

Appendix 3: Council Plan outcome measures reporting as Green with an improving trend at Quarter Four 2024/25

Council Plan Ambition	Council Plan Aim	Directorate	Measure of Success	Council Plan starting position	Previous performance	Previous performance period	Current performance	Performance period	Overall target	Trend	Data refresh frequency	Data Reporting Level	Narratives
A successful and ambitious town	We will ensure housing provision meets local demands	Regeneration	New Homes: Completed	600	410	2023/24	445	2024/25	410	↑	Quarterly	Local	At Q4 year-end 2024/25, the reported position is an overachievement of 35 new homes completed against a target of 445.
A healthy place	We will improve life chances of our residents by responding to health inequalities	Public Health	Cancer Screening coverage: Breast Cancer	63.6%	63.7%	2022-23	67.9%	2023/24	67.1%	↑	Annual	National	The current reported position is the last available reported data for 2023/24, which demonstrates an improvement and upward trend for Breast Cancer Screening uptake of 67.9% compared to 63.7% in 2022/23 which had significantly dropped during and post Covid-19 period.
		Education & Partnerships	Percentage of children achieving at least the expected level of development in communication, language and literacy skills at the end of reception	61.7%	61.7%	2022-23	70.3%	2023/24	67.7%	↑	Annual	National	Data is updated annually. The current reported position is the last available reported data for 2023/24, which shows a significant improvement and upward trend of 70.3% compared to 61.7% in 2022/23.
		Public Health	Obesity prevalence in children (aged 10 to 11)	28.5%	28.5%	2022-23	25.6%	2023/24	25.8%	↑	Annual	National	The current reported position is the last available reported data for 2023/24, which shows obesity in children age 10 to 11 is improving and is within the national target of 25.80%. Active Healthy Eating campaigns in schools and education parents continue.
	We will promote inclusivity for all	Adult Social Care & Health Integration	Proportion of people who use services who find it easy to find information about Adults Social Care services	79.2%	79.2%	2023/24	73.0%	2024/25	67.9%	↓	Annual	Local	Above target. Trend fluctuates throughout the year.
	We will support for adults to be independent for longer	Adult Social Care & Health Integration	Number of adults aged 65 and over whose long-term support needs are met by admission to residential and nursing care homes (per 100k pop)	1,374.2	374.4	2023/24	374.4	Q3 2024/25	738.6	↑	Annual	Local	The current reported position is the latest available reported data for 2023/24, which demonstrates a positive decrease in the the number of adults aged 65 and over whose long-term support needs are met by admission to residential and nursing care homes as a result of the support provided to enable adults to be independent for longer.
	We will improve transport and digital connectivity	Environment & Community Services	Bus Patronage	6,170,735	1,571,293	Q1 2024/25	3,218,815	Q2 2024/25	6,300,000	↑	Quarterly	Local	Current target and outturn position is cumulative to end of current Quarter. On track to meet target when Q3 figures are available. Q1 16447522, target 1575000. Q2 3218815, target 3150000.
		Environment & Community Services	Rail Patronage	1,237,650	1,413,530	2022/23	1,519,254	2023/24	1,441,801	↑	Annual	National	Data is updated annually. A 2% Increase target based on previous year's performance was applied for 2024/25. Current reported position to end Q3 2024/25 shows a positive upward trend of rail patronage.
		Environment & Community Services	Number of publicly accessible Electric Vehicle charging points	20	37	Q2 2024/25	55	Q3 2024/25	54	↑	Quarterly	Local	The current reported position at 2024/25 year-end is full achievement of the 55 target. 21 publicly accessible Electric Vehicle charging points were installed within MBC car parks and a further 34 on-street.
		Environment & Community Services	Total Middlesbrough Council website page views	2,103,027	2,103,027	2023/24	3,181,585	2024/25	TBD	↑	Quarterly	Local	No target set however, current reported position shows a growing increase in the number of website page views.
		Environment & Community Services	Total MyMiddlesbrough user accounts	83,813	111,305	Q3 2024/25	114,727	Q4 2024/25	TBD	↑	Quarterly	Local	No target set however, current reported position shows a steady increase in the number of MyMiddlesbrough user accounts created.
Safe and resilient communities	We will improve transport and digital connectivity	Environment & Community Services	Bus Patronage	6,170,735	1,571,293	Q1 2024/25	3,218,815	Q2 2024/25	6,300,000	↑	Quarterly	Local	Current target and outturn position is cumulative to end of current Quarter. On track to meet target when Q3 figures are available. Q1 16447522, target 1575000. Q2 3218815, target 3150000.
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