

Economic Development & Enterprise

Indicator	Lead Director	Tolerance	2009-10		Target 2010-11	Latest Performance	Judgement		Direction of Travel		Analysis
			2008-09	2009-10			March	June	March	June	
Citizen											
NI 171 – VAT registration rate per 10,000 resident population aged 16+ (LAA)	Director of Sustainable Communities	Bigger is better	59.2 (2007)	Figures expected Dec 2010	39.9	49.7 (2008)	4	3	n/a	n/a	We are on track to meet our target of 100 Rural businesses supported via Rural Development Programme for England (RDPE) as well as having so far raised £366,998.64 of private sector leverage between April and June. Projects aimed at supporting homeworking businesses and the growth of small businesses have currently been delayed due to the hold on ABG funding.
NI 168 – condition of principal roads (proxy: delivery against highway maintenance plan) (LAA)	Director of Sustainable Communities	Smaller is better	4%	5%	5%	5% (March 2010)	3	3	▼	n/a	This data is the outturn for 2009-10. Data for this year will be collected in the Autumn and included in the third quarter report. The current year's target has become more challenging as a result of the impact of the severe winter weather. However, this is being mitigated by:
NI 169 – condition of non-principal roads (proxy: delivery against highway maintenance plan) (LAA)	Director of Sustainable Communities	Smaller is better	11%	9%	8%	9% (March 2010)	3	3	▲	n/a	A more challenging standard for highway defect management has been agreed with Amey and implemented for 2010-11, with performance being reviewed monthly; An extensive programme of maintenance and improvement work for highways which has been agreed with Amey which is reviewed monthly.
Service											
NI 182 – business satisfaction with regulatory services	Director of Public Health	Bigger is better		86%	100%	86.11% (March 2010)	1	1	n/a	n/a	Data due to be reported by mid September 2010 as there is a time delay of approximately 2-3 months for the information to be analysed and reported.
Partnership											
NI 152 – working age people on out of work benefits (LAA)	Director of Sustainable Communities	Smaller is better	8.80%	9.70%	8.40%	9.7% (Feb '09)	1	1	▼	n/a	Herefordshire Council continues to develop and deliver projects addressing worklessness within the County, key to this is the development of a Work and Skills plan and an interim version of this has been submitted to Government Office West Midlands for their feedback and comments. Activity relating to Business Support is on hold at present due to the hold on ABG funding.
NI 163 – working age people qualified to Level 2 or higher (LAA)	Director of Sustainable Communities	Bigger is better	72% (2008)	Data due Jan 2011	78.90%	Due January 2011	3	3	n/a	n/a	All action plan activity is taking place as planned: Workshop training sessions to help access ESF and other funds are now being marketed and due to take place during July and September..
NI 178 – bus services running on time (LAA)	Director of Sustainable Communities	Bigger is better	80%	86%	73%	86% (March 2010)	4	4	▲	n/a	This data is collected annually by various surveys that take a sample of bus passenger users on certain days of the week throughout particular months each year. We have exceeded our 2009/10 target of 71%. Issues arising in terms of punctuality problems are dealt with in partnership with bus operators providing the specific service. All activity has either been achieved or is on target.
Statutory											
NI 157 – processing of planning applications: Major applications within 13 weeks Minor applications within 8 weeks Other applications within 8 weeks	Director of Sustainable Communities	Bigger is better									
a) Major applications within 13 weeks			73%	79%	60%	56%	4	1	▲	▼	A sudden influx of Planning Applications and ongoing pre-application discussions has meant that two of the three parts of the indicator has come in slightly below target at the end of the quarter after being well above target for the previous two months. The focus remains on major and strategic projects.
b) Minor applications within 8 weeks			73%	67%	65%	69%	3	3	▼	▼	
c) Other applications within 8 weeks			87%	72%	80%	79%	1	2	▼	◀▶	

Stronger Communities

Indicator	Lead Director	Tolerance	Target		Latest Performance	Judgement		Direction of Travel		Analysis	
			2008-09	2009-10		2010-11	March	June	March		June
Citizen											
NI 3 – civic participation	Deputy Chief Executive	Bigger is better	16%	N/A	17.5%	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey is due to be carried out in autumn 2010 and data available in 2011. Work is progressing in line with the action plan.
NI 6 – participation in regular volunteering (LAA)	Director of Sustainable Communities	Bigger is better	29%	N/A	32.5%	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey is due to be carried out in autumn 2010 and data available in 2011, the target for which is 32.5%. Work is progressing in line with the action plan.
NI 155 – number of affordable homes delivered (LAA)	Director of Sustainable Communities	Bigger is better	208	185	170	21	3	1	▼	▼	Development is traditionally low in the first quarter- target still achievable and activity is taking place towards this.
Service											
NI 9 – use of libraries (LAA)	Director of Sustainable Communities	Bigger is better	47.90%		51%	42.8% (November)	1	1	▼		The next results of the National Telephone survey will be available in December 2010. In response to the previous results the Libraries service has begun to implement the actions from the Light Touch Peer Review, the Culture and Sport Improvement Toolkit and the Culture and Sport Strategic Dialogue which are aimed at improving both the strategic profile and performance of the service. Using available Area Based Grant funding a marketing strategy including radio advertising has been implemented by the service. The Library service has also been successful in being selected as one of the ten nation wide services chosen to participate in the Future Libraries Programme which will assist with the future necessary remodelling of the service. The Arts Service has also participated in the Culture and Sport Strategic Dialogue and the service has been carrying out further market and user research on its own behalf to obtain a clearer understanding of users perception of the service.
NI 11 – engagement in the arts (LAA)	Director of Sustainable Communities	Bigger is better	46.40%		49.5%	46.3% (November)	2	2	▼		
Partnership											
NI 4 – influencing decisions in the locality (LAA)	Director of Sustainable Communities	Bigger is better	28.80%	N/A	32.3%	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey is due to be carried out in autumn 2010 and data available in 2011, the target for which is 32.3%. Work is progressing in line with the action plan. The first phase of the Participatory Budgeting programme is complete, however the second phase is currently subject to funding. A full proposal for the Democracy First Project is now being prepared for the start of the project in September.
Statutory											
NI 1 – % of people who believe people from different backgrounds get on well together (LAA)	Deputy Chief Executive	Bigger is better	75.90%	N/A	79.4%	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey is due to be carried out in autumn 2010 and data available in 2011. Work is progressing in line with the action plan.
NI 156 – households in temporary accommodation (LAA)	Director of Sustainable Communities	Smaller is better	98	79	82	64	3	3	▲	▲	The number of households in temporary accommodation has continued to decrease into the new financial year. There were 79 households in temporary accommodation at the end of March 2010 and this has decreased further to 64 households in temporary accommodation at the end of June 2010.
Local – % of people who find access to services difficult: Local shop Advice provision Public transport facility Cultural / recreational facility	Director of Sustainable Communities	Smaller is better									Information is obtained from the Place Survey which is carried out every two years. The next survey is due to be carried out in autumn 2010 and data available in 2011. Work is progressing in line with the action plan: The production of a Self-Help Kit for local communities is being expanded to include other services. A recent report of a community taking over and running a rural petrol station will be included.
a) Local shop			12%	11%	Next due end of 2010	3	3	n/a	n/a		
b) Advice provision			18%	16%	Next due end of 2010	3	3	n/a	n/a		
c) Public transport facility			21%	21%	Next due end of 2010	3	3	n/a	n/a		
d) Cultural / recreational facility			21%	19%	Next due end of 2010	3	3	n/a	n/a		

Safer Communities

Indicator	Lead Director	Tolerance			Target 2010-11	Latest Performance	Judgement		Direction of Travel		Analysis
			2008-09	2009-10			March	June	March	June	
Citizen											
NI 21 – dealing with concerns about anti-social behaviour (proxy – incidents of: anti-social behaviour – including speeding - criminal damage, alcohol-related disorder, alcohol-related violent crime) (LAA)	Director of Sustainable Communities	Bigger is better	25.40%		30.4% (2010-11)		3	3	n/a	n/a	Continued partnership working to ensure agreed targets and projects are being progressed. Development of quarterly budget outcome reports for Priority Group leads to assess performance, budget allocation and spend, outcomes and actions delivered to date, to ensure priorities are focused upon and reported in a timely manner to Safer Herefordshire Strategy Group.
NI 47 – people killed or seriously injured in road traffic accidents (calendar year) (LAA)	Director of Sustainable Communities	Smaller is better	115 (3 year average)	105 (2009) 110 (3-year average)	126 (2010) 108 (3-year average)	27	3	4	▲	▲	The Planning and Transportation's Road Safety and Accident Investigation and Prevention teams continue to lead on a wide range of education, training and publicity and engineering measures to address road traffic accidents and all planned activity is taking place to schedule. Proxy indicators for both KSI areas (overall and child KSIs) are on target in 2010 although it should be pointed out that the figures provided are not final and are subject to change by West Mercia Constabulary until they are finalised at the end of the calendar year.
Service											
Partnership											
NI 40 – drug users in effective treatment (LAA)	Director of Integrated Commissioning	Bigger is better		537	552	537 (March 2010)	3	3	▲	▲	02/08/2010 NTA have completed a national data audit. As a result, 07-08 baseline and annual trajectories have changed (reduced). 09-10 target now 527 and annual turnout was 537. Target exceeded (originally was not expected to meet target).
NI 30 – priority & prolific offenders (PPOs) (LAA)	Director of Sustainable Communities	Smaller is better		76.00	TBC	76.00 (March 2010)	3	3	▲	▲	2009-10 turnout for NI30 published on Iquanta 13/08/10. Result was 76 offences against a total of no more than 79 offences, therefore target met.
Statutory											

Environment

Environment											
Citizen											
NI 191 – residual household waste per household (LAA)	Director of Sustainable Communities	Smaller is better	690.01kg	639.95	685 kg	158.04kg	4	4	▲	▲	632.16 kg projected for end of year - The amount of residual waste per household continues to decrease with increased recycling performance. There is also a national trend of a reduced amount of waste coming from households during the Recession. This trend could be threatened by any upturn in the economy.
NI 195 – improved street cleanliness and environmental cleanliness:	Director of Sustainable Communities	Smaller is better									This data is the outturn for 2009-10. Data for the first tranche of measurement this year (April - July) will be included in the second quarter report. However early indications from survey reports indicate that the improved performance seen in the last two tranches last year is being sustained. With effect from April 2010 Amey have taken out a year-long hire agreement on an Aquazura Scrubbing Machine used to deep-clean grime and dirt embedded in paving stones and help to combat the problem of chewing gum deposits. The machine used in High Town in Hereford moved out to the market towns throughout the year on a rotational basis. to reduce the levels of detritus in urban areas a street cleansing campaign targeting areas with high volumes of parked vehicles is due to commence in July 2010. Coordinated sweeps will take place in these areas with Amey organising alternative parking for residents in order to clear each area of vehicles the night before the clean is due to take place.
a) Litter			5%	5%	5%	5% (March 2010)	3	3	◄►	◄►	The Community Protection Team supports the work being done in respect of this indicator through its educative and enforcement work. In respect of litter the team carries out regular targeted enforcement patrols, often joint patrols with the police. 23 Fixed Penalty Notices for littering offences have been issued to date in 2010/11. The team organised a multi-agency litter pick at Yazor Brook on 23 April as a part of the Keep Britain Tidy St George's Day litter initiative. Work has been carried out with a number of local businesses to improve the litter situation around their premises, and achieved without having to resort to the formality of Litter Control Notices. A successful bid resulted in the authority being one of only 12 selected as a partner for the National Chewing Gum Campaign, a bid led by the Community Protection Team and Safer Herefordshire. This campaign was launched on 18 August and runs into September. As a part of this an innovative product 'Gumdrop' is being piloted in Hereford, with a positive recycling message. These messages will be taken to the Colleges 'fresher fayre' in September as a part of the campaign. Work continues following the successful TAAG Graffiti campaign in February/March to ensure any new graffiti is cleared quickly and is investigated.
b) Detritus			13%	9%	8%	9% (March 2010)	3	3	▲	▲	
c) Graffiti			1%	2%	1%	2% (March 2010)	1	1	▼	▼	
d) Fly-posting			1%	1%	1%	1% (March 2010)	3	3	◄►	◄►	
NI 196 – improved street cleanliness and environmental cleanliness – fly tipping	Director of Sustainable Communities	Smaller is better		Grade 1	Grade 1	Grade 1 (March 2010)	3	3	◄►	◄►	Confirmation was received on 26/07/10 that the authority had been graded as '1 - very effective' for 2009/10. The lead on this indicator is the Community Protection Team. As at 31/07/10 the indicator was still on track for Grade 1 in 2010/11, notwithstanding an increase in the number of fly-tipping incidents reported compared with 2009/10 (an increase of 27% ytd). This should not necessarily be viewed as a negative, but rather an indication that there is growing community confidence in reporting incidents knowing that they will be cleared quickly and will be investigated. This is a pattern that has been seen in many other authorities, but the indicator does not give recognition to this and is the main reason why this NI is viewed as flawed by most authorities, and fed back to Central Government as such through the Keep Britain Tidy network. This 'picture' is supported by the view from the ground that there aren't more incidents of fly-tipping, just more reporting. Enforcement activity continues with 10 prosecutions and convictions for fly-tipping in 2010/11, 5 formal cautions, 5 pending prosecutions and a number of active investigations. A programme of proactive Duty of Care inspections continues working closely with Waste Management to make these intelligence-led.
Service											
NI 192 – % of household waste sent for reuse, recycling and composting	Director of Sustainable Communities	Bigger is better	33.24%	35.60%	41%	38.23%	3	1	▲	▲	The performance of this NI has increased significantly on the previous year due to the implementation of the new refuse and recycling collection service in November 2009. However current performance still falls short of the 41% target for 2010-11. We are in the process of introducing recycling services to flatted developments and we are currently planning to expand the recycling service to village halls and charities (subject to budget availability) which will help improve future performance.
Partnership											
NI 197 – improved biodiversity (LAA)	Director of Sustainable Communities	Bigger is better	40.90%	43.20%	44.10%	43.2% (March 2010)	4	4	▲	▲	Data is collected annually in March of each year. Activity is taking place to meet the target.
Statutory											
NI 186 – CO ₂ emissions (LAA)	Director of Sustainable Communities	Smaller is better			13.1% (2010)	2.3% (2007)	3	3	n/a	n/a	Activity is taking place towards the target however the work using VantagePoint (Carbon Modelling Software) should help determine if this will be sufficient and develop future strategy to meet the challenging targets ahead. Currently this project is at the data entry stage with the relevant parties being consulted for information. The data produced from the Renewable Energy Study commissioned by the Planning Policy Team will also be key to this.
NI 193 - % of municipal waste landfilled	Director of Sustainable Communities	Smaller is better	64.61%	62.30%	60.00%	57.87% (June 2010)	1	3	▲	▲	We are on target for this NI due to increased diversion of waste from landfill with the successful introduction of the new refuse and recycling collection service. As with NI 191 the reduction in overall waste has also helped reduce the amount of municipal waste sent to landfill.