



# SOSC Performance Indicators

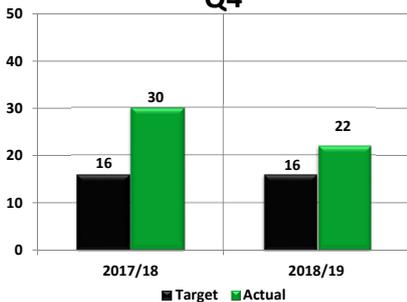
## Quarter 4 and Annual 2018-19

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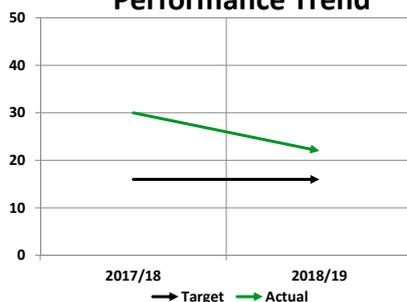
**Performance Indicator – 11**  
Visits to and use of local museums and galleries, in person  
(per 1,000 population)

**Q4**



Year	Target	Actual
2017/18	16	30
2018/19	16	22

**Performance Trend**



Year	Target	Actual
2017/18	16	30
2018/19	16	22

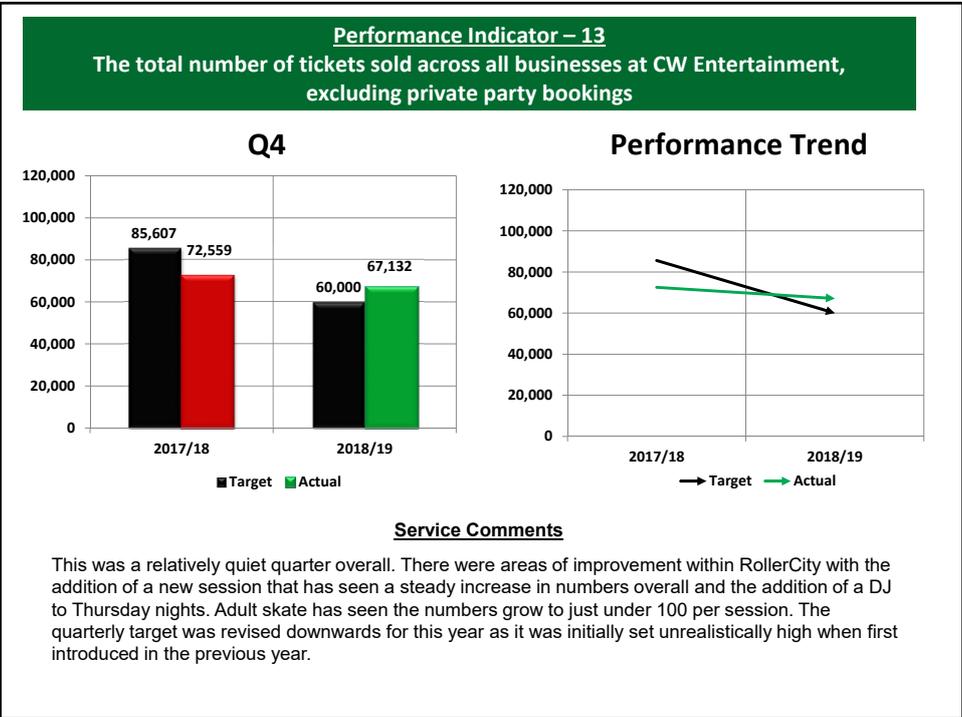
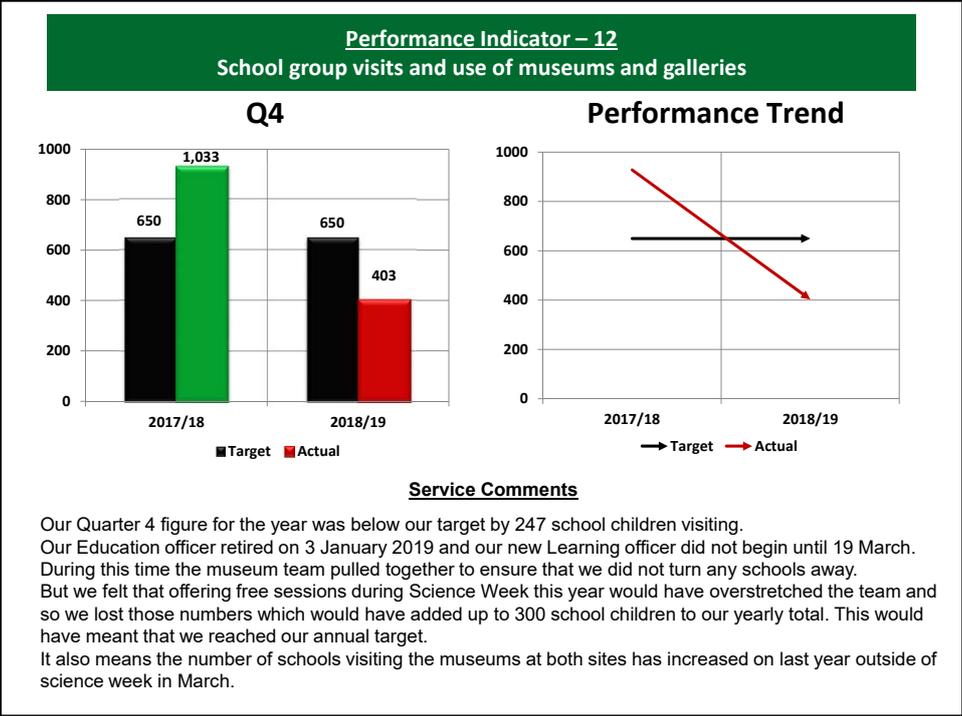
**Service Comments**

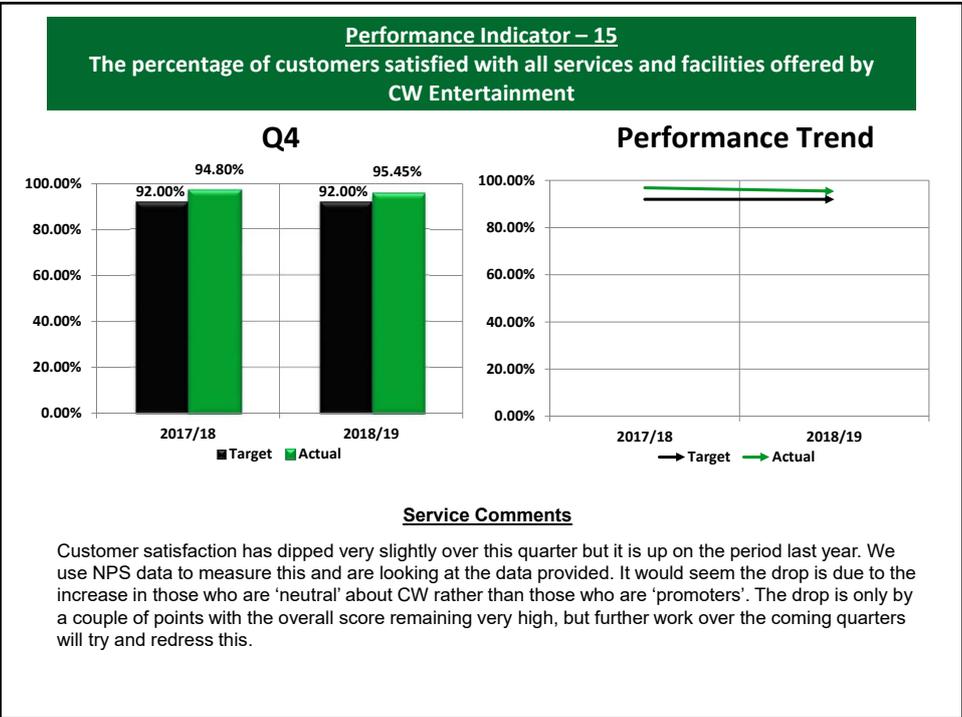
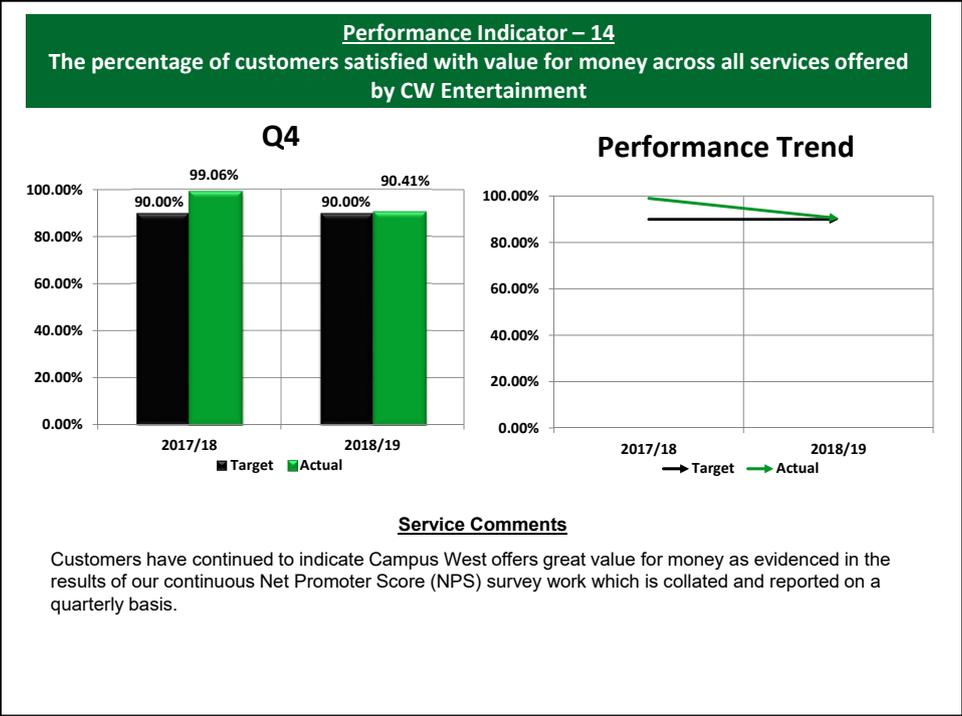
Easter has fallen into 2019/20 this year so the increase in visitors through the Easter holiday activities has not been reflected in 2018/19 figures as they have in past years.

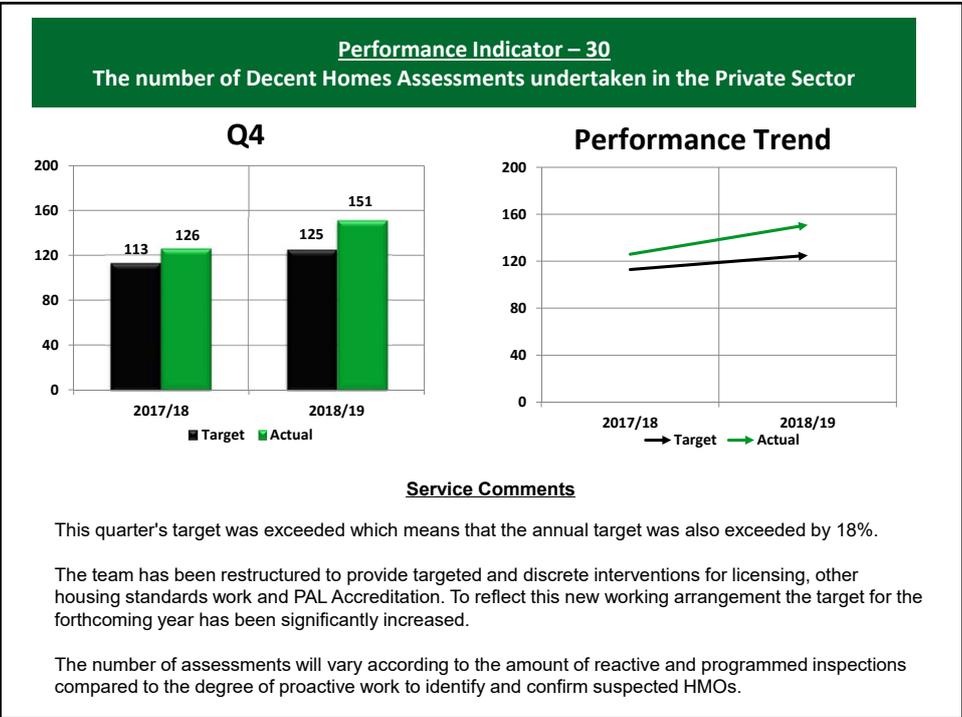
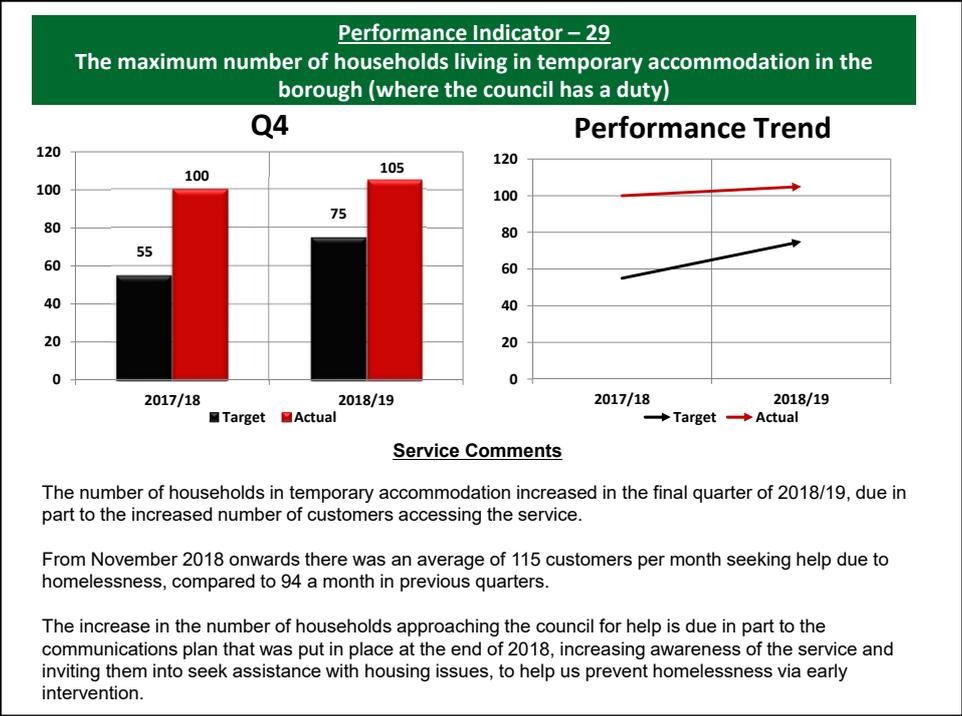
Our new branding is being rolled out and we are working on a marketing strategy to engage more widely with local accommodation sites, which includes signing up to tourism initiatives like The Explorers Road to boost visitors to our destination sites.

We are having conversations with the Hatfield House team and other local partners to work more closely to attract new visitors.

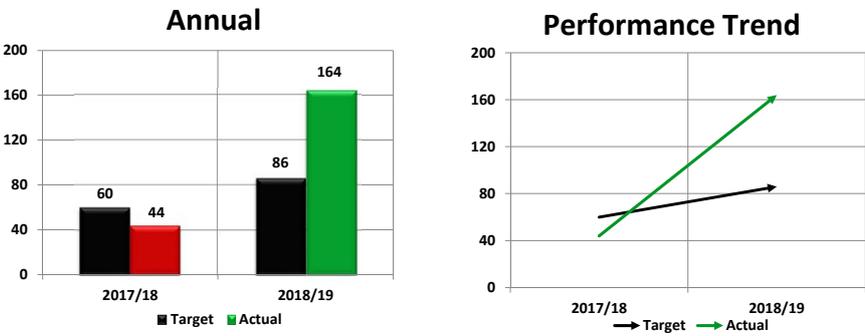
We are a seasonal site and as visitors tell us there is growing visitor expectation for refreshments to be available throughout the year, and we are actively seeking to expand our café operation.







**Performance Indicator – 48**  
**The total number of new affordable homes delivered by the council under the Affordable Housing Programme**

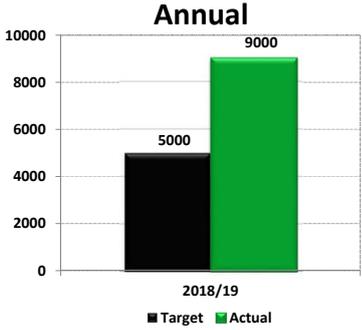


**Service Comments**

Through the councils Affordable Housing Programme 123 homes were delivered on a range of sites and through different initiatives. Through negotiation and delivery on S106 sites (those delivered in accordance with Planning Policy and viability), a further 41 homes were secured, all on the former QE11 site.

A total of 164 affordable homes were provided, a mix of unit types and at social and affordable rent.

**Performance Indicator – 54**  
**The number of people who engaged with the council’s Big Summer Campaign**



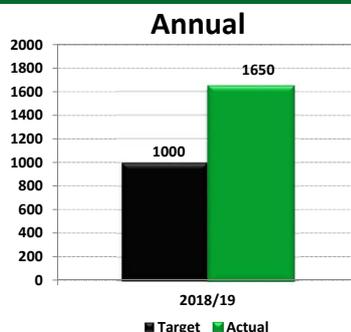
**Service Comments**

The 2018 BIG Summer was a huge success with more families and young people participating than ever before. There were over 30 partners from across the borough involved in the campaign which was run throughout the first two weeks of August. The campaign used the council's social media accounts as well as a dedicated events webpage which was directly linked to the council's website. The campaign directly increased the users/followers of WHBC social media accounts which was a target of the campaign.

The campaign included events run across both town centres and open spaces around the borough organised and managed by WHBC officers including skateboard/scooter sessions, crazy golf, animal themed activities, Xplora and give-it-a-go sessions. Other sessions were funded by WHBC but not managed or coordinated by us which included activities such as Wellies in the Woods, nature walks, play rangers and activities in the local libraries.

**Performance Indicator – 55**

The number of young people in Years six and nine who are engaged in Community Safety initiatives

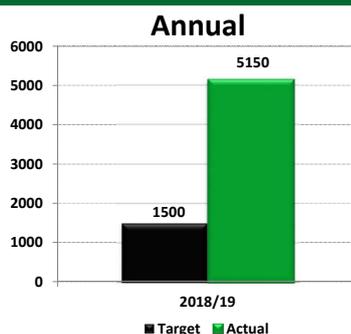
**Service Comments**

The council ran two separate Crucial Crew events throughout 2018/19. The first session ran for two weeks and was aimed at every Year Six school pupil across the borough. The sessions were held at the University of Hertfordshire - without their support the event would not have been possible. The event gave every year six pupil the chance to go through eight 12 minute workshops on a range of topics, which included online safety, ASB, fire safety and stranger danger. Over 1,300 young people took part in the workshops.

The second event, which was in 2019, was re-branded Facts and Futures Fair. The event provided around 60 Year Nine pupils, from all six secondary schools the chance to listen and ask questions to partners on a range of topics including the fire service, mental health services, local colleges, library service, sexual health and exercise. The event was extremely well received by all the pupils that took part.

**Performance Indicator – 56**

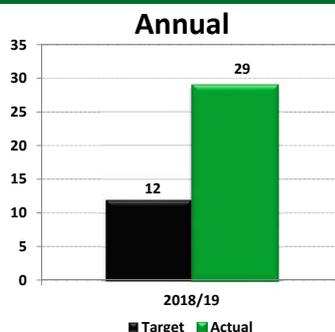
The number of young people who engage in campaigns to raise awareness of mental health

**Service Comments**

The 2018/19 campaign was actually made up of a few small campaigns and one major campaign around #JustTalk. The borough's Youth Council were the main contributor and driver around the campaign this year and put together a comprehensive social media campaign, as well as delivering talks in school assemblies. In addition to this, the team organised speakers on a range of different topics to be delivered across the secondary schools throughout #JustTalk week in February 2019. The talks included boys mental health, self-harm, mindfulness and 1:1 support. The council also worked closely with the commissioned mental health support group Kooth who also provided additional resources across the schools during that week. In addition to this #JustTalk journals were placed in every Year Six and Year Nine goodie bags during the two crucial crew events.

**Performance Indicator – 57**

The number of events, initiatives and campaigns delivered within each town centre, both solely and with partners

**Service Comments**

2018/19 saw the biggest delivery of events and campaigns across both town centres. Welwyn Garden City events were split three ways. Firstly events that were funded, managed and run solely by the council which included things like BIG Summer Present, Play Rangers and Healthfest, events that were jointly funded and run by the council and WGC BID team, including World Food Festival and the Christmas Lights. Finally events run solely by WGC BID, such as Garden City Cinema and Mid-Week Munch.

Hatfield hosted a full array of events and campaigns across the year; highlights included the Animal Crackers event and the addition of mobile crazy golf and skatefest during the summer holidays. Halloweenfest and Christmas events again were great successes for the town, especially the Love Hatfield @ Christmas as it was in a new location due to the planned White Lion Square works.

**Key Performance Indicators for 2019-20**

No	Description	Target	Reporting
11	Visits in person to, and use of, local museums and galleries (per 1,000 population)	Q1 - 42 Q2 - 62 Q3 - 34 Q4 - 16	Quarter
12	School group visits to, and use of, museums and galleries	Q1 - 600 Q2 - 400 Q3 - 850 Q4 - 650	Quarter
14	The percentage of customer satisfaction with value for money across all services offered by CW Entertainment	90.00%	Quarter
15	The percentage of customers satisfied with all services and facilities offered by CW Entertainment	92.00%	Quarter
29	The maximum number of households living in temporary accommodation in the borough (where the council has a duty)	75	Quarter
30	The number of Decent Homes assessments undertaken in properties in the Private Sector	200	Quarter

No	Description	Target	Reporting
8	The percentage of residents who feel safe in their neighbourhoods during daylight	95.00%	Annual
9	The percentage of residents who feel safe in their neighbourhoods after dark	65.00%	Annual
48	The total number of properties in the Delivery Pipeline (the affordable Housing Delivery Strategy)	500	Annual
54	The number of people who engage with the council's Big Summer Campaign	10,000	Annual
55	The number of young people who are engage in 'Crucial Crew' (Community Safety initiative for Year 6 students)	1,200	Annual
69	The number of young people who are engage in 'Facts and Futures' (Community Safety initiative for Year 9 students)	250	Annual
56	The number of young people who engage in campaigns to support the LGBTQ community	1,500	Annual