

Contextual Measures Report – CIPFA comparison	
Executive Summary	<p>The Overview and Scrutiny Committee previously requested a report to show trend analysis and benchmarking information for the contextual measures listed in the Corporate Plan 2019 to 2023. Following this quarterly review of the contextual measures compared with similar Local Authorities (CIPFA), the Committee may decide to make recommendations to Cabinet for further investigation, monitoring and/or possible intervention for improvement in specific areas.</p> <p>For this quarter, of the 15 measures, 1 scored red in the CIPFA quartile RAG analysis, 4 scored amber, 3 scored light green and 2 scored green. 3 measures have no benchmarking data available, 1 measure contains two large reports and 1 measure has since become void. The measure that scored red was Contextual Measure 12: Index of Multiple Deprivation – overall score (overall index score per year).</p>
Options considered	<ol style="list-style-type: none"> 1. No action 2. Make recommendations to Cabinet
Consultation(s)	Consultation is not necessary as the “Contextual Measures Report – CIPFA comparison” has been produced solely for the Overview and Scrutiny Committee to review.
Recommendations	<ol style="list-style-type: none"> 1. Receive and note the contextual measure data for NNDC compared to the CIPFA benchmarking group. 2. Decide whether to take no action or make recommendations to Cabinet for further investigation, monitoring and/or possible intervention for improvement in specific areas.
Reasons for recommendations	Using the contextual measure information, which covers a wide range of social-economic indicators, will allow a broad assessment of the health and climate of North Norfolk. Monitoring the trends over time and in comparison to North Norfolk’s CIPFA Nearest Neighbours will provide a detailed insight of each measure and will be a useful facilitator for any resulting recommended actions that may be required.
Background papers	All background papers used are published on NNDC’s intranet. The majority of the information is also available on LG Inform’s online data portal.

Wards affected	All wards are affected as the data is for the North Norfolk district.
Cabinet member(s)	Cllr. Tim Adams
Contact Officer	Lucy Wilshaw, Corporate Data Analyst. Tel: 01263 516 379. Email: performance@north-norfolk.gov.uk

Links to key documents:

Corporate Plan:	All the contextual measures in the “Contextual Measures Report – CIPFA comparison” were selected during the conception of the Corporate Plan 2019 to 2023. The Overview and Scrutiny Committee requested an additional report to facilitate a more detailed evaluation of these measures, as they are not included in the Quarterly Performance Report of the Corporate Plan.
Medium Term Financial Strategy (MTFS)	The Report is not specifically linked to MTFS however early identification and intervention of any concerning areas will save time and money in the long run, and improved the quality of life for North Norfolk’s residents.
Council Policies & Strategies	The Report is linked to the Performance Management Framework.

Corporate Governance:	
Is this a key decision	No
Has the public interest test been applied	The “Contextual Measures Report – CIPFA comparison” has been produced solely for the Overview and Scrutiny Committee to review.
Details of any previous decision(s) on this matter	15/03/2023 - Overview and Scrutiny Committee meeting: <ul style="list-style-type: none"> • Quarterly review of the Report • CIPFA comparison area only • Hyperlinks only to the data reports to save paper. Not to be attached as an appendix and therefore printed as part of the agenda.

1. Purpose of the report

To provide the Overview and Scrutiny Committee with a detailed data analysis of the contextual measures in the Corporate Plan 2019 to 2023, for regular review.

Reviewing contextual measure data in this way will enable a proactive insight in to the health and climate of North Norfolk. Early identification and intervention of any concerning areas will save time and money in the long run, and improved the quality of life for North Norfolk’s residents.

2. Introduction & Background

- 2.1 On the 7th November 2022 the Overview and Scrutiny Committee recommend to Cabinet that in relation to the Performance Management Framework, consideration was given to the inclusion of the contextual measure information listed in the Corporate Plan 2019 to 2023. This would be subject to further discussions with Cllr. Tim Adams, Cllr. Victoria Holliday and relevant officers.
- 2.2 On the 16th November 2022 a meeting was held with Cllr. Tim Adams, Cllr. Victoria Holliday, the Democratic Services Officer, the Policy and Performance Management Officer and the Corporate Data Analyst. It was agreed that the Corporate Data Analyst would produce a separate report for all the contextual measures in the Corporate Plan 2019 to 2023, to facilitate a more detailed evaluation of these measures. A review of this report would be undertaken regularly by the Overview and Scrutiny Committee.
- 2.3 On the 15th March 2023 the Overview and Scrutiny Committee reviewed the first report, they agreed:
 - 2.3.1 To review the Report quarterly at the Committee meetings.
 - 2.3.2 The Report was to be presented for the CIPFA comparison area only.
 - 2.3.3 Hyperlinks to the data report were to be provided and not attached as an appendix, to save paper when printing the agenda.

3. Proposals and Options

There are two tables below to support the Overview and Scrutiny Committee with the contextual measures quarterly review. The full data report can be found on NNDC's intranet on the Corporate Delivery Unit's Intelligence Centre page, in the section titled "Contextual measure report": <https://nnorfolkdc.sharepoint.com/sites/CorporateDeliveryUnit/SitePages/Intelligence-Centre.aspx> The report is best viewed online as the online version contains interactive functions and is self updating so will always show the latest data.

3.1 Brief summary of latest contextual measure data:

Measure	Data released for next period since last report	Figure for North Norfolk	Direction of change from previous period	Quartile compared to CIPFA nearest neighbours	Current period of dataset
Contextual 1: Median housing affordability ratio - residence based (ratio of house prices divided by gross annual earnings, per year)	Yes	10.43	↓	3	2022
Contextual 2: New homes built of all tenures (number of homes built per year)	No	516	↑	Benchmarking data is not currently available	2021/22
Contextual 3: New business 3-year survival rate (percentage of businesses surviving three years out of business starts for the startup year, per year)	No	63.5%	↓	3	2018
Contextual 4: Employment rate (percentage of residents in employment out of the population aged 16-64, previous 12 months per quarter)	Yes	80.6%	↑	1	2022 Q4
Contextual 5: Proportion of residents aged 16+ claiming unemployment related benefits (percentage of unemployed people out of the population aged 16-64, per month)	Yes	2.7%	↔	3	April 2023

Measure	Data released for next period since last report	Figure for North Norfolk	Direction of change from previous period	Quartile compared to CIPFA nearest neighbours	Current period of dataset
Contextual 6: Number of visitors to North Norfolk (number of visitors per year)	No	6,082,100	↑	Benchmarking data is not currently available	2021
Contextual 7: Value of visitors in North Norfolk (GBP per year)	No	£365,221,323	↑	Benchmarking data is not currently available	2021
Contextual 8: Levels of customer satisfaction – data not available	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
Contextual 9: Total CO2 emissions per capita (tonnes per person)	No	5.2	↓	3	2020
Contextual 10: Health profile of North Norfolk – multiple datasets, see reports	<i>Some datasets</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
Contextual 11: Percentage of physically active adults, aged 19+ (percentage of active adults out of the total population, per year)	No	74.1%	↑	1	2021/21
Contextual 12: Index of Multiple Deprivation – overall score (overall index score per year)	No	21.058	↓	4	2019
Contextual 13: Rate of crimes and ASB incidents per 1,000 residents (number of crimes per 1,000 residents, per month)	Yes	4.6	↑	2	March 2023

Measure	Data released for next period since last report	Figure for North Norfolk	Direction of change from previous period	Quartile compared to CIPFA nearest neighbours	Current period of dataset
Contextual 14: Female life expectancy at birth (average number of years, 3 year average)	No	84.8 yrs	↓	2	2018-2020
Contextual 15: Male life expectancy at birth (average number of years, 3 year average)	No	80.6 yrs	↓	2	2018-2020

Grey highlight = New data has not been released since the previous review.

Directional arrows (change in data compared to previous period): Green = trend improving; Red = trend worsening; Black = no change in trend.

Quartiles: The 1st quartile (top quartile) contains the best 25% of values in any given scenario and the 4th quartile (lowest quartile) contains the worst 25% in any given scenario.

3.2 CIPFA quartile RAG analysis of the latest contextual measure data including data notes:

Measure	Notes about data
Red	
<p>Contextual 12: Index of Multiple Deprivation – overall score (overall index score per year)</p>	<p>Remained in the lowest quartile but the score has improved since the previous period. There is limited time series data available due to the infrequency of this index model however the figure was better in 2010 with 19.28. The North Norfolk data is quite far above the CIPFA mean for this period and the previous period. North Norfolk scores low for the Barriers to Housing and Services domain, particularly the sub-domain Geographical Barriers, and the Living Environment domain, particularly the sub-domain Indoors. Housing affordability; fuel poverty; and being a rural community at a greater distance from services are likely to contribute strongly to these low scores.</p> <p>The Index of Multiple Deprivation is a complex data model, unfortunately the overall score measure is not the best indicator to analyse, as this looks at larger areas. The Index works better when looking at the data for smaller areas, Lower Super Output Areas (LSOAs). 4.7% of North Norfolk’s population were in the most deprived LSOAs, compared to Liverpool’s 62.1% (the highest in England), Allerdale’s 19.9% (the highest in our CIPFA group) and Devon’s 0.8% (the lowest in our CIPFA group). North Norfolk position is in the 2nd quartile for this dataset for both CIPFA and England comparisons.</p> <p>The ONS are currently undertaking an improvement programme on many of their regular major research studies such as the Census, they cannot confirmed any dates for future releases of the Index of Multiple Deprivation, it therefore may be that this Index will be reviewed also.</p>
Amber	

Measure	Notes about data
Contextual 1: Median housing affordability ratio - residence based (ratio of house prices divided by gross annual earnings, per year)	Remained in the 3rd quartile but the median housing affordability has improved since the previous period. House prices have increased but wages of residents have also increased, resulting in an improved figure. The last two periods have been the highest ratios since the dataset began in 2002. Above the CIPFA mean for this period and previous periods.
Contextual 3: New business 3-year survival rate	Remained in the 3 rd quartile but the percentage of businesses surviving 3 years has decreased since the previous period. Some fluctuations in proportions over recent periods. On the CIPFA mean for this period, fluctuates around the mean for previous periods. Please note, due to the nature of this dataset, the time lag is extremely long, the latest period being 2018.
Contextual 5: Proportion of residents aged 16+ claiming unemployment related benefits (percentage of unemployed people out of the population aged 16-64, per month)	Remained in the 3 rd quartile and the proportion of residents claiming unemployment benefits has remained the same since the previous quarter. There are some fluctuations in the claimant count over recent periods but generally in a much better position than just over a year ago at the tail end of the pandemic. Not yet returned to pre-pandemic proportions of 1.3% in April 2019. Above the CIPFA mean for this period and previous 18 periods.
Contextual 9: Total CO2 emissions per capita (tonnes per person)	Remained in the 3 rd quartile but the CO2 emissions per person has reduced since the previous period. There has been a steady decline in CO2 emissions per person since 2013. North Norfolk data is just under the CIPFA mean for this period and previous periods.
Light green	
Contextual 13: Rate of crimes and ASB incidents per 1,000 residents (number of crimes per 1,000 residents, per month)	Remained in the 2 nd quartile but the rate of crimes has increased since the previous period. The highest rate since September 2022. Usually North Norfolk's rate is on or below the CIPFA mean, however for this period it is just above it, possibly due to a number of Local Authorities with a rate of zero. These zero rates appear to be a technical glitch from police software resulting in a delay in obtaining the correct official statistics. Vehicle crimes and violence/sexual offences have increased in North Norfolk by more than 30 incidents since the previous period. The rate of vehicle incidents is the highest out of the CIPFA group with 0.4. The violence/sexual offences incidents is in the 2 nd quartile with a rate of 2.2 but it is above the CIPFA mean of 1.6.

Measure	Notes about data
Contextual 14: Female life expectancy at birth (average number of years, 3 year average)	Remained in the 2 nd quartile but the average life expectancy has decreased since the previous period. Expected life expectancy has dipped over the last decade but the trend is showing a rise again. High above the CIPFA mean for this period and previous periods.
Contextual 15: Male life expectancy at birth (average number of years, 3 year average)	Remained in the 2 nd quartile but the average life expectancy has decreased since the previous period. Expected life expectancy has showed some variation over the last decade but the trend is generally showing an increase. Above the CIPFA mean for this period, fluctuates around the CIPFA mean for previous periods.
Green	
Contextual 4: Employment rate (percentage of residents in employment out of the population aged 16-64, previous 12 months per quarter)	Remained in the top quartile and the employment rate has improved since the previous period. The highest employment rate since 2019 Q1. Above the CIPFA mean for this period, fluctuates around mean for previous periods. Please note this dataset sometimes has large fluctuations between periods due to the low sample sizes used to calculate the Local Authority statistics.
Contextual 11: Percentage of physically active adults, aged 19+ (percentage of active adults out of the total population, per year)	Moved from 3 rd quartile to top quartile and the proportion of physically active adults has increased since the previous period. The highest percentage since the dataset began in 2015/16 however there have been some fluctuations over previous periods. North Norfolk data is above the CIPFA mean for this period however there has been some variation from the CIPFA mean over recent periods. Fluctuations are most likely due to the small sample sizes for Local Authorities and the subjective nature of this survey.
Unknown	
Contextual 2: New homes built of all tenures (number of homes per year)	Above target set for the latest period. Steady increases in the number of new homes built over the last three years. Benchmarking data is not currently available for this dataset.
Contextual 6: Number of visitors to North Norfolk (number of visitors per year)	Increase in the number of visitors since the previous period. Not yet returned to pre-pandemic levels of 9,919,200 in 2019. Benchmarking data is not currently available for this dataset.

Measure	Notes about data
Contextual 7: Value of visitors in North Norfolk (GBP per year)	Increase in the value of visitors since the previous period. Not yet returned to pre-pandemic levels of £528,931,378 in 2019. Benchmarking data is not currently available for this dataset.

Grey highlight = New data has not been released since the previous review.

Quartiles: The 1st quartile (top quartile) contains the best 25% of values in any given scenario and the 4th quartile (lowest quartile) contains the worst 25% in any given scenario.

4. Corporate Priorities

All the contextual measures in the “Contextual Measures Report – CIPFA comparison” were selected during the conception of the Corporate Plan 2019 to 2023. The Overview and Scrutiny Committee requested an additional report to facilitate a more detailed evaluation of these measures, as they are not included in the Quarterly Performance Report of the Corporate Plan.

The Report is not specifically linked to MTFS however early identification and intervention of any concerning areas will save time and money in the long run, and improved the quality of life for North Norfolk’s residents.

5. Financial and Resource Implications

None, the Report is for monitoring purposes only. Any actions taken forward from this review will be subject to agreement by Cabinet and treated as separate agenda items.

6. Legal Implications

All the data included in the report is open source data and adheres to GDPR. The data is published under the Open Government License <https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/> which states where the data are copied, published, distributed or the information transmitted. The source of the data must be stated, the attribution statements are provided with each dataset in the full data report on NNDC’s intranet on the Corporate Delivery Unit’s Intelligence Centre page, in the section titled “Contextual measure report”: <https://nnorfolkdc.sharepoint.com/sites/CorporateDeliveryUnit/SitePages/Intelligence-Centre.aspx>

7. Risks

Reviewing contextual measure data is a part of risk mitigation for the Council. Early identification and intervention of any concerning areas will save time and money in the long run, and improved the quality of life for North Norfolk’s residents.

8. Net Zero Target

Not applicable, the Contextual Measures Report is for monitoring purposes only. There could be a positive impact if measures relating to sustainability, climate and carbon impact are chosen for investigation.

9. Equality, Diversity & Inclusion

Not applicable, the Contextual Measures Report is for monitoring purposes only. There could be a positive impact if measures relating to equality, diversity and inclusion are chosen for investigation.

10. Community Safety issues

Not applicable, the Contextual Measures Report is for monitoring purposes only. There could be a positive impact if measures relating to community safety issues are chosen for investigation.

11. Conclusion and Recommendations

For this quarter, of the 15 measures, 1 scored red in the CIPFA quartile RAG analysis, 4 scored amber, 3 scored light green and 2 scored green. 3 measures have no benchmarking data available, 1 measure contains two large reports and 1 measure has since become void.

The measure that scored red was Contextual Measure 12: Index of Multiple Deprivation – overall score (overall index score per year). The Index of Multiple Deprivation is an infrequent and complex data model, unfortunately the overall score measure included as a contextual measure for the Corporate Plan 2019 to 2023 is not the best indicator to analyse, as this looks at larger areas. The Index works better when looking at the data for smaller areas, Lower Super Output Areas (LSOAs). When looking at the dataset that details the proportion of the population living in the most deprived LSOAs, North Norfolk scored light green in the 2nd quartile in the CIPFA group. The domains which scored low for North Norfolk, in the most recent publication of the data in 2019, were Barriers to Housing and Services and the Living Environment domain, these could be areas the Committee may choose to investigate.

Of the datasets in the amber category, Contextual Measure 3: New business 3-year survival rate is of some concern due to a decline in businesses surviving 3 years. The long time lag on this dataset is not helpful in showing a more up to date profile of the business environment. There are numerous other business datasets available, viewed together they create a much better picture rather than viewing each one on their own. This could be something the Committee may want to recommend.

The recommendations for the Committee are to:

1. Receive and note the contextual measure data for NNDC compared to the CIPFA benchmarking group – paying particular attention to the red and amber categories in the CIPFA quartile RAG analysis table (3.2).
2. Decide whether to take no action or make recommendations to Cabinet for further investigation, monitoring and/or possible intervention for improvement in specific areas.