Our Performance
Looking Back, Going Forward
The Local Government (NI) Act 2014 sets out a general duty of improvement for local government, whereby all district councils must put in place arrangements to secure continuous improvement in the exercise of their functions.
Looking Back
Assessment of Performance 2020-21

Every year, we are required to publish an Assessment of Performance to demonstrate whether planned improvements have been achieved. As the Council did not publish performance improvement objectives in 2020-21, the Assessment of Performance sets out progress against the current ‘measures of success’ within the:

- **Corporate Plan 2021-23**
- **Performance Improvement Plan 2021-22**
  (including the statutory performance indicators and standards)

Our performance has been tracked against set targets and trends over time, using the legend below.

<table>
<thead>
<tr>
<th>Status</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>🎈 Target or objective achieved / on track to be achieved</td>
<td>🟢 Performance has improved since the previous year</td>
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<tr>
<td>😞 Target or objective partially achieved / likely to be achieved / subject to delay</td>
<td>⬆️ Performance is similar to the previous year</td>
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<tr>
<td>😞 Target or objective not achieved / unlikely to be achieved</td>
<td>⬇️ Performance has declined since the previous year</td>
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</table>
Our District, Our Organisation, Our Performance

District
- Population: 181,368
- Households: 67,222
- 7 District Electoral Areas
- 41 Elected Members
- 1,000+ employees
- 87% of residents are satisfied with the Council

Tourism
- Between 2018 and 2019:
  - 15% increase in visitor numbers, to 516,203
  - 21% increase in visitor spend, to £83.7m
  - Three Areas of Outstanding Natural Beauty

Community
- Life expectancy:
  - Male: 79.2 years / Female: 83.3 years
- Age Profile: 0-15 years: 23% / 65+ years: 16%
- 94% of residents feel safe during the day, 87% of residents feel safe after dark
- 18,407 food parcels delivered to vulnerable households
Health and Wellbeing

79% of residents feel they are in very good or good health
78% of residents are physically active at least once a week for 30mins
73.5% of customers are satisfied with the Council’s six leisure facilities
1m+ recorded visits to Council parks and open spaces

Economy

Employment rate: 73.6%
8,865 VAT Registered Businesses
Average weekly earnings: £569 (full time)
13% of the population aged 16-64 years have no qualifications
181 new business starts supported and 164 new jobs promoted through business start activity

Environment

Recycling is important to 86% of residents
Top perceived problem for residents: Dog mess and fouling
Recycling rate: 52.6%
LEAMS (street cleanliness) score: 64
# Performance at a Glance

## A snapshot of the past year

<table>
<thead>
<tr>
<th>Performance Improvement Objective</th>
<th>Progress</th>
<th>Status Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We will encourage local people to lead healthy and active lives by improving the quality of our parks and open spaces</strong></td>
<td>95.9% reduction in recorded attendances at Council leisure centres</td>
<td>▼</td>
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<td></td>
<td>79% reduction in the number of participants on Everybody Active 2020</td>
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<td></td>
<td>91% of users said they are likely to return to the Councils leisure centres</td>
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<td>3 ‘blue flag’ beaches and 4 ‘green flag’ parks</td>
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<td>84% of visitors are satisfied with Warrenpoint Park and 89% agree the park enhances their local quality of life</td>
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<td></td>
<td>72.6% increase in recorded visits at four community trails</td>
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<tr>
<td><strong>We will grow the economy by supporting local businesses and creating new jobs</strong></td>
<td>Between 2018-2019, 14.7% increase in overnights stays and 20.7% increase in visitor spend</td>
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<td></td>
<td>164 new jobs promoted through business start activity</td>
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<td></td>
<td>40 social enterprise businesses supported and 13 new social enterprise jobs created</td>
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<td></td>
<td>327 businesses supported and 47.5 jobs created through ‘NMD Growth’, ‘Digital Growth’ and ‘Tender for Growth’</td>
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<td>Up to 1,000 businesses engaged in the #re:Launch Leadership Summit and 400 participants took part in NMD Enterprise Week</td>
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<td>Increase in the number of VAT and/or PAYE registered businesses, birth rate of new businesses and employee jobs</td>
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<td>103% increase in the number of job seekers and out of work universal credit claimants</td>
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<td><strong>We will improve the cleanliness of our District by addressing littering, fly tipping and dog fouling incidents</strong></td>
<td>Decrease in the number of fixed penalty notices issued and paid</td>
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<td>Decrease in the number of community clean ups supported</td>
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<td>Slight decrease in the rate of recycling, to 52.6%</td>
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<td>One of the lowest levels of waste sent to landfill across all NI Councils</td>
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<td>LEAMS (street cleanliness) score of 64 retained and falls just below the regional average of 65</td>
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<td>60 schools participated in the calendar poster competition</td>
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<td>15 schools attended the virtual teachers Eco-Schools Information event</td>
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<tr>
<td>Performance Improvement Objective</td>
<td>Progress</td>
<td>Status</td>
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<td>We will build the capacity of local communities through the Financial Assistance Scheme</td>
<td>£731k awarded to 377 projects across 18 thematic areas</td>
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<td>Electronic Grant Management System launched and online training module developed</td>
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<td>Newry, Down and Kilkeel Leisure Centres temporarily converted to food distribution hubs between March-August 2020</td>
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<td>18,407 food parcels delivered to vulnerable households and 144 community organisations enlisted as volunteers</td>
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<td>72% of residents agree that the local area is a place where people from different backgrounds get on well together</td>
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<td>We will improve the processing times of planning applications and enforcement cases by implementing the Planning Service Improvement Programme</td>
<td>The Council received, decided on and approved the highest number of planning applications across Northern Ireland</td>
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<td>The processing time for local planning applications improved from 20.6 weeks in 2019-20 to 19 weeks in 2020-21</td>
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<td>The processing time for major planning applications improved from 94 weeks in 2019-20 to 64.6 weeks in 2020-21</td>
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<td>The percentage of enforcement cases processed within 39 weeks increased from 36.2% in 2019-20 to 40.9% on 2020-21</td>
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</table>

* The 2020 tourism estimates have not yet been published by the NI Statistics and Research Agency (NISRA) and the 2019 Local Government District (LGD) tourism data is reported.

** Waste figures remain provisional and validated figures will be published by the Department of Agriculture, Environment and Rural Affairs (DAERA) in Q3 2021-22.
Going Forward
Performance Improvement
Objectives 2021-22
Every year, we are required to set performance improvement objectives for the services we provide, and to have in place arrangements to achieve these objectives. These objectives seek to address the issues which matter most to local people, and are:

**Linked to the Community Plan, Corporate Plan and Directorate Business Plans** ✔

**Based on existing performance information** ✔

**Aligned to the seven strategic aspects of improvement** ✔

**Based on stakeholder consultation and engagement** ✔

**Objective 1**
**We will encourage local people to lead healthy and active lives by improving the quality of our parks and open spaces**

**What you will see:**
- Improvements to the Council’s parks, beaches and open spaces including effective visitor management arrangements
- UNESCO Global Geopark status achieved for the Mournes, Gullion, Strangford
- Five green flag awards and two green flag heritage awards for the Council’s parks
- Three blue flag awards for the Council’s beaches
- Five new/upgraded play parks and three new community trails

**Objective 2**
**We will grow the economy by supporting local businesses and creating new jobs**

**What you will see:**
- 312 entrepreneurs supported with an approved Business Plan and >155 new jobs promoted through the NI ‘Go For It’ programme
- 12 social enterprise start-ups supported and 14 social enterprise jobs created
- 379 businesses supported and 194 jobs created through the ‘NMD Growth’, ‘Digital Growth’ and ‘Tender for Growth’ and ‘Sales and Trade’ programmes
- The social economy and fishing dependent communities benefit from inward investment and growth
Objective 3
We will improve the cleanliness of our District by addressing littering, fly tipping and dog fouling incidents

What you will see:
• Increase in the number of fixed penalty notices issued and paid
• Responsible dog ownership and reduced levels of dog fouling, fly tipping and littering
• Improved opportunities to report littering, fly tipping and dog fouling
• Opportunities to engage in community clean ups and participate in the ‘Live Here Love Here’ campaign
• The Council achieves landfill and recycling targets
• A cleaner, greener District, with improved civic and community pride

Objective 4
We will build the capacity of local communities through the Financial Assistance Scheme

What you will see:
• Circa £1.2m awarded to local voluntary and community groups through the Financial Assistance Scheme
• Improved and accessible training and support when applying for financial assistance
• Voluntary and community groups are supported in meeting their objectives and delivering projects across a range of themes
• Representatives from the community and voluntary sector are empowered to have a voice and shape the future of their area
• Improved community capacity and cohesion across Newry, Mourne and Down

Objective 5
We will improve the processing times of planning applications and enforcement cases by implementing the Planning Service Improvement Programme

What you will see:
• A more efficient and effective planning service
• Improved processing times for local and major planning applications
• Improved processing times for planning enforcement cases
• Reduction in the number of live planning applications and enforcement cases in the system
• An empowered and motivated workforce
• Increased confidence in the Planning system
• Sustainable development and regeneration of the District
Have your say

We welcome your feedback and suggestions on how Council services can be improved in the future. Full copies of the following documents are available to download from our website www.newymournedown.org as follows:

- Performance Improvement Plan 2021-22
- Assessment of Performance 2020-21

This document is available in alternative formats upon request.

For more information, contact:

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performance@nmandd.org