register & Employment Survey the three sectors that employ the most people in Poole are Health 18.75%, Manufacturing 12.5% and Retail 10%.

With Brexit negotiations ongoing, it is difficult to accurately predict the impact this will have on employment/ the economy in the Borough. What we do know is that, nationally, EU nationals are employed in areas that play a key part in Poole’s local economy and as such the area could be susceptible to change following Brexit. Services such as Health Services and Adult Social Care services are particularly susceptible to change given the large number of EU nationals that work in these sectors.

Housing is relatively expensive for Poole residents. The median private sector rent is consistently higher than the national average for one, two and three bedroom properties. The resident based affordability ratio (a ratio that accounts for the median earnings and median house prices in an area) is higher in Poole than the national figure (shown in diagram below).

The recent resident’s satisfaction survey found that traffic congestion, road and pavement repairs and affordable decent housing are the things resident say they feel are most in need of improvement in this area. The survey found that 57% of respondents were satisfied with local transport information, and 66% of respondents were satisfied with local bus services.
5 Protecting and enhancing Poole’s beautiful environment in a sustainable way so that it is a great place to live, work and play

We said … we would ensure that Poole’s public spaces are safe, clean, protected, attractive and easy to use.

- Poole’s integrated Street Scene Services continues to build on its customer focused approach to the delivery of services. The multi-functional team ‘see it/hear it/do it’ approach ensures public spaces are safe, clean, protected, attractive and easy to use, by building flexibility, resilience and growing wider skills across the team.

- Street Scene Services have achieved savings and efficiencies in excess of £2m. Investment in extra staff and equipment has increased the benefits to Poole’s environment but it has not increased the base budgets or reduced the standard of service.

- Poole has launched its “Leave only Footprints” message encouraging people to care for the beaches and open spaces by picking up litter and disposing of their waste responsibly.

- Poole’s nature reserves have been protected and improved through the successful implementation of the Higher Level Stewardship scheme.

- We introduced a Public Space Protection Order in April 2018 as part of our aim to make the town centre a ‘safe and welcoming’ place. Residents and businesses have told us the town centre feels safer and is more pleasant since the order was introduced. This is largely down to our proactive engagement with people. Enforcement is only used where support and advice is ignored.

We said … we would improve the quality and sustainability of parks, beach and open spaces and their facilities for people and wildlife.

- Upton Country Park, Poole Park and Hamworthy Park have all retained their Green Flag status.

- Upton Country Park achieved Green Heritage Site Accreditation and Country Park status. It has been awarded a TripAdvisor Certificate of Excellence for consecutive years and is a finalist for the Poole and Bournemouth Tourism and Dorset Chamber of Commerce business and environment awards.

- Poole beaches retained four Blue Flag Awards with Sandbanks receiving its 31st consecutive award.

- A £7.3m seafront investment programme is underway in Poole which includes £1.2m investment from the Dorset Coastal Connections, Coastal Communities Fund to renovate the public spaces at four sites along the seafront, including Shore Road, Flaghead Chine, Branksome Chine and Canford Cliffs

* In March 2016 the Borough of Poole Beaches Team was awarded £10k from the Tesco ‘Bags of Help’ initiative to improve accessibility to the beaches. This enabled the purchase of Mobi Mats, highly durable walkways which can be divided and moved to facilitate access to all beaches across Poole, and three floating beach wheelchairs. Poole was the first area in the UK to introduce these life-changing facilities.

* Projects using developer contributions and working with local community groups on CIL neighbourhood portion funded projects have seen improvements take place. In Hamworthy Park new signage, planting and fitness equipment have been installed. Oakdale’s open spaces were made more accessible with new surfaced paths and 35 semi-mature trees were planted at St George’s park.
• 23Ha of farmland at Upton Country Park have been converted into Suitable Alternative Natural Greenspace (SANG) allowing access to new green space and reducing the pressure on Poole’s heathlands.

• The historic miniature railway service in Poole Park will be managed by the Council and £350k will be invested to secure its safe and sustainable future.

We said … we would engage with individuals, local communities and partners to develop sustainable approaches to maintaining good quality accessible open spaces, culture and leisure opportunities across the town.

• Improvements have been made to Poole Park thanks to a £2.7m Heritage Lottery Grant awarded in June 2017 and funding from the War Memorials Trust.

• Shared services with Bournemouth Borough Council have been created to deliver both Seafront & Tourism Services and Library Services, enabling greater efficiencies and savings.

• Poole Museum secured Arts Council funding to support regional working and Heritage Lottery support for Sir Anthony Caro’s Sea Music Sculpture on Poole Quay.

• Poole Museum was successful in bringing touring exhibitions to the museum, including the ‘Lines of Thought: Drawing from Michelangelo to now’ exhibition. This was the first ever touring exhibition curated by the British Museum and Poole Museum. The exhibition ran from 3 September 2016 until 6 November 2016 and attracted 52,000 visitors. The exhibition was so popular it ranked number one in Visit England’s rankings of the best free attractions in Dorset.

• Poole’s beaches have hosted a range of world class sports including the UK Beach Polo Championships, Sandbanks Beach Volleyball Festival, Ultimate Frisbee and UK Beach Handball Championships. In 2019 Branksome Chine Surf Life Saving Club will play host to the Surf Life Saving GB national championship.

• Poole has two permanent Beach Soccer pitches, situated on the sand between Canford Cliffs and Branksome Chine which are free for anyone to use.

• The Council worked in partnership with the Friends of Hamworthy Park to secure funding for the planned redevelopment of Hamworthy Park’s popular paddling pool and the planned installation of a play attraction in 2019.

• Since April 2018 we have secured nearly 20,000 hours of volunteering:
  - over 8,000 hours for gardening, landscaping improvements, beach cleaning weekends and litter picking across our open spaces
  - over 3,000 hours supporting work to protect Poole’s heathland
  - nearly 5,000 hours at Upton County Park
  - nearly 3,000 hours at the Council’s ‘New to You’ shop

We said … we would provide a sustainable efficient and effective waste service that enables Poole residents and businesses to reduce their waste.

• We empty 3.2m bins (black, blue and green) per year, with only 0.008% reported as missed and annually we respond to over 10,000 service requests.

• We are seeing the benefits of behaviour change through Alternative Weekly Collections with a 15% reduction in household black bin waste. This has contributed towards an overall 4% reduction in the levels of household waste (including household waste tipped at Nuffield) since 2014/15 and bucks the national trend where the majority of councils have seen household waste increase.

• Over the course of the corporate strategy the volume of waste diverted from landfill has increased from 79% to 83%.

• Poole achieved its highest annual recycling rate ever of 51.1% in 2017/18, exceeding the 2020 target set by EU and UK governments.
• 32.4% of Poole’s waste is dry recycling which is the 10th highest dry recycling rate in the country, out of 345 councils and is the highest in the area.

• During 2017/18 we worked with households through the ‘Waste less Save more’ initiative, in partnership with Sainsburys. Families reduced their food waste by 50% and their total food spend was also reduced by 17%. We learnt that if we all reduced our waste by this much then it would be a total reduction of over 5,000 tonnes per year in Poole saving of £0.5m in disposal costs.

• The ‘New to You’ shop that sells items reclaimed from the Nuffield and Millhams sites has increased its income and now regularly achieves over £1,500 from sales per week. In 2017/18 the scheme diverted over 120 tonnes of items from landfill representing a saving of circa £13,000 in landfill costs.

• Poole continues to operate the Nuffield HWRC and Millhams HWRC on behalf of Bournemouth Council with over 250,000 cars visiting each site per annum. Both sites continue to offer an expanding commercial waste disposal facility for local businesses.
Insight  What do we know about our local economy?

In the 2017 residents survey, parks and open spaces were amongst the top three priorities identified by residents as making somewhere a good place to live.

86% of survey respondents described themselves as satisfied with seafront/beaches in Poole.

Poole maintains and cleanses 326 miles of adopted highway.

Poole maintains 1,067 hectares of open space and heathland, provides and maintains 601 play and exercise facilities and manages circa 1 million public tree stock.

Poole has around 3 miles of sandy beaches, 4 of which have achieved blue flag status and 3 green flag parks and gardens.

Poole is a popular holiday destination on the South Coast. According to Visit Britain, an average of 171,000 holiday trips were made to Poole, per year, between 2014/2016. The same group estimate the annual value of these holiday trips to be £36m (please see the Visit Britain website for further information).

Insight  Maintaining satisfaction with local services

Residents say
Top factors for a good place to live
★ parks & open spaces  ★ clean streets
Changing the way we work

We said ... we would become more entrepreneurial using best business practices.

• The legislation enabling Local Government Reorganisation in Dorset has been approved by Parliament and the shadow authority created. In February 2018 the Secretary of State for Communities and Local Government approved our proposal – Future Dorset – to replace all nine councils in Dorset with two new unitary authorities. The new council will be in place by 1 April 2019. The Shadow Authority, Bournemouth, Christchurch and Poole (BCP) Council is established as well as a Shadow Executive Committee. The first meeting took place in June 2018 and at the meeting on 21 February the first BCP Budget was approved. Graham Farrant has been appointed as the new Chief Executive of BCP, the Tier 2 Executive Director posts have been filled and the Tier 3 recruitment process initiated. A BCP Programme Team is in place and a BCP shadow authority website and staff intranet have been launched.

• By 2017/18 we established shared corporate services between Poole & Bournemouth, achieving savings of £4m across both Councils. There have also been joint working initiatives in Libraries, Tourism, Adult Social Care and Adult Learning.

• The Local Government Association (LGA) undertook a Corporate Peer Review in April 2017. The report praised, amongst other things, the political and managerial leadership of the council and the flexibility, loyalty and dedication of staff.

• We successfully launched the Poole Business Services brand which has a turnover of approximately £4m and contributes about £400,000 per annum.

• The Highways and Winter Service Teams were 2018 finalists at the APSE Best Service Team national awards.

We said ... we could become more efficient in the way decisions are made and services delivered.

• The Council continued to work within budget over the course of the financial strategy, Poole2020. We have consistently had an unqualified opinion from external auditors and last year delivered 95% of our capital projects on time and in budget. The Council budget is balanced for 2018/19. The Poole2020 financial strategy (acting responsibly, preparing for the future) was to deliver sustainable budgets that rely less on the use of reserves and the Council was committed to ensuring this happened.

• We have brought in more than £17.4m of external funding over the past 4 years for a wide range of projects which include:

  - £2.7m from HLF Parks for People Fund for improvements to Poole Park across 5 themes: Traffic, Heritage and Landscape, Lakes and Drainage and Geese and Wildlife.

  - £1.2m from Coastal Communities Fund for a portfolio of 18 projects across Dorset. The projects have a common theme: connecting people to the coast and communities together. The objective is to improve areas of public realm using arts and technology. There will be new beach huts at Canford Cliffs. It will provide new catering facilities and public toilets.

  - £6m allocated provisionally from the government’s Housing Infrastructure Fund to support the infrastructure costs that support the delivery of the Poole Town Centre North masterplan.

  - £1.2m from Challenge Fund Tranche 2A for structural maintenance of specific highways plus the inclusion of enhancement of shared cycleway/footway.
- £100k from Flood Defence Grant in Aid for installing tideflaps and creating flood banks at the end of Creekmoor Channel, re-routing the cycle path over the structure and provide environmental mitigation measures in the location.
- £185k from Heritage Lottery Fund Parks for People Fund to help develop a £1.9m Stage 2 bid in conjunction with the Friends of Upton Country Park, to make improvements at the site across 3 themes: People, Heritage and Landscape, including the development of a new visitor centre.

We said ... we would improve public engagement, transparency and communication.

- We have promoted public awareness of the Council’s social media accounts and “email me”, the Council’s e newsletter service.
- The council’s enewsletter service is achieving an 80% engagement rate across 31,900 unique subscribers.
- We have over 16,000 Twitter followers with an average reach of 64,500 a day.
- Facebook followers are up to over 10,200 with an average reach of 7,300 a day.
- We have engaged with residents through 56 research/consultation exercises since 2015 and used this to inform key council decisions and shape service delivery.

We also said .... We were committed to meeting our public sector equality duties to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who shared a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The Council’s equality commitments have been expressed within the Corporate Strategy, under each of the priorities and progress has been reported through the half yearly performance reports to the Council’s Management Team and Members.

This same approach has been reflected throughout this report, with all key achievements marked with a blue ★. 