

Economic Development & Enterprise										
Indicator	Lead Director	Tolerance	Target		Latest Performance	Judgement		Direction of Travel		Analysis
			2009-10	2010-11		March	June	March	June	
Citizen										
NI 151 - Overall employment rate	Director of Sustainable Communities	Bigger is better	76.5%	70%	76.5% (2009/10)	3	3	▼	n/a	See commentary for NI 152
NI 153 - Working age people on out of work benefits in the worst performing neighbourhoods	Director of Sustainable Communities	Smaller is better	34.00%	41.80%	34% (2009/10)	2	2	▼	n/a	See commentary for NI 152
NI 166 - Average employee earnings in the area	Director of Sustainable Communities	Bigger is better	£383.30	£390.00	£383.30 (2009/10)	2	2	▼	n/a	The majority of projects are progressing as planned Summary of activity: Edgar Street Grid- The project has some tasks that are progressing and being delivered. These include the flood alleviation scheme for which a CPO enquiry has just been completed. Other parts of the project such as the link road are on hold currently subject to funding. Rotherwas- the infrastructure and the access road for the south magazine area of Rotherwas is nearing completion, this will enable the team to further promote Rotherwas as a key location for business within the county. Inward Investment Strategy- Initial proposal for Business Growth Charter being developed in conjunction with colleagues from across the Local Enterprise Partnership (LEP) area. Model Farm- The funding options are being considered for the delivery of this project. In addition the planning application has been submitted during August for consideration.
NI 171 – VAT registration rate per 10,000 resident population aged 16+ (LAA)	Director of Sustainable Communities	Bigger is better	49.7 (2008)	39.9 (2009)	49.7 (2008)	4	4	n/a	n/a	All activity is taking place as planned- Summary of activity: 32 Farm Health Grants were approved in August. These grants will lever in £407,225.07 private sector investment. The initial tranche of funding for this scheme has now been allocated and an application has been submitted to AWM for a further £4m to support applications that are "in the pipeline".
NI 172 - VAT registered businesses in the area showing growth	Director of Sustainable Communities	Bigger is better	15.01%	14.20%	15.01% (2009/10)	3	3	▲	n/a	Support is being provided to support home working and small business with 11 grants have been awarded to businesses although the outcome of the ABG funding is still awaited; in addition 7 training voucher grants have also been awarded and 4 more have applied (but awaiting ABG decision). Events are being organised during the next few months to provide information to interested businesses and organisations to develop the Economic Development Strategy for the county
NI 173 - People falling out of work and on to incapacity benefits	Director of Sustainable Communities	Smaller is better	Latest data supplied is from September 2008	0.61%	0.62% (September 2008)	3	3	n/a	n/a	See commentary for NI 152
Partnership										
NI 152 – working age people on out of work benefits (LAA)	Director of Sustainable Communities	Smaller is better	9.70%	2.9% better than the national average	9.7% (Feb 2010)	2	2	▼	n/a	Activity continues to take place to tackle worklessness, however some of the Economic Development Teams work relating to Business Support is on hold at present due to the hold on ABG funding. Data is next available in November 2010.
NI 163 – working age people qualified to Level 2 or higher (LAA)	Director of Sustainable Communities	Bigger is better	72% (2008)	74.8% (2009)	Due January 2011	3	3	n/a	n/a	All action plan activity is taking place and on target.
NI 178 – bus services running on time (LAA)	Director of Sustainable Communities	Bigger is better	86%	73%	86%	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 surface. All activity has either been achieved or is on target

Stronger Communities										
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Citizen										
NI 3 – civic participation	Deputy Chief Executive	Bigger is better	16% (2008/09)	17.5% (2010-11)	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 17.5%. Work is progressing in line with the action plan.
NI 6 – participation in regular volunteering (LAA)	Director of Sustainable Communities	Bigger is better	29% (2008/09)	32.5% (2010-11)	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.
Service										
NI 9 – use of libraries (LAA)	Director of Sustainable Communities	Bigger is better	Biennial data, anticipated to be available end 2010	51% (2010-11)	Interim result- 42.8% (Nov 2009)	1	1	n/a	n/a	Although work is progressing in line with the action plan, interim results from the Active People 3 Survey have recently been released and show that performance has fallen from previous levels and is not on track to achieve the LAA targets. Over the period visits to libraries have increased. However, this indicator is derived from a national telephone survey of adults only and measures their use of the library service, which includes visits to libraries as well as other services, such as those available on-line.
NI 11 – engagement in the arts (LAA)	Director of Sustainable Communities	Bigger is better	Biennial data, anticipated to be available end 2010	49.5% (2010-11)	46.3% (Nov 2009)	2	2	n/a	n/a	
Partnership										
NI 4 – influencing decisions in the locality (LAA)	Director of Sustainable Communities	Bigger is better	28.8% (2008/09)	32.3% (2010-11)	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.
Statutory										
NI 1 – % of people who believe people from different backgrounds get on well together (LAA)	Deputy Chief Executive	Bigger is better	75.9% (2008/09)	79.4% (2010-11)	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 79.4%. Work is progressing in line with the action plan.
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 will be carried out in autumn 2010 and data available in 2011. Work is progressing in line with the action plan.
a) Local shop			12%	11% (2010-11)	Next due end of 2010	3	3	n/a	n/a	
b) Advice provision			18%	16% (2010-11)	Next due end of 2010	3	3	n/a	n/a	
c) Public transport facility			21%	21% (2010-11)	Next due end of 2010	3	3	n/a	n/a	
d) Cultural / recreational facility			21%	19% (2010-11)	Next due end of 2010	3	3	n/a	n/a	

Safer Communities										
Indicator	Lead Director	Tolerance	Target		Latest Performance	Judgement		Direction of Travel		Analysis
			2009-10	2010-11		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		30.4% (2010-11)	25.4% (2008/09)	3	3	n/a	n/a	Summary of activity: Safer Herefordshire continues to work with the Research Team and progress further research and consultation on perceptions of ASB - linked heavily to NI21. Continued proactive work by MATAC and its membership to continuously improve its processes. Safer Herefordshire annual strategic assessment underway, which has involved a period of consultation with Parish Councils. 53 completed questionnaires received.
Partnership										
NI 40 – drug users in effective treatment (LAA)	Director of Integrated Commissioning	Bigger is better		541	530 (as at December 2009)	2	2	n/a		Harm Reduction Strategy complete with Hidden Harm Conference held in December. Mercia Net training commenced. Review of drug treatment services also completed in December.
NI 30 – priority & prolific offenders (PPOs) (LAA)	Director of Sustainable Communities	Smaller is better		21% (79)	53 (December 2009)	3	3	n/a		This data is relevant to Q3, and is the number of observed / proven offences for the period April-December.