

## Appendix B

## Quarter 4 2013-14

### Priority 1: A clean, safe and sustainable Borough

#### Overall Progress Report

Overall our progress with our outcomes for this priority is positive. A combination of monitoring and target driven indicators are measured with three indicators (1.1.3, 1.3.5 & 1.4.2) introduced for 2013-14 for which it will be the baseline year. The performance for this quarter is shown where possible for the monitoring indicators where a comparison or previous results are known. There are no concerns with the performance of the service indicators.


Our economic indicators have shown improvement this quarter despite some businesses closing. The Town Centre Vacancy Rate indicator has improved with a positive result of 14.68% against a target of 15% and the indicator measuring the Percentage of investment portfolio (NBC owned) vacant continues to perform well with a result of 7.8%.

Community and Streetscene have achieved excellent results for the Levels of Street and Environmental Cleanliness (1.4.1) and exceeded targets set. Also the team have worked well with volunteer groups who have provided an impressive total of 8,814.75 hours in caring for their local green spaces and neighbourhoods in the year to date. Waste indicators also continue to perform well despite being slightly off target this quarter, and with the annual target.

There are positive results for the Crime and Disorder indicators provided from the Police which all show improvement on the results provided in the previous quarter.

Environmental Health continue to work well undertaking inspections to ensure high standards of safety and public health and progressing assessments on air quality in the borough.

**Outcome 1.1 Ensure high standards of safety and public health – Lead Member Cllr. Ann Beech, Lead Officer Nesta Henshaw**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
1.1.1	Percentage of food premises that have a zero or one national food hygiene rating.	Baseline year	-	Low	Quarterly	1.28% (9 '0/1' premises out of 700 published).	Monitoring indicator	1.19% (9 '0/1' premises out of 752 published).	-	Partial
<p>This indicator measures the percentage of food premises that have a zero or one national food hygiene rating, where following each Food Hygiene Inspection, a food business is awarded a rating of between zero (Urgent improvement necessary) and Five (Very good). These ratings are published on the website at <a href="http://www.newcastle-staffs.gov.uk/environment_content.asp?id=SXC69E-A7811729&amp;cat=1390">http://www.newcastle-staffs.gov.uk/environment_content.asp?id=SXC69E-A7811729&amp;cat=1390</a> or <a href="http://ratings.food.gov.uk/">http://ratings.food.gov.uk/</a> Those premises that are rated zero (urgent improvement necessary) or one (major improvement necessary) have been found to be not complying with Food Hygiene Regulations and will be subjected to enhanced business support visits/revisits (and in the most serious cases enforcement action) to help them raise their compliance and protect public health. These premises will then receive a further unannounced inspection approximately 6-9 months later where they will receive a new rating. Due to the number of businesses changing day by day the numerator and denominator are constantly changing throughout the year.</p>										
1.1.2	The percentage of food establishments which are broadly compliant with good hygiene law	91%	85%	High	Quarterly	95% (1051 out of 1107 premises deemed broadly compliant).	85%	93.1% (1040 out of 1117 premises deemed broadly compliant).		Partial
<p>Following each food hygiene inspection a premise will be risk rated and given a score of between 0 (Very Good) and 30 (Very bad) for its' compliance with 1. Food Hygiene Procedures, 2. Structure and 3. Confidence in Management. Where a premises scores 10 or better in each of these 3 categories they are defined as being 'broadly compliant' with food hygiene law. This indicator describes the percentage of businesses in the borough that are deemed 'Broadly Compliant'. Due to the number of businesses changing day by day the numerator and denominator are constantly changing throughout the year.</p>										
1.1.3	The area of contaminated land that has been remediated or is determined suitable for use	Baseline 2013-14	N/A	High	6 Monthly	Year to date 79 Ha	Monitoring Indicator	6 month 71 Ha	-	Partial
<p>The possibility of land being contaminated is a material planning consideration to ensure that land is 'suitable for use' and does not present any unacceptable risk to human health or the wider environment. Land is considered suitable for use following receipt of sufficient evidence from the developer showing that the site has been remediated to an appropriate and agreed standard, if required, or that no unexpected contamination was found during development. All applications for development received by the LPA or which the MPA or WPA request a consultation from the Environmental Health Division are screened for contamination issues and appropriate may be requested depending upon the nature of the development to ensure that the development is "suitable for use". Over the year, the Environmental Protection Team reviewed 37 separate sites to discharge the final validation condition imposed on the planning permission. This equated to a total of 79 Ha of land determined to be suitable for its intended end use following appropriate remediation.</p>										

Ref	Indicator	2011 Baseline (year)	Target	Good is	How often reported	Result 2012	Target	How have we performed?	Control Full/ Partial/ None
1.1.5	Number of people killed or seriously injured on the borough's roads	27 (5 fatal, 22 serious)	-	Low	Annual	19 (3 fatal, 16 serious)	Monitoring indicator	-	None
Information available is for the period January to December 2012 and is a monitoring indicator, showing a decrease from the same period in the previous year. Data for 2013 will be available in June 2014.									



**Outcome 1.2 Newcastle will be safer with vulnerable victims of crime and disorder receiving high quality support. – Lead Member Cllr Tony Kearon, Lead Officer Mark Bailey**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
1.2.3	Reduction in the number of incidents of violence with injury	680	-	High	Quarterly	197	Monitoring Indicator	252	↑	Partial
The result for this quarter is positive and shows a large decrease from Quarter 3, with a running total of 857 for 2013-14 and is compared with 680 in 2012-13. Whilst there appears to be a large increase in 2013-14 compared to the total for 2012-13, it should be noted that in August 2013 a new process in crime recording was introduced which led to a force wide increase in violent crime recording.										
1.2.4	Reduction in the number of incidents of anti-social behaviour	3,813	-	High	Quarterly	785	Monitoring Indicator	801	↑	Partial
There is an improvement in the result this quarter compared with the result last quarter (801) and the year end result of 3783 against a result of 3813 for 2012-13.										
1.2.5	Reduction in the number of incidents of serious acquisitive crime	773	-	High	Quarterly	183	Monitoring Indicator	213	↑	Partial
The result for this quarter is positive and shows a large decrease in this quarter, with a running total for the year to date of 770.										



### Outcome 1.3 The negative impact that the Council, residents and local businesses have on the environment will have reduced – Lead Member: Cllr. Ann Beech, Lead Officers: Trevor Nicoll/Nesta Henshaw

Ref	Indicator	2012-3/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
1.3.1	The amount of residual waste per household	421.64 kgs	425 kgs	Low	Quarterly	430.23kgs (year to date)	420 kgs (year to date)	322.48 kgs (year to date)	↓	Partial
The performance this quarter is 107.75 kgs (estimated) and is comparable to the amount collected in the previous quarter of 106.16. This equates to a total annual figure of 430.23kgs for 2013-14, which is above the annual target of 420kgs.										
1.3.2	Percentage of household waste sent for reuse, recycling and composting	51.69%	52%	High	Quarterly	50.94% (year to date)	54%	51.87 % (year to date)	↓	Partial
Slightly below target this quarter with a total 4,773.86 tonnes recycled and composted. The figure for quarter 4 is 44.98% and the lower figure is due to seasonal changes impacting on the result this quarter. The outturn figure of 50.94% is very close to last year's figure.										
1.3.5	The level of air quality	Baseline year 2013-14	-	Low	Quarterly	To be supplied	Monitoring indicator	N/A	-	Partial
<p>The Council has a statutory duty to assess air quality for compliance against the standards set in the Air Quality (England) Regulations 2000 for a range of pollutants which have an impact on health. This regime requires monitoring, assessment and interpretation of air quality. Further assessment (including computer modelling of pollution levels), the declaration of Air Quality Management Areas (AQMA's) and action plans to reduce pollutant levels have to be undertaken if any exceedances of the legal 'objective level' are identified.</p> <p>In quarter one we commissioned a statutory detailed assessment and a further assessment of air quality due to exceedances of the statutory annual mean objective for nitrogen dioxide for four geographic areas located in Kidsgrove, Madeley, Newcastle Town Centre and Porthill/Maybank area. This report was submitted to DEFRA in quarter 3 and has been formally accepted. Work is now underway on a consultation exercise with stakeholders and residents on the boundaries of air quality management areas which is to commence in quarter 4. Once the AQMA's have been declared, an air quality action plan will be developed for submission to DEFRA within 18 months. Work will also be commenced on the preparation of planning guidance and an air quality strategy for Newcastle-under-Lyme.</p> <p>A statutory air quality progress report for the 2012 calendar year was submitted to and accepted by DEFRA. This provided commentary on air quality across the Borough in the 2012 calendar year. This report has identified exceedances of the annual mean nitrogen dioxide objective at Madeley (M6 motorway) Kidsgrove (A50 – Liverpool Road) Newcastle Town Centre (A34 Northbound - London Road); Newcastle Town Centre (A53 – King Street), May Bank (A527 - High Street) and Porthill (A527 - Porthill Bank)</p> <p>The Air Quality Progress Report for the 2013 calendar year is due to be submitted to DEFRA in quarter 1 of 2014/15. This has identified that exceedances of the annual mean nitrogen dioxide objective continues to be an issue in 2 geographic areas of the Borough at Liverpool Road Kidsgrove, and Newcastle Town Centre including the A34 London Road and King Street. There are locations identified in earlier air quality reports which are still at risk of exceeding the annual mean nitrogen dioxide objective and these will continue to be monitored. No additional areas have been identified at being at risk.</p>										

**Outcome 1.4 Our streets and open spaces will be clean, clear and tidy– Lead Member Cllr Ann Beech, Lead Officer Roger Tait**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013- 14	Result Qtr3	How have we performed ?	Control Full/ Partial/ None
1.4.1	Levels of street and environment cleanliness (LEQ survey) free / predominantly free of litter, detritus, graffiti and fly-posting)	87.5% 88.33% 98.29% 99.84%	91% 91% 97% 99%	High	Quarterly	92.83% 96.43% 99.83% 100%	91% 91% 97% 99%	Litter 96 % Detritus 97.6 % Graffiti 99.33% Fly posting 100%		Partial
<p>It is pleasing to see that the results for the year:- Litter 95.17%, Detritus 95.96%, Graffiti 99.5% and Fly posting 100% are showing that performance is continuing to be very good and has improved significantly from last year's outturn. It is good to have sustained performance at a high level for this corporate priority. The process for identifying challenging areas and targeting resources into tackling these sites has been thoroughly scrutinised and reviewed since the results from 2012/13 and this has paid dividends with improved performance in excess of the desired targets over the full year. The results for the year have been reviewed to identify any particular areas of concern, and working practices continue to be refined to address these, within the financial and resource restraints which are being applied.</p>										
1.4.2	Number of community volunteer groups/hours spent caring for their local green spaces and neighbourhoods	Baseline 2013-14	N/A	High	Quarterly	8814.75 hrs (cumulative)	Monitoring Indicator	7,387.75hrs (cumulative)		Partial
<p>The number of hours worked by volunteers has increased over the fourth quarter with a running total of 8814.75 hours for 2013-14. The number of volunteer hours and activity is recorded for each individual group of volunteers and a running total of community volunteer hours is available at any time. The volunteers or groups participating vary from individuals, schools, fishing groups and Saltbox volunteers to name but a few, and work on various projects such as litter picks, painting, general works and planting in our local green spaces and neighbourhoods.</p>										

**Outcome 1.5 Town centres across the borough will be sustainable – Lead Member Cllr Terry Turner, Lead Officers Simon Smith/ Louise Beeby**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
1.5.1	<b>Town Centre Vacancy Rate</b>	13	15	Low	Quarterly	14.68%	15%	15.8%		Partial
<p>The vacancy rate shows an improvement of 1% on the last quarter (48 vacant units out of a total of 327) although there has been some change in the units which are vacant. The last quarter has seen the opening of two new independent businesses, Geekbox Comics and Millie and Roses which are typical of enterprises we would wish to attract to the town Centre.</p>										
1.5.2	<b>Percentage of investment portfolio (NBC owned) vacant</b>	(Qtr 4) 7.8%	14	Low	Quarterly	7.8%	12%	8.4%		Partial
<p>The percentage for this quarter is within target and given the current economic climate is a positive result. Only 14 out of 179 properties are vacant.</p>										

## Priority 2 : Borough of Opportunity

### Overall Progress Report

Overall our progress with our outcomes for this priority is positive. A combination of monitoring and target driven indicators are measured to give a clearer picture of certain issues such as worklessness, albeit some of the information available is not for the current quarter. The performance for this quarter is shown where possible for the monitoring indicators where a comparison or previous results are known.


The Percentage of Minor Adaptations delivered within four months indicator has progressed well this quarter and has exceeded the target with a result of 89% against a target of 75%. The supporting of the homeless indicator (2.3.6) continues to perform well with a total of 543 clients given help to prevent homelessness in the year to date.

The result for the indicator measuring volunteer involvement at the museum is lower than the previous quarter but a total of 1993 hours were contributed to supporting activities and events this quarter.

### Outcome 2.1 Levels of worklessness will have reduced– Lead Member Cllr Terry Turner, Lead Officer Kim Graham

Ref	Indicator	2011-12 Baseline (Apr 11 – Mar 12)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed ?	Control Full/ Partial/ None
2.1.1	Level of employment in the borough*	69.9%	N/A	High	Annual	73.3 % (Dec 2013)	Monitoring indicator	73.4 % (Sept 2013)	↑	Partial
The level of employment at December 2013 was 73.3% which compared reasonably well to the West Midlands average of 69.2%.										
Ref	Indicator	2011-12 Baseline (Apr 11 – Mar 12)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed ?	Control Full/ Partial/ None
2.1.2	The percentage of working age people claiming Job Seeker's Allowance (JSA)	2.9% (Jun 12)	N/A	Low	Quarterly	2.2 % (April 2014)	Monitoring indicator	2.3 % (Jan 14)	↑	Partial
This compares to the West Midlands result of 3.4% of working age people claiming Job Seekers Allowance in April 2014.										

\* % of working age population (aged 16-64) who are economically active and in employment


Ref	Indicator	2011 Baseline (Nov 11)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4	Result Qtr 3	How have we performed ?	Control Full/ Partial/ None
2.1.3	The percentage of working age people claiming key out-of-work benefits*	11.5%	N/A	Low	Quarterly	10.0 % (Nov 2013)	Monitoring indicator	10.4 % (Aug 13)		Partial

There has been a decrease in the proportion of claimants of key out-of-work benefits since the Qtr 3 result of 10.4% but this mirrors the increases both regionally and nationally over the same period (West Midlands reduction from 12% to 11.6% and GB reduction from 10.9% to 10.6%).

\* % of working age population (16-64) who are claiming JSA, ESA or Incapacity Benefit, lone parent and other income related benefits



Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Dec 2012	How have we performed ?	Control Full/ Partial/ None
2.1.4	The level of 16-19 year olds Not in Education, Employment or Training (NEET)	N/A	N/A	Low	Quarterly	N/A	Monitoring Indicator	4.91%	-	Partial
To be provided at a later date when available.										


**Outcome 2.2 Local people will be able to access opportunities for personal development and growth – Lead Member: Cllr. Ann Beech, Lead Officer: Trevor Nicoll/Rob Foster**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
2.2.6	Number of hours worked by volunteers in council co-ordinated activities (museum)	2234	N/A	High	Quarterly	396 (1993 cumulative)	550 (2200 cumulative)	405		Partial
The museum and art gallery currently has 15 volunteers who support officers with the work of the service. Their duties include dealing with archive enquiries, research, cleaning collections, documentation, digitisation, hanging exhibitions, invigilating, and assistance at events. The figure is down slightly this quarter due to a change in personal circumstances of a number of volunteers. The total for Qtr. 4 is 396. The annual total of 1993 hours equates to 38 hours per week of voluntary assistance.										



**Outcome 2.3 Housing will be available and accessible to meet a range of diverse needs– Lead Member: Cllr Terry Turner, Lead Officer: Jo Halliday**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
2.3.4	<b>Percentage of referrals for Disabled Facilities Grants (DFG) approved within six months</b>	100%	N/A New target	High	Quarterly	100%	100 %	100 %		Partial
There have been a total of 116 approvals and 103 completions between 01.04.13 to 31.03.14										
2.3.5	<b>Percentage of minor adaptations delivered within four months</b>	71%	N/A New target	High	Quarterly	89%	75 %	84 %		Partial
Disabled Facility Grants are delivered in partnership with Revival Home Improvement Agency – a new county wide contract commences in July 2014. Work is ongoing to maintain this performance through the transition to new county wide arrangements.										

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
2.3.6	<b>Number of homelessness cases where positive action was successful preventing homelessness (from the P1E Quarterly return: Households dealt with under the homelessness provisions of the 1996 Housing Act, and homelessness prevention and relief)</b>	554	500	High	Quarterly	99	125	184		Partial
The service has successfully prevented homelessness in a total of 99 cases this quarter with the service projecting a target of 125. The total number of homelessness cases where a positive action was successful in preventing homeless for the whole year has been 543, which has exceeded the total year target of 500.										
It is worth noting that the Homelessness, housing advice and housing register service has been re-commissioned and a new service provider awarded the contract. The new service commenced on 1 <sup>st</sup> April 2014, therefore quarter 4 will be the last statistics to be reported under the old service.										

**Outcome 2.4 Key parts of the borough will have been regenerated and there will have been overall economic growth– Lead Member: Cllr Terry Turner, Lead Officer: Jo Halliday/Louise Beeby**

Ref	Indicator	2010 Baseline (year)	2012/13 Target	Good is	How often reported	Result 2012	Target 2013-14	Result 2011	How have we performed ?	Control Full/ Partial/ None
2.4.3	Rate of Business Births and Deaths	8.3% -Births 10.6% -Deaths Stock total 3,485	N/A	Business birth rate ≥ Business death rate	Annual	9.1% - Births 10.1% Deaths Stock total 3,355	Monitoring Indicator	10.1% –Births 10.2% -Deaths Stock total 3,415	-	Partial
<p>There is a time lag in the data supplied from the ONS Business Demography: Enterprise Births and Deaths and the data shows that there was an increase in business set ups between 2010 and 2011. The 2012 Business Demography data set shows a further slight improvement. In terms of business support to prevent business death, Business Boost is open to all businesses in the borough to encourage and support business planning. The scheme then rewards businesses which have the potential to grow. Information on business start up and business support is also available on the Council's website; this includes referring customers to the LEP business helpline for further support and advice. In addition to this, Business Enterprise Support (BES), Newcastle Enterprise Coach provides free help and support to encourage new business start ups.</p>										

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
2.4.4	Average stall occupancy rate for markets	54%	55%	High	Quarterly	64%	55%	61%	↑	Partial
<p>Better seasonal weather for the first 3 quarters of the year helped to maintain trader attendance during this period. In the last quarter of the year traders were offered an extended stall fee incentive period to encourage them to trade whilst the highways work and market refurbishment project has progressed. This encouraged traders to stay and trade during a difficult period of noise and disturbance. The result has been better than anticipated attendance by stallholders.</p>										

## Priority 3 : A Healthy and Active Community

### Overall Progress Report

Overall our progress with our outcomes for this priority is fairly positive. A combination of monitoring and target driven indicators are measured to give context to the work undertaken by services. The performance for this quarter is shown where possible for the monitoring indicators where a comparison or previous results are known.

Unfortunately the targets are not yet available for the indicators (3.3.2, 3.3.3) measuring progress of people to the GP referral programme but current information on the programme is detailed. A positive result is the number of visitors to the museum which is under the target of 63,000 but shows good progress compared to the 2012-13 result of 51,364. The number of leisure facility users this year is 628,006 with a target of 670,000 and is off target but it should be noted that the target for this indicator has been increased by 100,000 for the year, with the result up from 579,575 users in 2012-13 despite problems as noted.

Positive results for the measures relating to the Parks and Open Spaces, linked to this priority and outcome 3.1, were reported in the previous quarters, and are to be noted with 9 Green Flag awards and an improved satisfaction result by users.


### Outcome 3.1 People who live, work, visit or study in the borough will have access to high quality facilities– Lead Member Cllr Ann Beech , Lead Officer(s) Roger Tait

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Target 2013- 14	Result Qtr 1	How have we performed ?	Control Full/ Partial/ None
3.1.1	<b>Number of parks which have Green Flag status</b>	9	9	High	Annual	9	9	↔	Partial
A total of nine green flags have been awarded for 2013-14. Newcastle is the top performer in Staffordshire for these awards.									
3.1.2	<b>Level of satisfaction with Council run parks and open spaces</b>	70.2	-	High	Annual	70.2%	78.2%	↑	Partial
Satisfaction with Council run parks has improved over the last year.									

### Outcome 3.2 Levels of cultural activity and participation in the arts will have increased– Lead Member Cllr Trevor Hambleton, Lead Officer - Rob Foster

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed ?	Control Full/ Partial/ None
3.2.2	<b>Number of people visiting the museum</b>	51,364	63,000	High	Quarterly	60,029 (cumulative)	63,000	45,409	↓	Partial
<p>Quarterly targets have been profiled this year to allow for the seasonal nature of the service. Marketing and raising awareness of the service to maintain and increase visitor numbers is a key objective for the museum during 14/15 and a rebranding project is planned. The museum has not achieved its target, which was a challenging one. However visits to the museum are up by 4000 on the visits for 2012/13. A late Easter has meant that it has fallen within 2014/15 which accounts for target being missed. The service has worked proactively to increase its visitor numbers during the winter months by looking at additional events/initiatives that attract new audiences. These include increased marketing through the Sentinel adverts to raise the profile of the service and improved signage. New visitor services staff will work on packages in 2014/15 to encourage more groups to visit during the winter months and will also work to improve our online profile via social networks. A full programme of holiday activities is planned for the school holidays in addition to an in-house interactive exhibition in the summer.</p> <p>Museum visitor numbers are recorded via an electronic door system – a calibration check was carried out during for a month during the last quarter to confirm that it is working and recording accurately. The check has indicated that the door counter is undercounting with a 7% variance. The visitor figure has been adjusted accordingly.</p>										
3.2.3	<b>Number of people attending the local theatre</b>	106,398	N/A	High	Quarterly	118,253 (cumulative)	Monitoring Indicator	82948 (cumulative)	↑	Partial
<p>The New Vic Theatre is the main theatre serving the residents of Newcastle and the surrounding area. The ticketed attendance figure for Qtr 4 is 35305. This is a record year with best ever attendances and highest ever box office income. Attendances up 11% on 2012/13; box office income up 12%. Of the 118k attendances, more than 26,000 were by school-age children. Our Christmas Show, <i>The Hundred and One Dalmatians</i>, was seen by 42,722 people, the equivalent of 10% of the North Staffordshire population. The reported figures do not include visitors to bars, restaurants, exhibitions, meetings and conferences.</p>										
3.2.6	<b>Impact of community-run cultural events and people attending</b>	£14,327.50	£14,360	High	Quarterly	£14,032.50	Monitoring Indicator	£7,900	↑	Partial
<p>In 2013–14 a total of 20 applications were received, applying for £27,200 for Cultural projects. 13 were successful and were awarded up to £1500 each for projects ranging from musical and film festivals through to community history days and memorials. Two applications made through the small grants scheme were partially funded through Cultural Grants which culminated in spending the full budget.</p>										

**Outcome 3.3 There will be a range of healthy lifestyle choices, resulting in an increase in participation – Lead Member Cllr John Williams, Lead Officer - Rob Foster**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
3.3.2	Number of referrals from GPs to organised sporting activity	Baseline – New indicator	N/A	High	Quarterly	58	To be agreed	65	-	Partial
<p>The GP referral programme is led by the County and is currently reviewing the Service Level Agreements. There is an extension in place until June 2014 when the review is to be completed and the targets set. In 2013-14 Newcastle had a total of 288 referrals with 65 people improving their health at the end of the 12 week programme. In this quarter 17.24% of referrals completed the course and improved their health.</p>										
3.3.3	Percentage of people referred for exercise by GPs whose health improves	Baseline – new indicator	N/A	High	Quarterly	17.24%	To be agreed	27.7%	-	Partial
See comment for 3.3.2.										
3.3.4	Number of people accessing leisure and recreational facilities	579,575	570,000	High	Quarterly	173,303 (628,006 Cumulative)	167,500	140,893 (Qtr 3)		Partial
<p>The breakdown of users is as follows in Qtr 4: Jubilee 2 – 131,327, Kidsgrove Sports Centre 34,016, Knutton Recreation Centre – 1,920, Sports &amp; Events Team 6,040. The total for the year is 628,006 which is off the annual target of 670,000 but the target was increased by 100,000 for 2013-14. There has continued to be short term closures at Kidsgrove Swimming Pool during the year due to electrical faults and mechanical failure which has impacted on meeting the target set, however Jubilee 2 continues to perform well.</p>										


**Priority 4: A co-operative Council, delivering high –quality, community-driven services****Overall Progress Report**

Overall our progress with our outcomes for this priority is positive. A combination of monitoring and target driven indicators are measured with two indicators (4.2.3 and 4.2.4) introduced for 2013-14 for which it will be the baseline year. The performance for this quarter is shown where possible for the monitoring indicators where a comparison or previous results are known.

The result for the Customer Service indicator - Percentage of requests resolved at first point of contact (4.4.8) continues to do well with a high result of 97.23%, against a target of 80%. Added to this the Skills and Competencies of Staff indicator result collated in Qtr 1 is excellent with a 96.4% achieved against a high target of 95%. The result for staff sickness -Average number of days per employee lost to sickness started 2013-14 off target but has been pro-actively managed as detailed in the report, and has shown steady progress.

**Outcome 4.1 The council will have increased the capacity and skills of its workforce– Lead Member Cllr Mike Stubbs ,**

**Lead Officer – Sarah Taylor**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4 2014-15	Target Qtr 4 2014- 15	How have we performed?	Control Full/ Partial/ None
4.1.5	Percentage of staff who feel they have the necessary skills/ competencies to do their job effectively	96.4%	95%	High	Biennial	-	95%		Full
The result for this indicator, which is collected biennially, has now been collated for 2012-13 and available to be reported in Qtr 1. It is a very good result and is over the high target set of 95%.									



**Outcome 4.2 Councillors will be community champions and powerful community advocates– Lead Member Cllr. Mike Stubbs,**

**Lead Officer - Mark Bailey**


Ref	Indicator	2012-13/ Baseline (year)	2012/1 3 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed ?	Control Full/ Partial/ None
4.2.3	Percentage attendance at planned meetings by members	Baseline –new indicator	-	High	Quarterly	N/A	Monitoring Indicator	89.26%	-	Partial
To be supplied										

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed ?	Control Full/ Partial/ None
4.2.4	Items raised by members on the Scrutiny Work programme.	Baseline – new indicator	-	High	Quarterly	N/A	Monitoring Indicator	4	-	Partial
To be supplied										


**Outcome 4.3 The Council will have delivered further efficiencies – Lead Member Cllr Elizabeth Shenton, Lead Officers - Dave Roberts/Sarah Taylor**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed ?	Control Full/ Partial/ None
4.3.2	Percentage projected variance against full year council budget	0%	No variance	Low	Quarterly	N/A	No variance	0.1%		Full-Partial
To be supplied										
4.3.3	Average number of days per employee lost to sickness	8.06 days (long term 5.08 and short term 2.98 days)	6.9	Low	Quarterly	7.63 days (long term 4.02 days and short term 3.61 days)	7.5 days	5.73 days (long term 3.10 and short term 2.63 days)		Partial
The cumulative Quarter 4 result is an improvement compared with Quarter 3 but remains above target (although now below the intervention point of 7.7 days). However, both short term and long term sickness statistics are continuing to be monitored monthly at Executive Management Team and Departmental meetings.										

**Outcome 4.3 cont'd The Council will have delivered further efficiencies – Lead Member Cllr Elizabeth Shenton, Lead Officers - Dave Roberts/Sarah Taylor**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
4.3.7	Net income collected from Council assets	85.6%	No variance	High	Quarterly	N/A	No variance	97.4%		Partial
To be supplied										

**Outcome 4.4 Local communities are engaged and able to shape and deliver services which impact on their lives – Lead Member Cllr Terry Turner, Lead Officer Jeanette Hilton**

Ref	Indicator	2012-13/ Baseline (year)	2012/13 Target	Good is	How often reported	Result Qtr 4	Target Qtr 4 2013-14	Result Qtr 3	How have we performed?	Control Full/ Partial/ None
4.4.8	Percentage of requests resolved at first point of contact	95.20	75.00	High	Quarterly	97.23	80	96.7		Partial
The new CRM Lagan system implemented in May 2013 has provided the opportunity to re-engineer and streamline our processes for each service migrated to the new CRM, which has enabled us to improve how we handle customer enquires at first point of contact.										