

How did we do in Quarter 2 2019 - 20



Priority 1: Local Services that Work for Local People

Progress Summary

Overall, our performance with a combination of monitoring and target driven indicators for this priority is positive in this quarter but work is underway to impact on the result. Seven new indicators which were added in Qtr 1 to track progress with our outcomes for the priority, continue to be monitored.

A summary of progress with planned activities for Priority One from the Council Plan 2018-2022 are as follows:-

- **Increase Access to Information**

- **Develop Council Social Media channels**

An expert in the field of social media from the Local Government Association followed up the commissioned audit of the Council's corporate social media channels with a full day of training. This was in the form of a half-day session for council staff involved in social media as part of their duties and a pre-meeting session for elected members before the Full Council meeting. The Communications Team carried out an internal audit on all of Council's social media channels, resulting in the closure of some that were under-utilised and a review of social media protocols.

- **Develop NewsNBC**

NewsNBC continues to be the 'go to' place for news about the Council's activities and services with the social media streams used to drive traffic to the page with 'teaser' posts. The use of NewsNBC has largely replaced the Council's reliance on local media – such as the Sentinel – to cover information about its issues, challenges, activities and services.

- **Improve content accuracy**

Following the Crystal Mark accreditation a new process of updating training for web authors has been planned. The training will cover plain English and the new technology available for authors to make their pages more accessible using Microsoft cv.0Word.

- **Improve Customer Satisfaction:**

- **Secure "Customer Service Excellence"**

The Customer Services Accreditation assessment form has now been completed and updated to incorporate all corporate front line functions. Meetings are now being arranged with service area representatives to add service specific evidence. A quote has been requested from Assessment Services to carry out the assessment and a brief report will go to EMT once a response has been received. It is anticipated that this will happen before the end of November 2019 with a view for the assessment to be carried out in the New Year and accreditation to be achieved by April 2020.

- **Develop customer & citizen surveys**

Annual surveys continue to be undertaken with key services such as recycling and waste; customer services and Streetscene. The results are fed back to services for them to consider and take action where appropriate.

- **Digital Delivery**

Cabinet has agreed for the Council to adopt a Digital Strategy that will help to shape the future delivery of our services. A key theme within this strategy is "Our Digital Services", which focuses on delivering local services that work for local people. The strategy also considers "Our Digital Community", which amongst other things, looks at how the Council can make its digital services accessible to all and how we can ensure our wider community benefits from what digital can offer. An ICT and Digital Services Steering Group, chaired by the Leader of the Council is currently being established to set the direction of the Digital Team going forward and ensure its performance meets the Council's needs.

- **Complete migration from Lagan to JADU Customer Relationship Management System**

For over 5 years the Council has used a Customer Relationship Management system, called Lagan, to manage all of its interactions with citizens. This system ensured that customer requests received by our Customer Service teams were transferred to other Council services in a timely and consistent way. The Lagan system was closed down on September 27th 2019. We now use a Customer Portal provided by a company called Jadu, which gives

customers the ability to log their service requests on line. All Services that were using Lagan are now using Jadu.

Progress Summary continued

- **Deliver new Recycling and Waste Service:**

- **The new service is to go live phased from Spring 2020.**

Procurement exercises are on schedule for completion in the autumn. This includes bins, recycling bags, vehicles, and material reprocessing MRF. Work is nearing completion on route modelling and the new recycling collection service rounds are being developed. Options over the operation for the transfer station at Knutton Lane have been agreed and design work for the new reconfigured site is now complete, with a planning application to be submitted shortly. Work on draft communications for residents and the Council's internal staff is being finalised. During the next quarter the route modelling options in terms of four or five day working for the new service will be complete. Work will commence on building up the new budget for the service, and teaser communication will commence out to the public.

- **Ensure Workforce has the right skills, at the right time, in the right place:**

- **Deliver workforce plan**

In this quarter, HR has appointed two Executive Search and Selection Agencies to recruit to our Senior Management vacancies and it is expected that in the next quarter, candidates for 3 of the vacancies will commence in posts from November – January 2019/20 (dependent upon notice periods).

- **Develop organisational culture**

It is expected that an organisational development plan will be instigated following the recruitment of all vacant senior management roles. This will then enable the Chief Executive to work with his senior management team to outline the Council's expectations which will underpin the culture. In the meantime, the HR team are continuing to work with all departments to outline what is expected of them as managers and employees (the psychological contract) and providing positive challenge as and when required. HR are continuing to work with all managers to coach and mentor them through all the HR policies to embed good practice and develop their skills in managing staff successfully to enable a positive working culture.

- **Review, update and implement HR Policies**





During this period, the policies that have been approved and agreed through Trade Unions, JNCC and Cabinet are: Additional Holiday Pay
Ongoing discussions with the Trade Unions on Organisation Change and Redeployment have continued to take place. The Trade Unions have undertaken a ballot with their members on the proposed change of the redundancy multiplier.

- **Improve Employee relations**

Regular and ongoing discussions with the Trade Unions around policies, processes and ways of working have been achieved between the Council and its recognised Trade Unions and HR will continue in the next quarter to work positively with the Trade Unions on all employee related matters. HR have also engaged the Trade Union Representatives in the stakeholder panels for the Executive Recruitment that is currently taking place.

- **HR Shared Service Centre**





An agreement on the SLA for the Shared Service has been achieved and it is still envisaged that we can 'go live' with effect from November 2019. HR is working on transferring all of the Pensions responsibility from Payroll to HR and extensive training / one to one support has been provided to the team.

Ref	Service Area	Portfolio Holder	Indicator	Good is	Result Qtr 2 2018-19	Result Qtr 1 2019-20	Result Qtr 2 2019-20	Target Qtr 2 2019-20	How have we performed?	Status
1.1	Environmental Health	Cllr. Trevor Johnson	Percentage of food premises that have a zero or one national food hygiene rating	Low	1.54% (17 out of 1107 published premises)	1.24% (14 out of 1,131 published premises)	1.14% (13 out of 1,136 published premises)	5%	The figure remains well within target this quarter.	
1.2 New	Environmental Health	Cllr. Trevor Johnson	Percentage of category A and B food business inspections completed on time	High	100%	100%	100%	-		-
1.3 New	Environmental Health	Cllr. Trevor Johnson	No. Accidents/Incidents reported (RIDDOR)	Low	-	2	1	-	There was one incident which was slip, trip, fall and no further action required. There is no target set as it would be inappropriate to set a target in this respect.	-
1.4a	Recycling & Fleet	Cllr. Trevor Johnson	Household collections from the kerbside (%):- <ul style="list-style-type: none">Dry Recycling	High	19.53%	17.70%	17.50%*	20%	Dry Recycling performance lower than expected. There is no particular reason apparent but will look at targeted communications, to try to increase tonnage into recycling and further reduce refuse.	
1.4b			<ul style="list-style-type: none">Food	High	5.7%	5.52%	5%*	5%		
1.4c			<ul style="list-style-type: none">Amount of residual Waste per household	Low	112.31 kgs	103.6 kgs	105.55 kgs*	107.5kgs (per household) cumulative		

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Ref	Service Area	Portfolio Holder	Indicator	Good is	Result Qtr. 2 2018-19	Result Qtr. 1 2019-20	Result Qtr. 2 2019-20	Target Qtr. 2 2019-20	How have we performed?	Status
1.4d New	Operations	Cllr. Trevor Johnson	Number of missed kerbside collections:- Total (per 100,000 collections)	Low	-	71	67	80 (per 100,000 collections)	In this quarter there were a total of 1,233,086 collections of residual, garden waste, recycling and food. There were missed collections of Residual -304, Garden Waste – 144 and Recycling -383.	
1.5	Operations	Cllr. Trevor Johnson	Levels of street and environment cleanliness (LEQ survey) free / predominantly free of litter, detritus, graffiti and fly-posting)	High	88.17% 89.05% 99.83% 100%	-	97.04% 96.86% 100% 100%	91% 91% 97% 99%	The results for the first survey undertaken for 2019-20 are detailed here, with further surveys in Qtr. 3 and 4.	
1.6	Customer & ICT	Cllr. Simon Tagg	Percentage of requests resolved at first point of contact	High	99%	99%	99%	97%	The result exceeds the target set for Qtr. 2.	
1.7	Customer & ICT	Cllr. Simon Tagg	% Unmet demand (number of calls not answered as a % of total call handling volume)	Low	10.58%	6.33%	6.79%	10%	The result exceeds target set in the second quarter.	
1.8 New	Digital Delivery	Cllr. Simon Tagg	Total number of digital on-line transactions (Jadu).	High	-	10,191	6,080	-	With the development of the Digital Strategy and future planning, the indicators are currently under review to measure planned progress and will be introduced for the next quarter.	-
1.9 New	Communication	Cllr. Simon Tagg	Total number of unique users to the website	High	-	101,097	93,982	79,500	The result is well above the target set for this indicator.	
1.10	Revenues & Benefits	Cllr. Stephen Sweeney	Time taken to process Housing/Council Tax Benefit new claims and change events	Low	5.87 days	4.93days	4.91days	10 days	The result exceeds the target set and above those achieved last year	

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Ref	Service Area	Portfolio Holder	Indicator	Good is	Result Qtr. 2 2018-19	Result Qtr. 1 2019-20	Result Qtr. 2 2019-20	Target Qtr. 2 2019-20	How have we performed?	Status
1.11	Revenues & Benefits	Cllr. Stephen Sweeney	Percentage of Council Tax collected	High	52.9%	27.30%	52.9%	50.11%	The results are above the targets set and equal to or above those achieved last year	
1.12	Revenues & Benefits	Cllr. Stephen Sweeney	Percentage of National non-domestic rates collected	High	57.6%	29.50%	58.6%	52.44%		
1.13	Human Resources	Cllr. Simon Tagg	Average number of days per employee lost to sickness	Low	5.05days	2.45 days	4.9 days	4 days Qtr. 2 (8 days annual)	A new policy has been put in place for the management of sickness absence and training has been written by HR for all managers to attend and will be delivered in November 2019. The training is designed to ensure consistent and robust management of sickness absence in line with the new policy.	
1.14 New	Human Resources	Cllr. Simon Tagg	Staff turnover	Low	-	9.09%	8.80%	10%	The figure is well within target.	
1.15 New	Human Resources	Cllr. Simon Tagg	Staff vacancy rates	Low	-	11.63%	11.15%	-		-

Priority 2: Growing our People and Places

Progress Summary

For this section, we see the introduction of four new indicators for planning which measure the speed and quality of decisions. A summary of progress with planned activities for Priority 2 from the Council Plan 2018-2022 are as follows:-

- **Refresh of Economic Development Strategy**
The new Strategy was adopted by Cabinet in September and now reflects our Council Plan priorities and those of the Growth Deal with the County Council.

- **Deliver Joint Local Plan**
Progress continues to be made in preparing the draft joint local plan, although staff shortage continues to have an impact on delivery. Evidence is being finalised, policies are mainly drafted and site selection work is underway. There is a major task to identify additional housing supply in the Newcastle rural area to meet housing need which is proceeding. The intention is to submit the draft local plan to Cabinets at Newcastle and Stoke in February 2020 with a view to going out to public consultation in April/May 2020.

- **Progress University Growth Corridor**
The University Growth Corridor (UGC) Programme meetings re-established, and are being progressed alongside the Local Plan.

- **Deliver appropriate housing to those in need:**
 - **Retender Housing Advice service –**
Newcastle housing advice (NHA) service delivers the Council’s homelessness, housing advice and housing register services in the Borough. Following Cabinet approval on 10th July a comprehensive service specification and tender documentation was produced and tenders are being sought. Over the next quarter tenders will be evaluated and the contract will be awarded.

 - **Joint allocation policy and procurement of a Choice Based Lettings system**
Officers have commenced conversations with Aspire Housing to produce a Joint Allocation Policy. This joint policy will allow customers of the Borough to access social housing owned and managed by Aspire Housing and other Private Registered Providers to whom the Council has partnerships within the Borough. The Council and Aspire Housing will procure a Choice Based Letting (CBL) system that will deliver the platform for the administration function of the housing register. This will allow our customers to make one application for social housing. Officers have considered a range of IT providers through a procurement framework and believe that a good system can be procured. In order to develop a new IT system the IT provider will require the Allocations Policy. Over the next quarter officers will work with Aspire and other Registered Providers to develop this policy.

 - **One Public Estate**
The Borough Council have received a sum of £50,000 from ‘One Public Estate’, (a body set up to encourage public agencies to work together to make better use of their property assets), to cover the cost of undertaking the masterplanning of Knutton Village. This will involve preparing proposals for the use or development of a number of cleared sites around the centre of Knutton in the ownership of the Borough and County Councils and Aspire Housing with the objective of bringing forward new housing development in the area and to assess the potential for investing in the improvement and consolidation of community facilities. Aspire Housing is also contributing to the resources of the Study with a view to it reviewing its role as a provider of affordable housing in the area, including that of housing for the elderly. A contract for this work has been let to White Young Green and over the forthcoming months officers will be working with them and our partners. As part of the commission it is expected that an exhibition and local consultation will be undertaken to assist in arriving at recommendations for action.

Progress Summary continued

▪ **Consideration of a property investment model**

Consideration is being given to the Borough Council taking a more active role in developing its sites (i.e. by way of forming a property development company or similar) either on its own or in a partnership arrangement. A commercial strategy has been prepared and progressed during Qtr 2 with the procurement of commercial investment advisors.






▪ **Masterplan of land at:- Chatterley Close area by Bradwell crematorium; off Liverpool Road, Birchenwood and Keele Golf Course**

Work has commenced on the development of the specifications for the masterplan of land in the Chatterley Close area, Bradwell. Tendering of the masterplan has been undertaken and is coming to a conclusion over the next few weeks to ensure a qualified and experienced consultant can undertake the work. Keele masterplan was approved in principle last year and is subject to consideration as part of the development of the Joint Local Plan. Following the Phase 1 environmental impact assessment for Birchenwood, a preliminary ground investigation survey is now being commissioned to inform the next steps.

▪ **Planning Consent – Sidmouth Ave**

In this quarter, work was undertaken to enable July Cabinet to authorise the Chief Executive, in consultation with the Portfolio Holder to secure Planning Consent for;

- (i) Demolition of the post 1950's building extensions, making good external walls on the existing (i.e. remaining) building;
- (ii) Change of use of the existing building to residential;
- (iii) Three substantial 4-5 bedroomed detached houses, each having integral garages – being on the area of cleared land arising from the demolition referred to at point (i) above. A planning application has been submitted with a view to securing consent in November 2019.

Ref	Service Area	Portfolio Holder	Indicator	Good is	Result Qtr. 2 2018-19	Result Qtr. 1 2019-20	Result Qtr. 2 2019-20	Target Qtr. 2 2019-20	How have we performed?	Status
2.1	Property	Cllr. Paul Northcott	Percentage of investment portfolio vacant (NBC owned)	Low	11.4%	7%	8.3%	12%	This indicator remains well within target.	
2.2	Planning & Development	Cllr. Paul Northcott	Speed of major development applications (P151a)	High	-	72.4%	74.6%	60%	These are new indicators for this report and due to an issue with the national reporting system there is a delay in providing the results from the live tables but the figures are being correctly reported by the borough and calculated.	
2.3			Quality of major development applications (P152a)	Low	-	1.6%	1.5%	10%		
2.4			Speed of non-major development applications (P153)	High	-	80.5%	82.9%	70%		
2.5			Quality of non-major development applications (P154)	Low	-	0.8%	1%	10%		

Priority 3: A Healthy, Active & Safe Borough

Progress Summary

Overall the performance for this priority advises the progress within this area, and considering the impact of a problem with the J2 facility at the moment, there are many users with leisure and cultural activities.

A summary of progress with planned activities for Priority 3 from the Council Plan 2018-2022 are as follows:-

- **Secure J2 Remedial works**

The health suite closed in May 2019 and has been stripped out to confirm the source of the water leak. Customer consultation has been completed views fed into the redesign of the health suite. Discussions with the building contractor are on-going while alternatives for bringing the area back into use are also being developed.

- **Secure J2 commercialisation**

A contract has been awarded to Alliance Leisure for marketing support to drive up membership sales and improve retention. This contracted started in September 2019. Additional advertising income will also be generated at Jubilee2 through an agreement with Strategi Solutions Ltd, who have begun marketing the advertising screens and first revenues are due in October 2019.

- **Kidsgrove Sports Centre**

Designs for remodelling the sports centre have been completed by a Leek based architectural practice and the costs of such works are being assessed by Sport England Consultants. At the same time solicitors are working on the transfer of the sports centre to the Council in readiness for the redevelopment works.

- **Secure funds for Museum Extension**

Plans for improving the resilience of the museum by creating separate gallery and education spaces and expanding the retail and craft sales area are sufficiently advanced for planning permission submission. Expressions of interest have been submitted to The National Lottery Heritage Fund, Chlore Foundation and Red Industries. The project also has the support of the Civic Society and Friends of the Museum.

- **Open Space Strategy**

Heart of England in Bloom judging was completed and results announced in Qtr 2. The council secured its 18th Consecutive Gold Award in the competition. The Council was awarded 6 Green Flag Awards for: Brampton Park, Lyme Valley Parkway, Bathpool Park, Queens Gardens, Bradwell Crematorium and Keele Cemetery.

- **Streetscene Fleet procurement**

The procurement process for the purchase of 5 new tractors, a mini digger and trailer, and a tractor mounted chipper are pending. A contract for a Mobile Elevated Work Platform (MEWP) to assist the tree team in carrying out the tree work programme, has been awarded .

- **Feasibility study for Crematorium extension**

An officer working group is being established to progress the feasibility study.

- **Affordable Funeral Scheme**

A project team has been established and is meeting regularly to progress this project. There is an expected delay due to capacity issues so the timeline is being reviewed. Recruitment is in progress for current vacancies in the Bereavement Service team.

Progress Summary continued

- **Deliver Capital Programme projects**

Previously reported projects have been completed or are in progress relating to play area refurbishments, traveller encroachment deterrent measures at identified sites, repairs to railings/gates/fences at a number of parks and open spaces. Additional capital expenditure has been identified with further projects being taken forward in relation to the aforementioned work areas.

- **Protect our communities by delivering priority community safety, food safety & licensing projects:**

- **Taxi Licensing Policy**

In the first quarter members of the Licensing and Public Protection Committee approved the content of the taxi policy. The policy document is a wide scale reform of the current policy, to ensure that the Council has a policy that is fit for purpose in respect of the legislative framework and administration of the service. Members of the Licensing and Public Protection Committee have approved the policy and agreed that the policy will be implemented on 1st November 2019 with the exception of equality training and completion of a new knowledge test which will be implemented in January 2020. Works are underway to update all documentation and applications to reflect the policy changes.

- **Commission new CCTV Service**

A review of the existing CCTV provision in Newcastle Town Centre has now been completed and agreement has been reached with the Business Improvement District (BID) regarding financial contributions to support the development of the project. A report was approved by Cabinet and called in but the original decision reconfirmed.

- **Town Centre ASB enforcement**

A range of Partnership activity continues to be co-ordinated, including; the CCTV review and recommissioning; working closely with partners to identify individuals in need of support, working with the rough sleepers team to ensure that appropriate support is provided, utilising the Council's civil enforcement powers such as Community Protection Notice Warnings (CPNWs), CPNs and Injunctions, introduction of PSPOs for the Town Centre and Queen Elizabeth Park, working with the Police to encourage use of Section 34/35 powers (criminal powers), and developing a range of community safety projects to improve the aesthetics of the town centre and contribute to improving perceptions of safety. The council has recently appointed a Rough Sleeper Co-ordinator to assist in galvanising partnership activity with some of our vulnerable residents.

- **Air Quality Local Development Plan**

Work is continuing with Stoke-on-Trent City Council and Staffordshire County Council to create the Air Quality Local Development Plan to bring about improvements in Nitrogen Dioxide (NO₂) levels. The legal directions require plans to be drawn that will deliver compliance with the EU air quality limit values, in "the shortest possible time". If this cannot be achieved through the delivery of a business case which sets out a viable preferred option, the government will require the Local Authority to impose a charging "Clean Air Zone" (CAZ), which would require drivers of older vehicles, which don't meet modern emissions standards, to pay a charge when they are driven within defined areas that form the CAZ.

Specialist consultants have been appointed and are currently close to identifying the scale of the problem, in terms of exceedance locations. This work has involved extensive transport and air quality modelling, a review of the national data which identified the potential problem and the development of a project plan to progress the work to a full business case (FBC) submission to Government.


Work to complete the Initial Evidence Submission (IES) is well progressed and this will be submitted in October 2019. The IES will demonstrate the extent of the non-compliance. Works have commenced on appraising the long list of interventions and potential measures. Work is progressing on the development of draft sections of the business case, in particular the strategic, commercial and management cases.

Since the original contracts were awarded, further works in respect of modelling, communications and project management support have been identified, a further grant application has been made and approved and the extension of these contracts will be considered at October's Cabinet meeting.

The project plan is regularly updated and reviewed to reflect the reality of the work required to deliver an Outline Business Case (OBC) and FBC

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across the three Councils. It is clear that, the deadline in the second legal direction will not be achieved.

Ref	Service Area	Portfolio Holder	Indicator	Good is	Result Qtr. 2 2018-19	Result Qtr. 1 2019-20	Result Qtr. 2 2019-20	Target Qtr. 2 2019-20	How have we performed?	Status
3.1a	Community Safety	Cllr. Jill Waring	Anti-Social Behaviour (ASB) cases:- -New cases received during the quarter	Low	103	117	95	-	There are currently 6 cases discussed at the ASB, Youth Violence and Gangs Case conference.	-
3.1b			-Current open cases at the end of the quarter	Low	17 (30/09/18)	28	17	-		-
3.1c			Community Safety	Cllr. Jill Waring	-Cases closed in the quarter	High	113	97		106
3.2 New	Community Safety	Cllr. Jill Waring	Number of referrals made regarding vulnerability by participating organisations at the Daily Hub	High	76	40	32	-	A total number of 32 referrals were made from Daily Hub meetings that have taken place over the period 1st June 2019 – 30th September 2019.	-
3.3	Culture & Arts	Cllr. Mark Holland	Number of people visiting the museum	High	24,808 Qtr 2 (45,228 cumulative)	16,775 Qtr 1 (cumulative)	21,847 Qtr 2 (38,622 cumulative)	17,000 Qtr 2 (39,000 cumulative)	Above target for Quarter 2. but lower than the same quarter in 2018/19 due to the poorer weather in Summer 2019/20.	
3.4	Leisure	Cllr. Mark Holland	Number of people accessing leisure and recreational facilities	High	159,428 Qtr 2 (318,523 cumulative)	141,579 Qtr 1 (cumulative)	146,029 Qtr 2 (287,608 cumulative)	150,000 Qtr 2 (300,000 cumulative)	The aqua sauna has been closed since 13th May 2019, resulting on an impact on usage in other areas.	
3.5 New	Leisure	Cllr. Mark Holland	Net growth in J2 Membership (Quarterly)	High	2.6% (2,903)	-1.01% (3,026)	-2.35% (2955)	3.2% Qtr2 (3,153 members) 6.31%	The annual target is 3250 members and is being impacted on as detailed above.	

								Annual (3,250 members)		
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Priority 4: A Town Centre for All

Progress Summary

For this quarter, the results demonstrate a varying level of activity and further comments are detailed in this report.

A summary of progress with planned activities for this priority from the Council Plan 2018-2022 are as follows:-

- **Prepare a Town Centre Strategy**

In Qtr. 1 political support was given to the prioritisation of Newcastle Town Centre; a Town Centre Board has been established to bring together key elected members and partners to give direction to the future of the Newcastle town centre. In Qtr. 2 a town centre taskforce has had its first meeting and an action plan has been approved by the board. Work will continue influenced by the upcoming opportunities from the potential to bid for Future High Street Funds and the invitation to prepare a Town Deal.

- **Market**

The Service Improvement Plan for the market was presented at the June Cabinet and also for consideration at the Economic Development & Enterprise Scrutiny meeting where it was approved with recommendations noted and for delivery in 12 months. A new Town Centre Officer has been appointed and will commence work to deliver the improvement plan.

- **Business Support**

Work continues in signposting business queries to the Growth Hub and maintenance of Business support pages on website. The 2019 competition has been launched. Officers will also be working to deliver the Town Deal once further guidance is received from MHCLG.

- **Parking Policy**

A review and strategy has been produced, this was considered by the Environment, Economy and Place Scrutiny Committee in September. It is planned that the strategy will be considered by Cabinet in October.

- **Property diversification**

The Council has produced a specification for a commercial review of our stock which has been out to procurement; next quarter specialist consultants will be working to complete the review and give recommendations on future options appraisals for our commercial stock in the town centre.

- **Establish Town Centre Communications Group**


Agreement was reached with the Business Improvement District, HitMix Radio, Newcastle-based information platform BabaBaboon and Newcastle College to form an informal communications group to promote positive messages about the town centre. This group is now meeting regularly and taking a co-ordinated approach to promoting events in the town centre. Membership of the group is also being expanded to include the New Vic and College.

- **Ryecroft**

Determined efforts, by JV Partners NBC & SCC continue to be made in order to progress redevelopment of the site and in this regard dialogue with Henry Davidson Developments Ltd is on-going. The Council has been awarded the second round of the Future High Streets Fund, a report is planned for the October Cabinet to outline the approach to commissioning specialist consultants to deliver the Business Case in line with MHCLG requirements.

- **Develop a Kidsgrove Town Centre Plan**

The Council, County and Aspire are continuing to work together to refresh options for a Kidsgrove Town Centre plan. Following the announcement of the Town Deal officers will be seeking to ensure that this commission is able to meet the requirements of the Town Deal once further guidance is received from MHCLG.

Ref	Service Area	Portfolio Holder	Indicator	Good is	Result Qtr 2 2018-19	Result Qtr1 2019-20	Result Qtr 2 2019-20	Target Qtr 2 2019-20	How have we performed?	Status
4.1 New	Regeneration & Economic Development	Cllr. Stephen Sweeney	Car parking usage:- Number of tickets purchased	High	124,685	114,874	119,779	-	The figure has exceeded the last quarter result.	-
4.2 New	Regeneration & Economic Development	Cllr. Simon Tagg	Footfall	High	869,551	809,546	822,302	-	The footfall figure has increased this quarter.	-
4.3	Regeneration & Economic Development	Cllr. Stephen Sweeney	Average stall occupancy rate for markets	High	52%	44%	42%	60%	Recruitment of a Town Centre Officer to drive the market improvement plan and the introduction of a Saturday Antique Market are two factors that will improve the stall vacancy rate in Q3.	

N/A Performance information not available at this time or due to be provided at a later date



Performance is not on target but direction of travel is positive



Performance is not on target where targets have been set



Performance is on or above target