



# Quarter 3 - April 2024 to December 2024

## All Performance Indicators Current Status



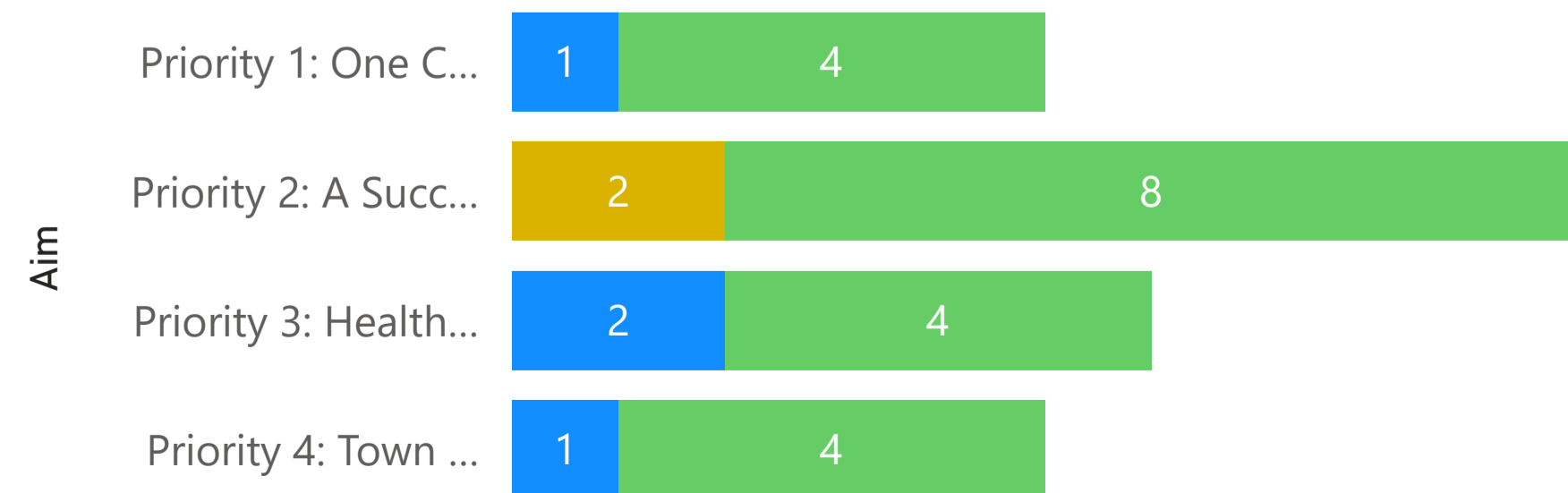
Corporate Aim (Priority)	Count
Priority 1: One Council delivering for Local People	16
Priority 2: A Successful and Sustainable Growing Borough	6
Priority 3: Healthy, Active and Safe Communities	24
Priority 4: Town Centres for All	3
<b>Total</b>	<b>49</b>

### Smart Narrative

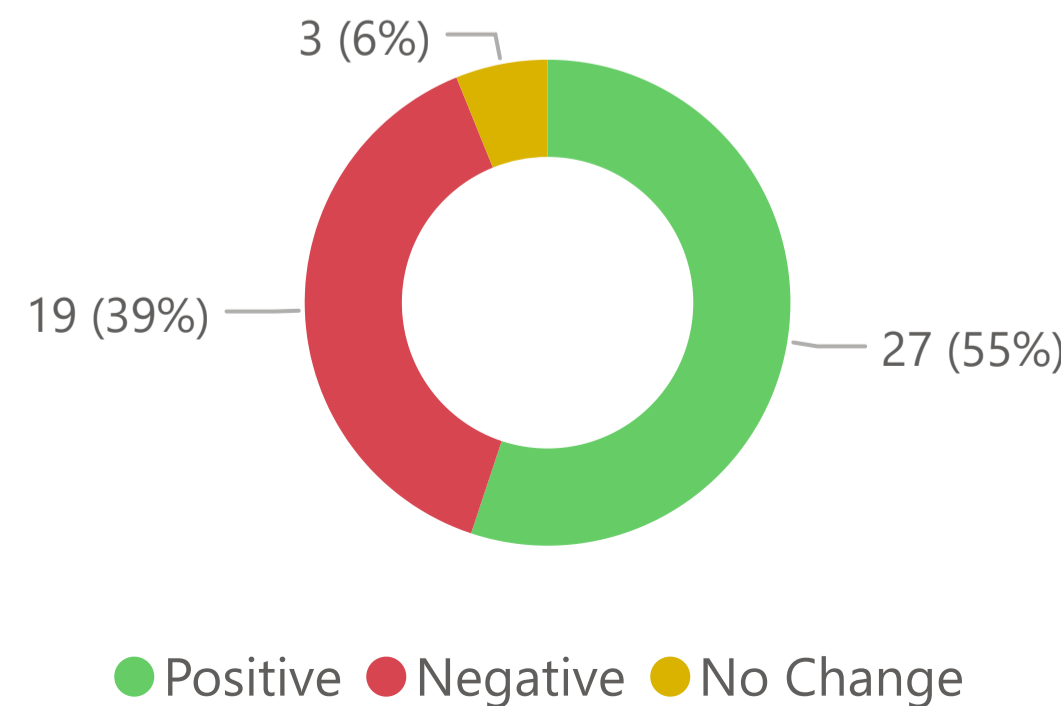
- There are 29 Indicators which have set targets this quarter.
- 65% met their targets within Quarter Three. 7 Indicators which met their target also showed improvement when compared to the same time period last year. 9 Indicators which met their target showed a negative trend when being compared to last year. 3 Indicators showed no change.
- 35% of Indicators were off target this quarter. 3 of these indicators showed an improvement when compared to last year and 7 indicators showed a negative trend.
- There are 20 Indicators which are contextual this quarter and do not have a target to meet. When compared to last year 7 measures showed an improved trend with 6 of the contextual measures showing a negative trend. 7 measures did not have any historic data to compare against.
- There are 4 Projects/Actions that have been classified as completed being split between Priority 1, 3 and 4. Priority 2 has 2 Project/Action's that have been identified as not progressing as expected - detail of these is provided in this report.

## Summary Project Status Split

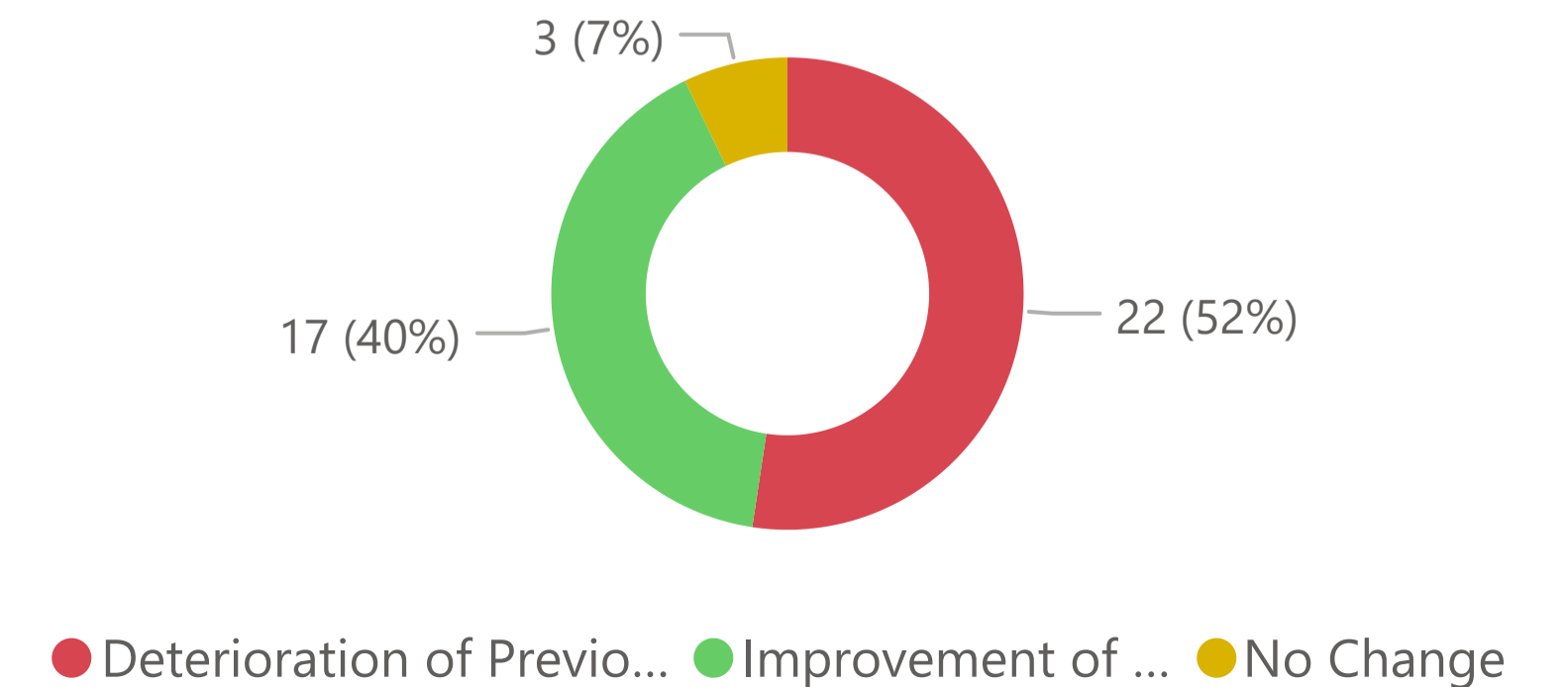
● Project/Action is Completed ● Project/Action is Not Progr... ● Project/Action is Progr...



## All Qtr.3 Trend Direction of PI's Compared to Previous Quarter

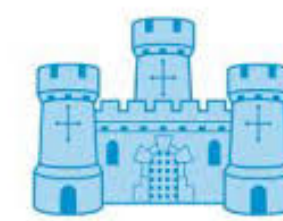


## All Qtr.3 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year





## Priority 1: One Council delivering for Local People



NEWCASTLE-UNDER-LYME  
BOROUGH COUNCIL

### Priority 1: Performance Indicators Current Status



Corporate Objective	Count
Deliver services to a high standard every day	3
Develop professional talent across the Council and provide opportunities for staff to grow their careers	4
Ensure our services are efficient and accessible	7
Ensure strong financial discipline across the Council	2
<b>Total</b>	<b>16</b>

### Smart Narrative

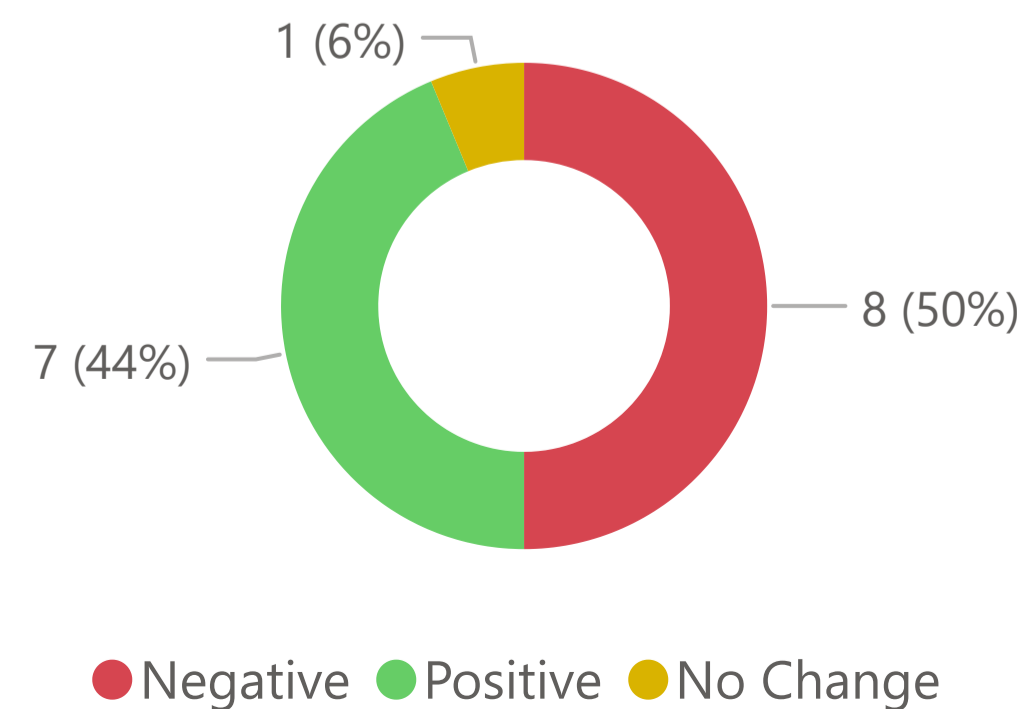
- There are 11 Indicators which have set targets this quarter within Priority 1.
- 45% met their targets within Quarter Three. 1 Indicators which met their target also showed improvement when compared to the same time period last year. 4 Indicators which met their target showed a negative trend when being compared to last year.
- 55% of Indicators were classed as off target this quarter. 2 of these indicators showed a positive trend when compared to last year and 4 showed an negative performance on the year previous.
- There are 5 Indicators which are contextual this quarter and do not have a target to meet. When compared to last year, 1 of these measures showed a negative trend, 3 measure demonstrated an improvement and 1 measure did not have any historic data to compare against.
- There has been one Project/Action that has been classed as completed in Priority 1, this being the Delivery of the One Council Programme. All other Projects/Actions within Priority 1 are classed to be progressing as expected.

### Priority 1: Summary Project Status Split

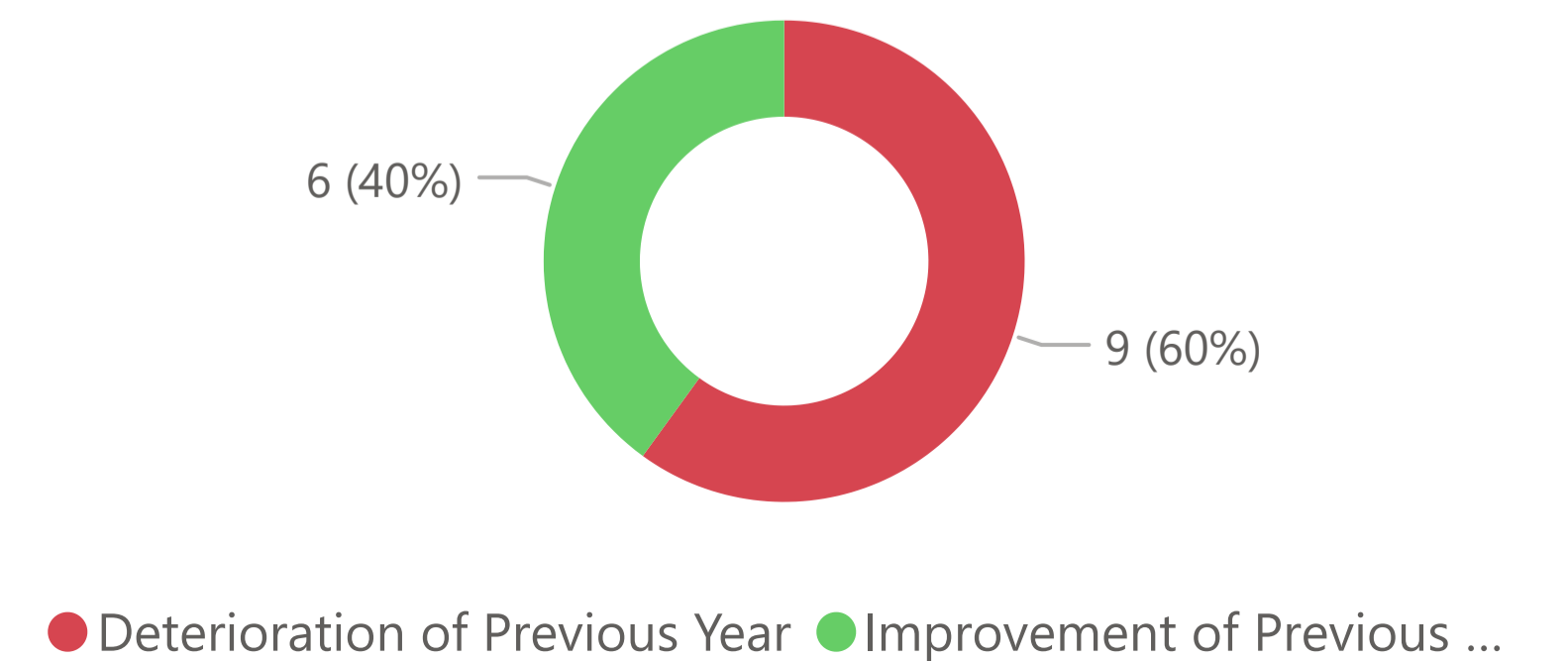
● Project/Action is Completed ● Project/Action is Progressing as Expected

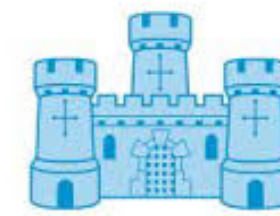


### Priority 1: Qtr.3 Trend Direction of PI's Compared to Previous Quarter

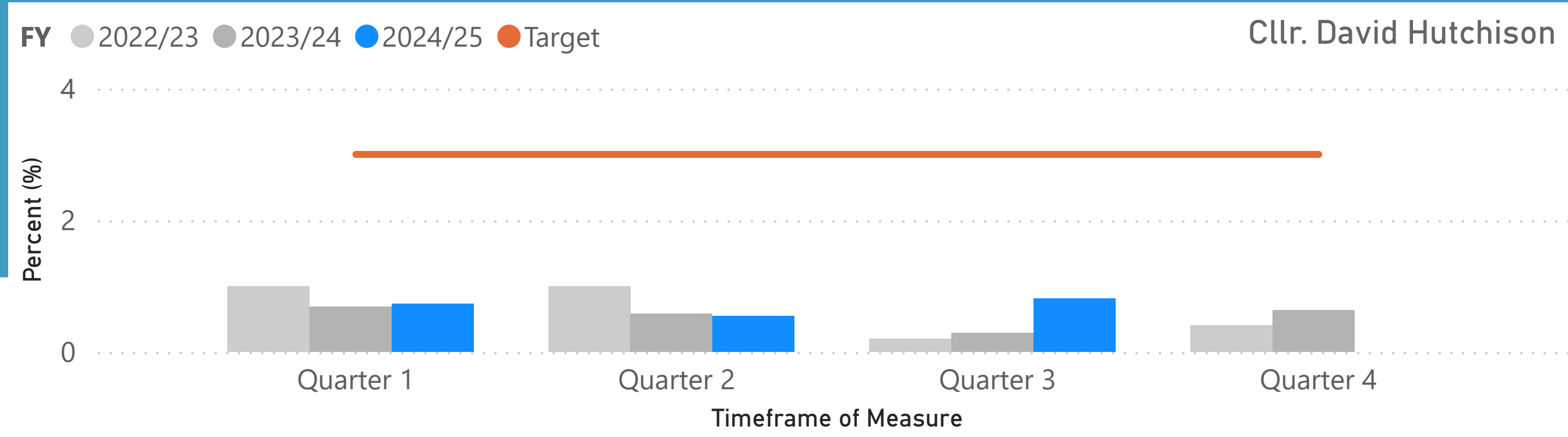


### Priority 1: Qtr.3 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year



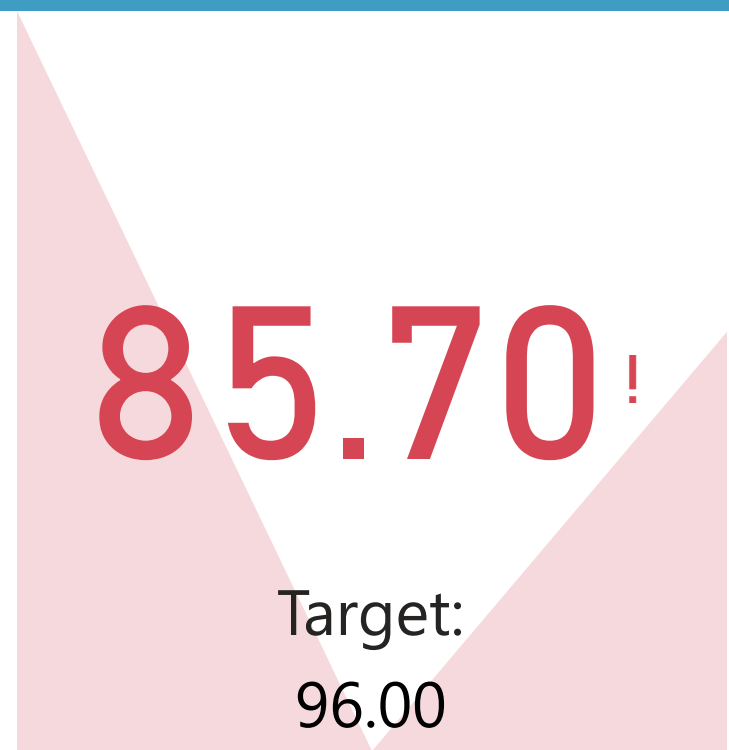
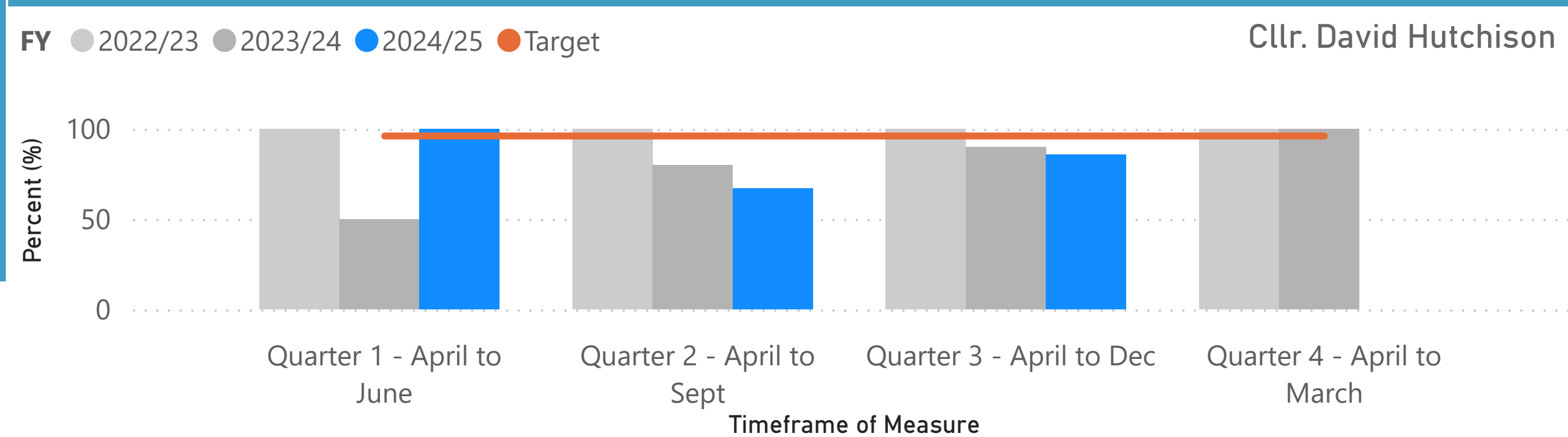


Low Is Good Per Quarter (Snapshot) Negative Yearly Trend ID1.1 - Percentage of food premises that have a zero or one national food hygiene rating Current Status SMART Actions if Off Target



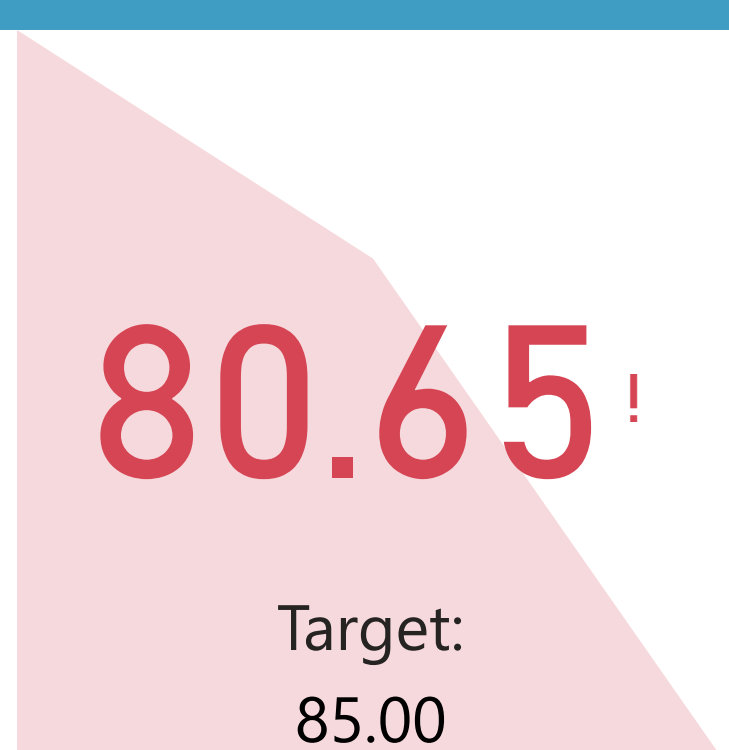
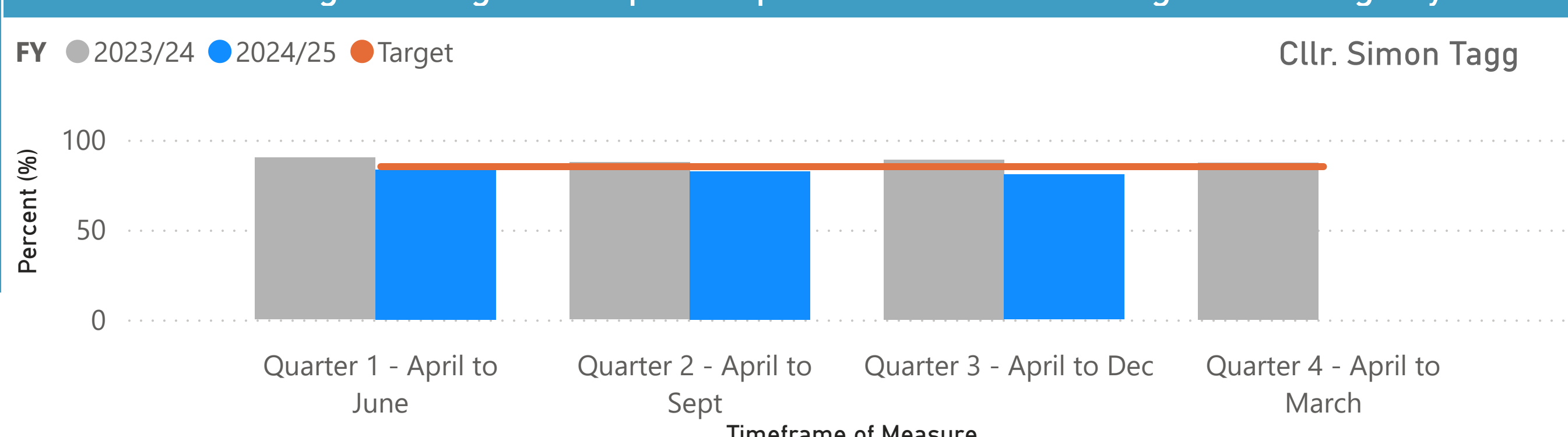
SMART Actions if Off Target  
Not Required as Target Met

High Is Good Cumulative (Per Annum) Negative Yearly Trend ID1.2 - Percentage of category A and B food business inspections completed on time Current Status SMART Actions if Off Target



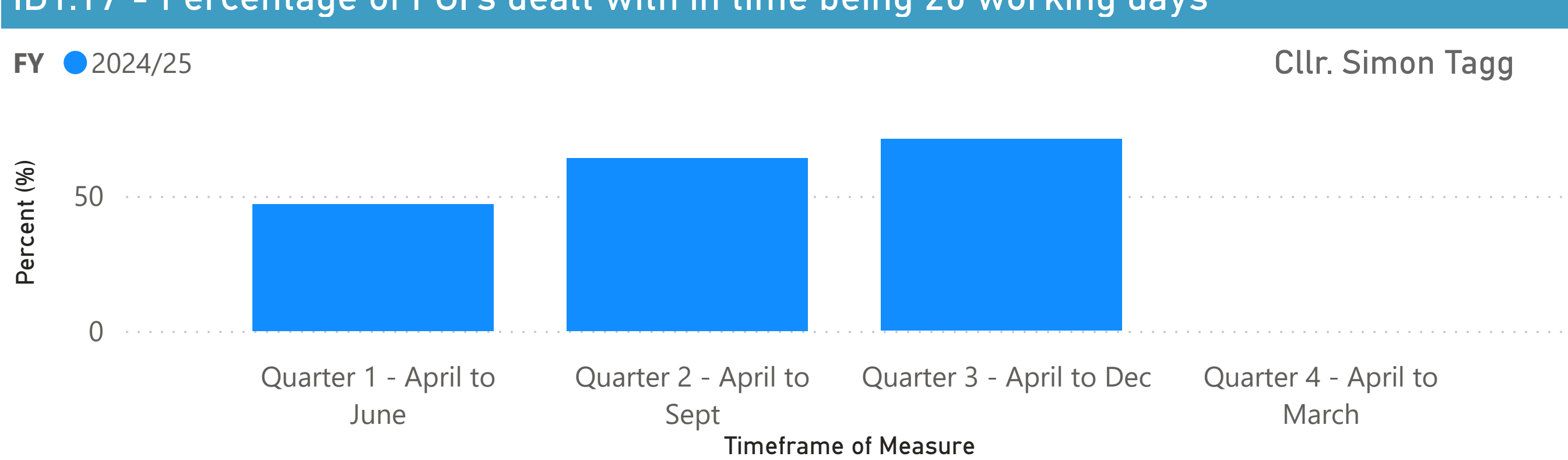
SMART Actions if Off Target  
Between Apr-Dec 12 of 14 inspections had been completed on time, during Quarter 3 in isolation all inspections were completed on time which increased overall percentage, however value remains below target of 96%. The late inspections within quarter 2 have affected the yearly figure.

High Is Good Cumulative (Per Annum) Negative Yearly Trend ID1.16 - Percentage of Stage 1 complaints processed in time being 20 working days Current Status SMART Actions if Off Target



SMART Actions if Off Target  
Q3 in isolation shows 22 due 17 responded within 20 working days. As part of the complaints review we have spoken about the introduction of staff training to heighten the importance of complaints and learning from complaints – making sure any learning has been followed up.

High Is Good Cumulative (Per Annum) N/A Yearly Trend ID1.17 - Percentage of FOI's dealt with in time being 20 working days Current Status SMART Actions if Off Target

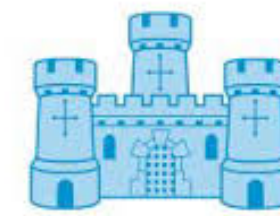


SMART Actions if Off Target  
Q3 in Isolation shows 87% achieved - 137 due, 119 achieved 20 day target

Deliver services to a high standard every day

Ensure our services are efficient and accessible



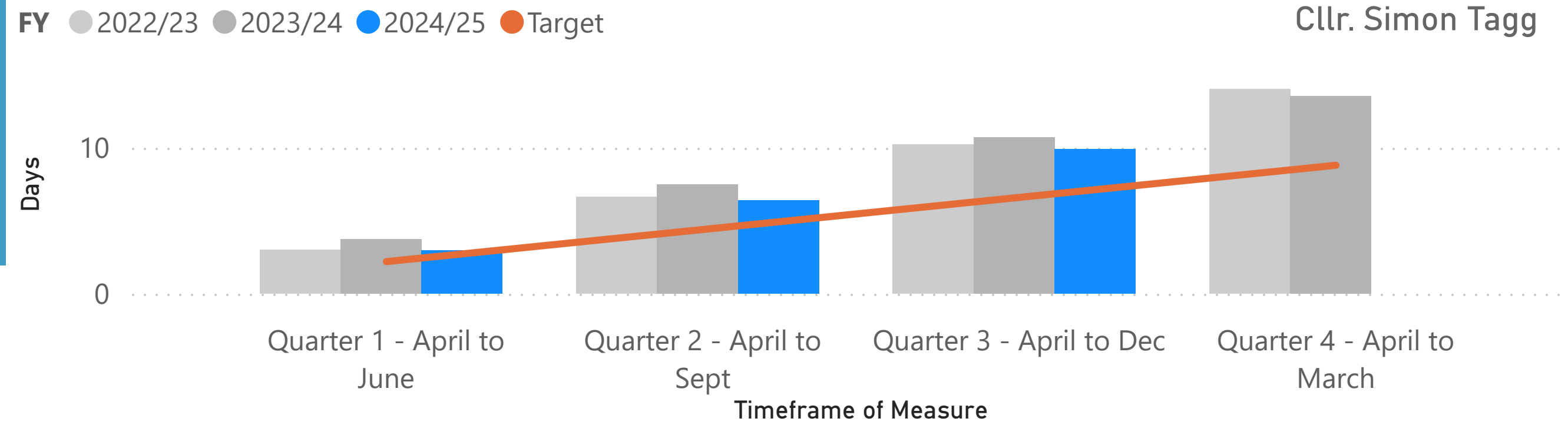


Low  
Is Good  
Cumulative (Per Annum)

### ID1.13 - Average number of days per employee lost to sickness - Per Employee

Current Status

SMART Actions if Off Target



9.91!

Target: 6.60

Sickness reduced significantly in December, to the lowest level since April 24. December can be a lower month for sickness due to a larger number of holiday days, however it is also lower than December 23 and 22. The main reduction was in long term sickness absence and some of the longest runnign cases of sickness were resolved in December so hopefully this will continue into January.

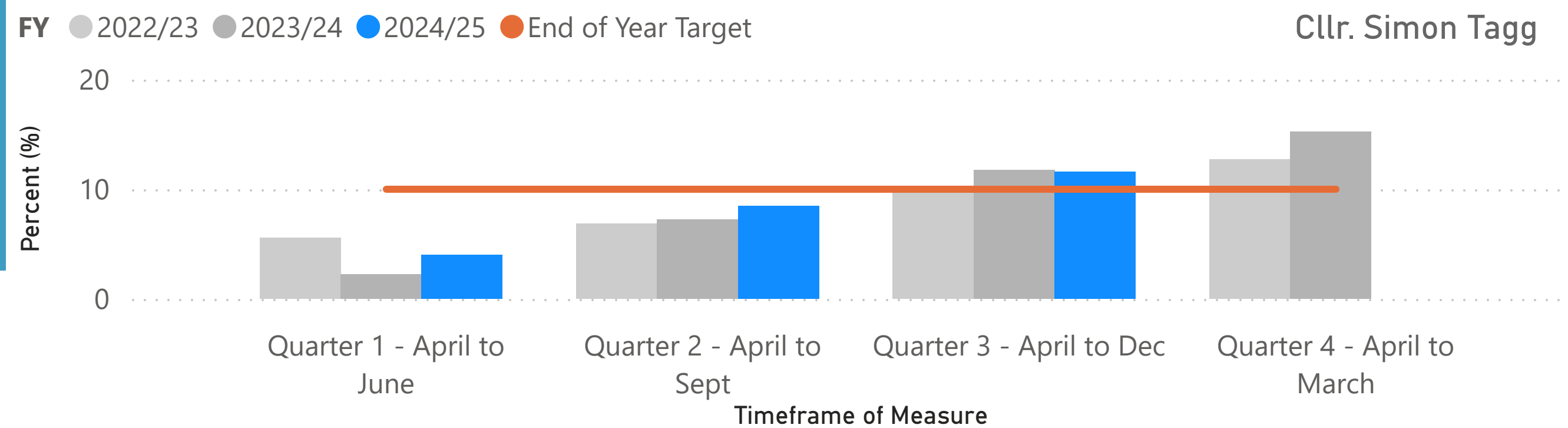
Positive  
Yearly Trend

Low  
Is Good  
Cumulative (Per Annum)

### ID1.14 - Staff Turnover

Current Status

SMART Actions if Off Target



11.58!

End of Year Target: 10.00

Turnover is above target but this needs to be considered in the context of reasons for leaving, there have been a number of fixed term contracts and retirements this year so the resignation figure is much lower.

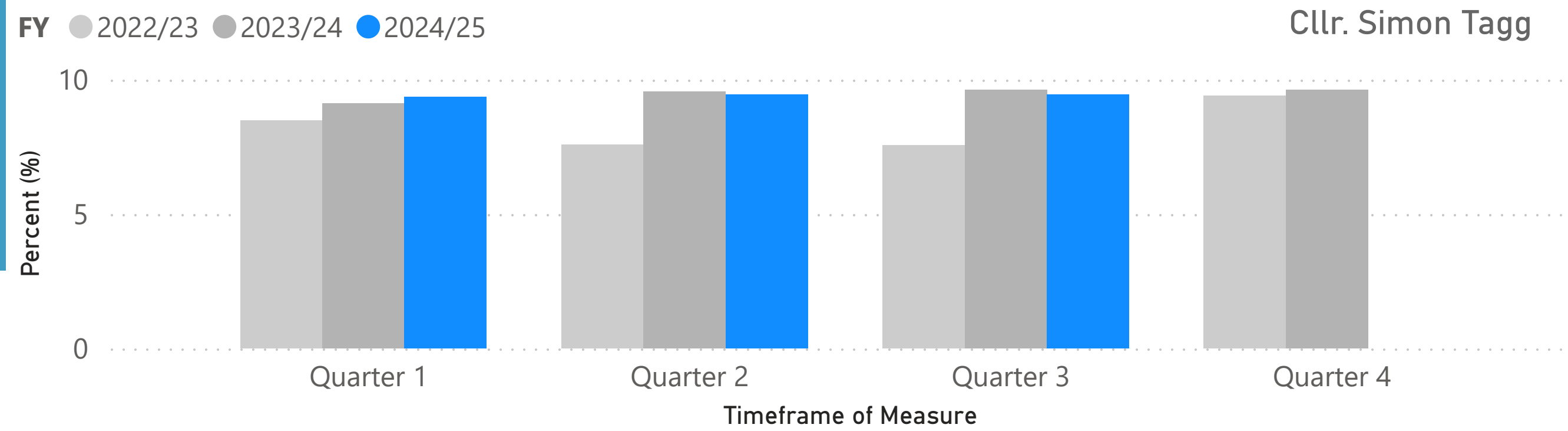
Positive  
Yearly Trend

Low  
Is Good  
Per Quarter (Snapshot)

### ID1.15 - Staff Vacancy Rate

Current Status

SMART Actions if Off Target



9.43

Vacancy rates remain stable, and slightly higher in December compared to the previous month. Some posts are mid-recruitment and others are being covered by agency in the short term. There are a small number of hard to recruit specialist posts which have not been filled substantively for some time.

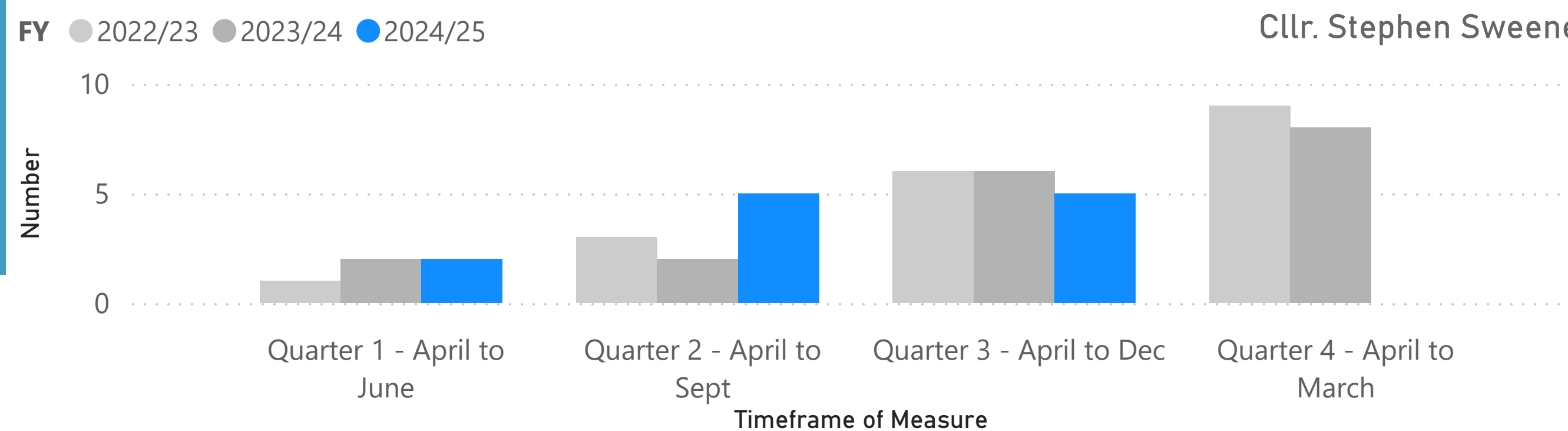
Positive  
Yearly Trend

Low  
Is Good  
Cumulative (Per Annum)

### ID1.3 - No. Accidents/Incidents reported (RIDDOR)

Current Status

SMART Actions if Off Target

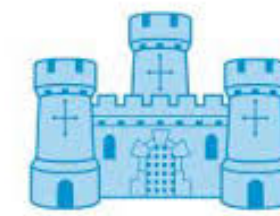


5

Delayed reporting from members of the public resulted in two late submissions for the initial quarter. A lack of reportable incidents in the third quarter is positive but should not be viewed in isolation, the overall year will provide more objective data.

Positive  
Yearly Trend

Develop professional talent across the Council and provide opportunities for staff to grow their careers

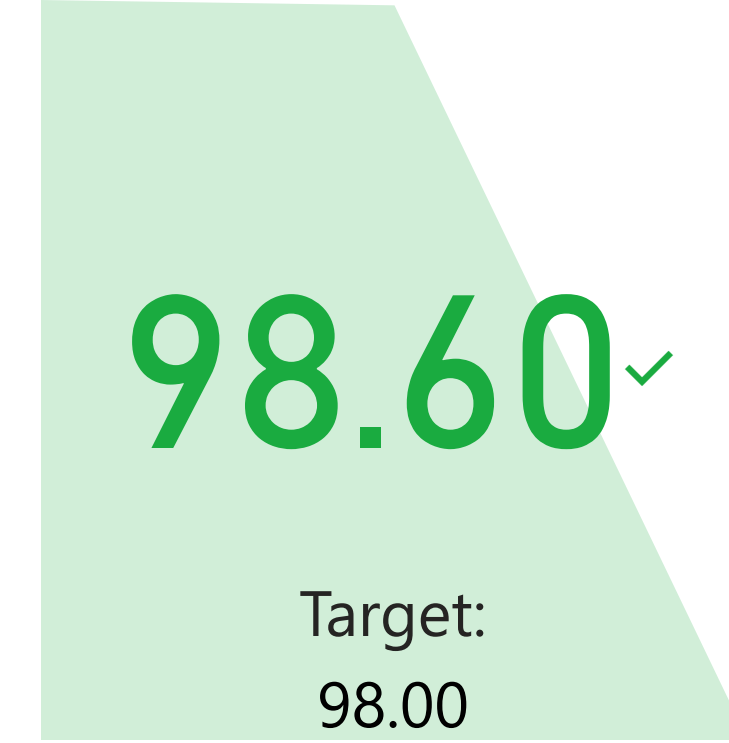
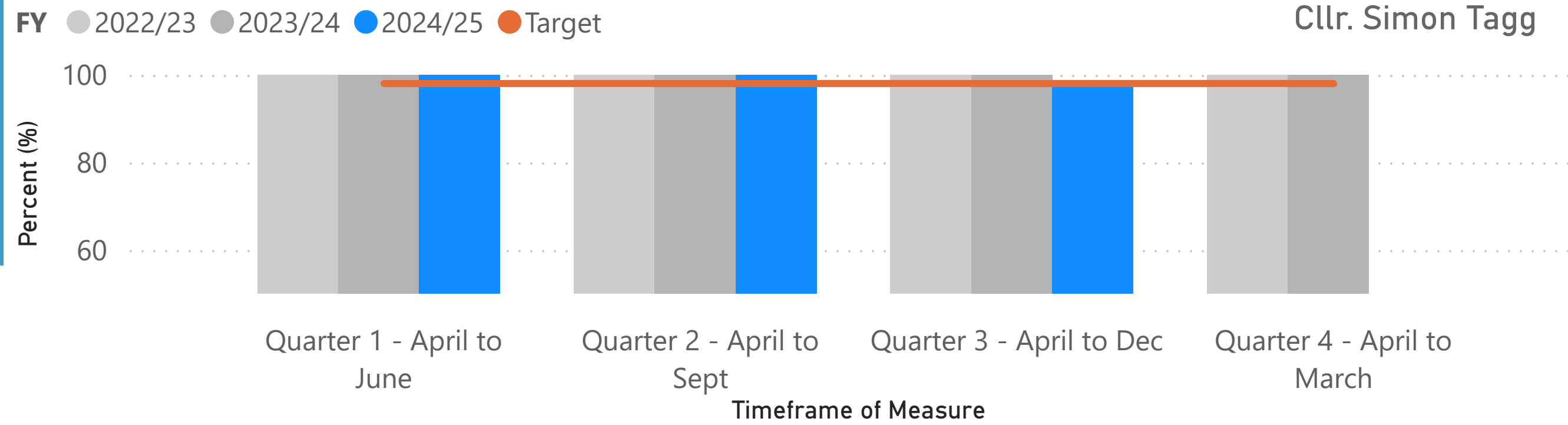


High  
Is Good  
Cumulative (Per Annum)

### ID1.6 - Percentage of Customer Hub requests resolved at first point of contact

Current Status

SMART Actions if Off Target



Not Required as Target Met

Ensure our services are efficient and accessible

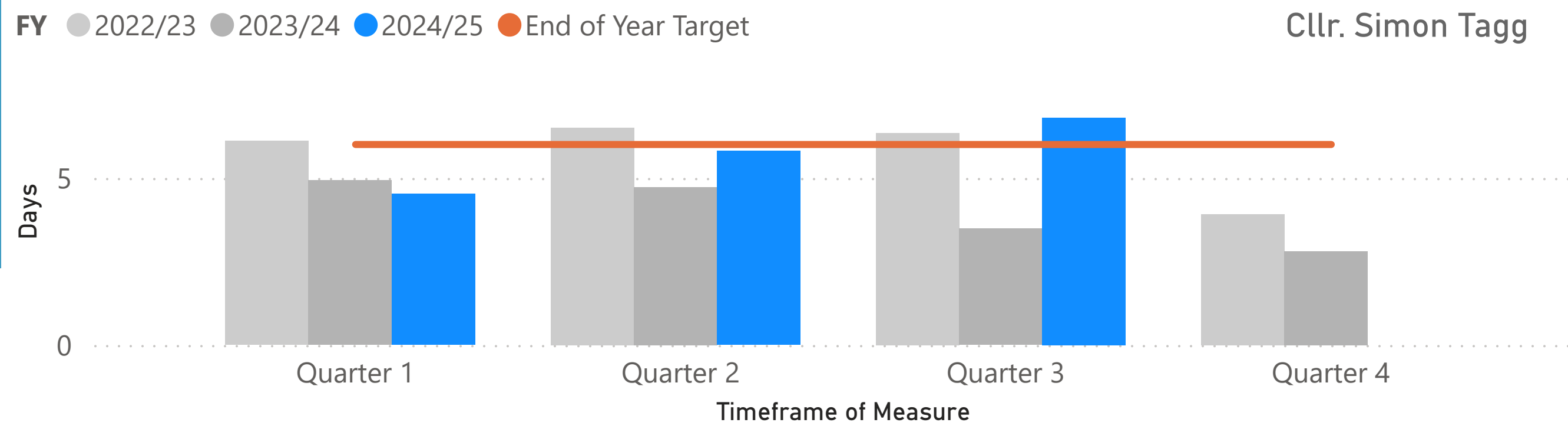
Negative  
Yearly Trend

Low  
Is Good  
Cumulative (Per Annum)

### ID1.10 - Time taken to process Housing Benefit new claims/change events (Days)

Current Status

SMART Actions if Off Target



Measure impacted by Housing Benefit Change of Circumstances. This is slightly off target due to staff resources distracted by the Subsidy Audits for 2021/22 and 2022/23 and now impacts on 2023/24. This has not been controllable as very reliant on External Auditors. However, we are targeting the work that has the biggest impact to performance, subsidy and overpayments.

Deliver services to a high standard every day

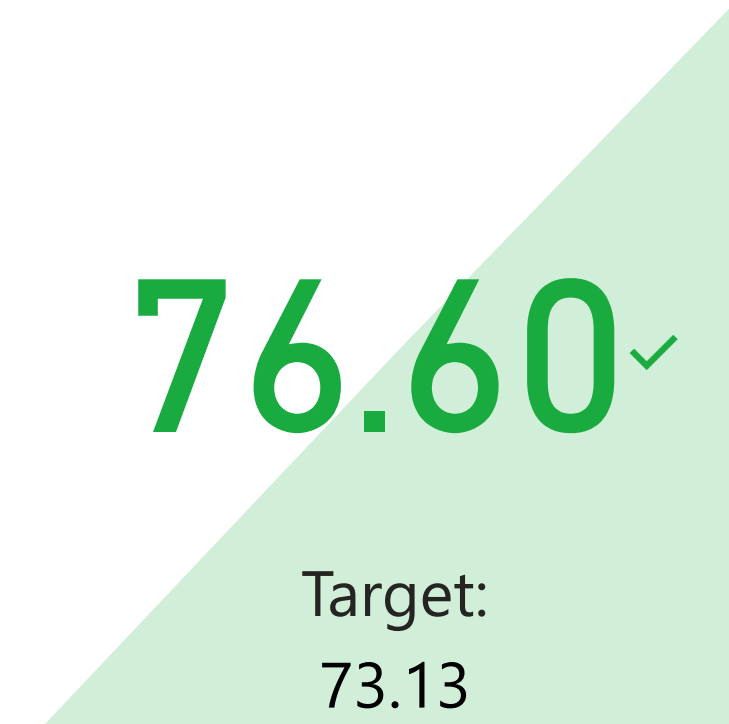
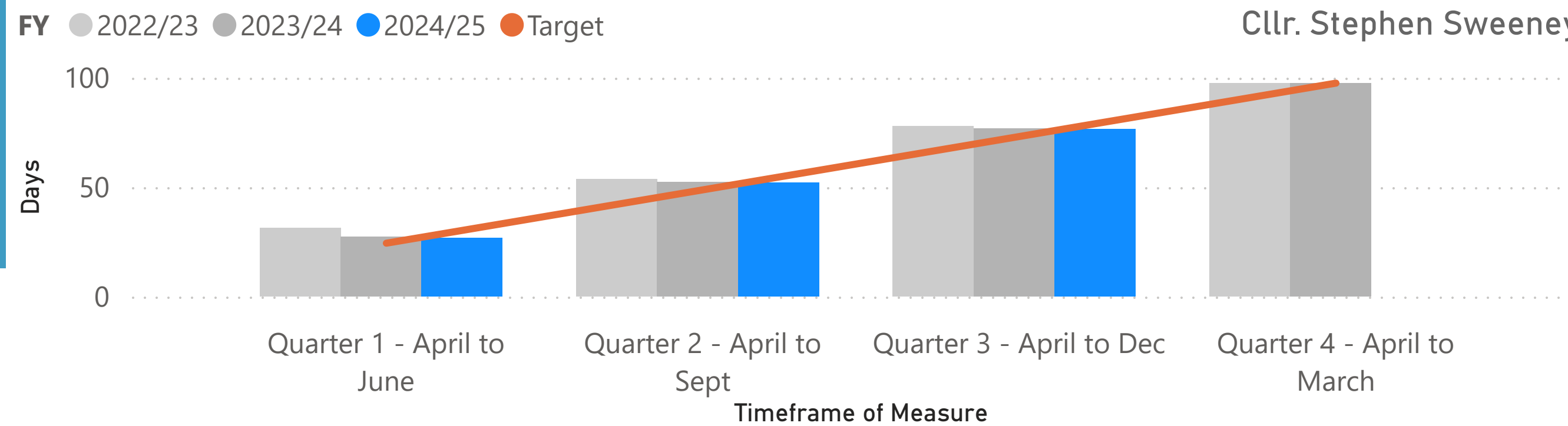
Negative  
Yearly Trend

High  
Is Good  
Cumulative (Per Annum)

### ID1.11 - Percentage of Council Tax collected

Current Status

SMART Actions if Off Target



Not Required as Target Met

Ensure strong financial discipline across the Council

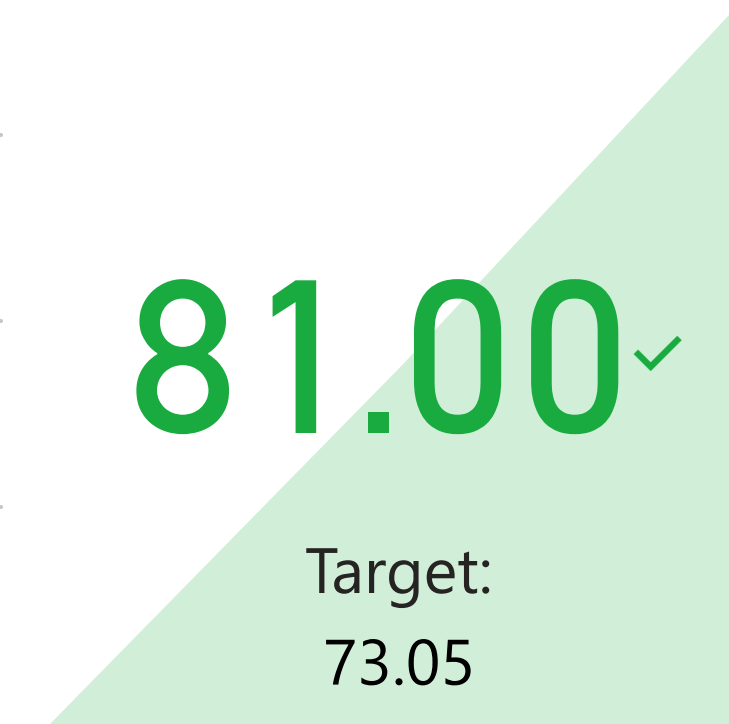
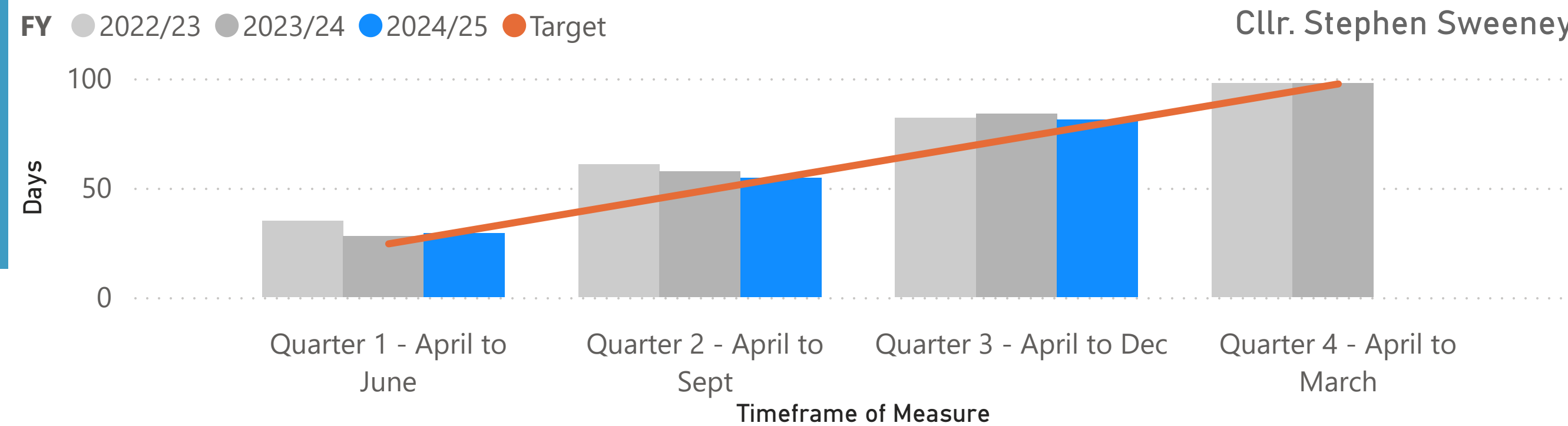
Negative  
Yearly Trend

High  
Is Good  
Cumulative (Per Annum)

### ID1.12 - Percentage of National non-domestic rates collected

Current Status

SMART Actions if Off Target

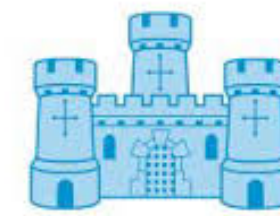


Not Required as Target Met

Ensure strong financial discipline across the Council

Negative  
Yearly Trend

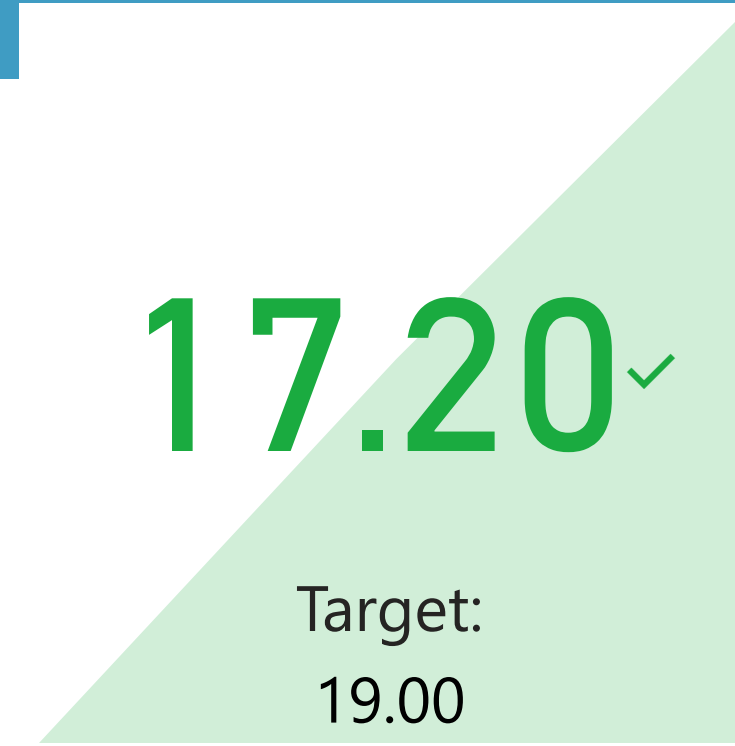
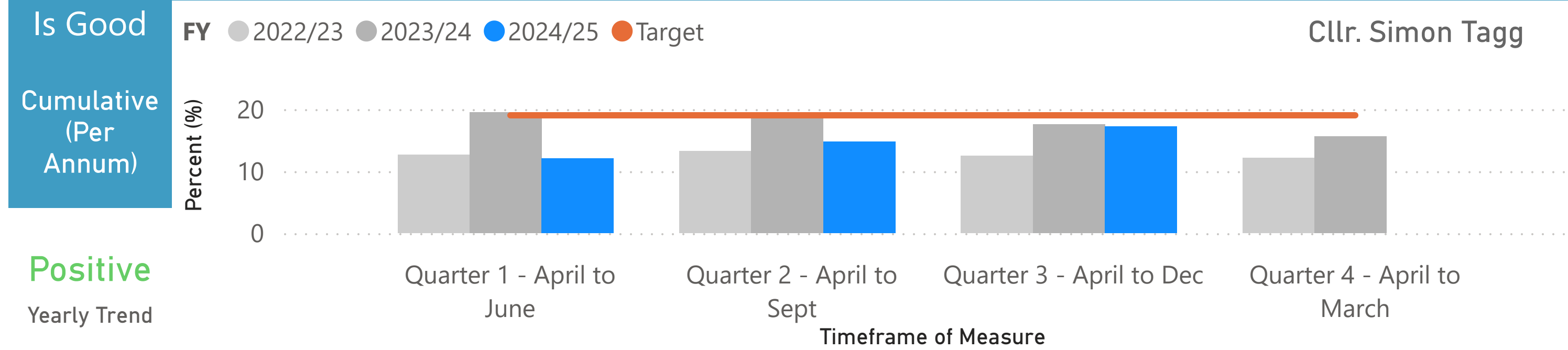




**Low**  
Is Good  
Cumulative (Per Annum)  
ID1.7 - % Unmet demand (number of calls not answered as a % of total call handling volume)

Current Status

SMART Actions if Off Target



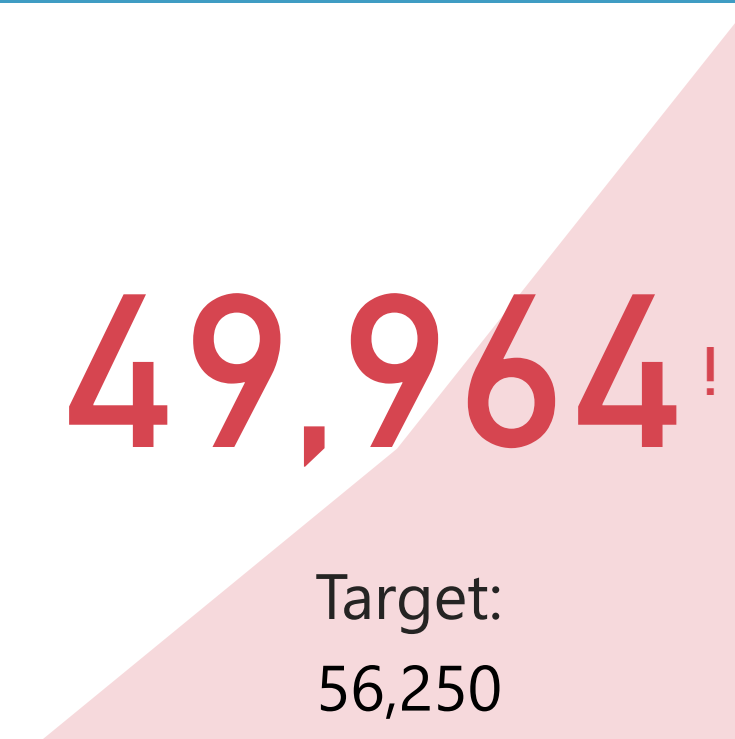
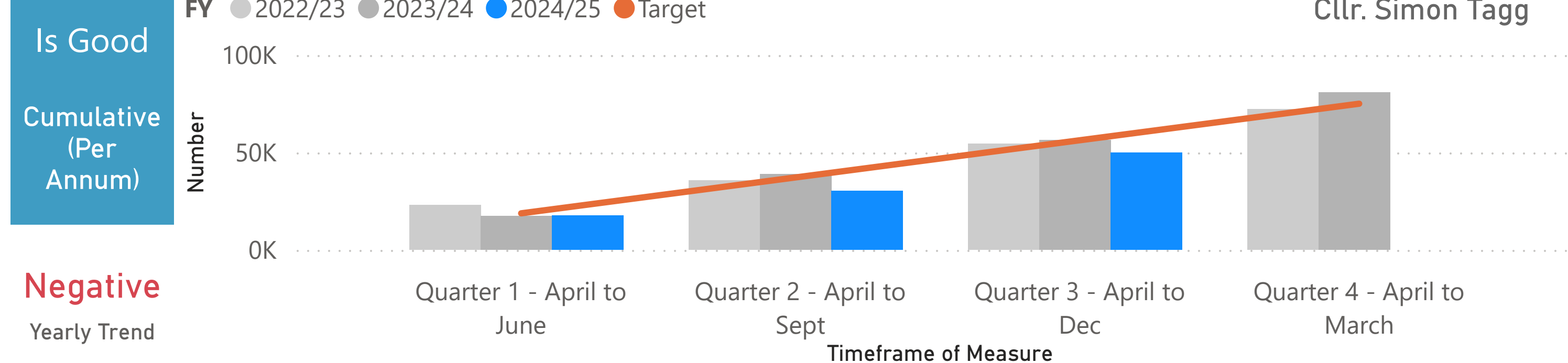
Not Required as Target Met

Positive  
Yearly Trend

**High**  
Is Good  
Cumulative (Per Annum)  
ID1.8a - Total number of digital online transactions

Current Status

SMART Actions if Off Target



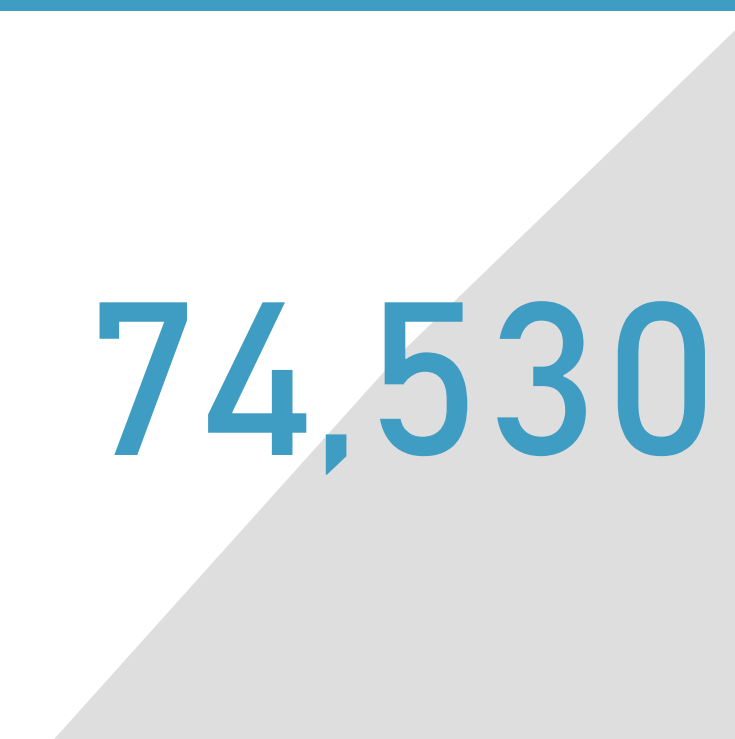
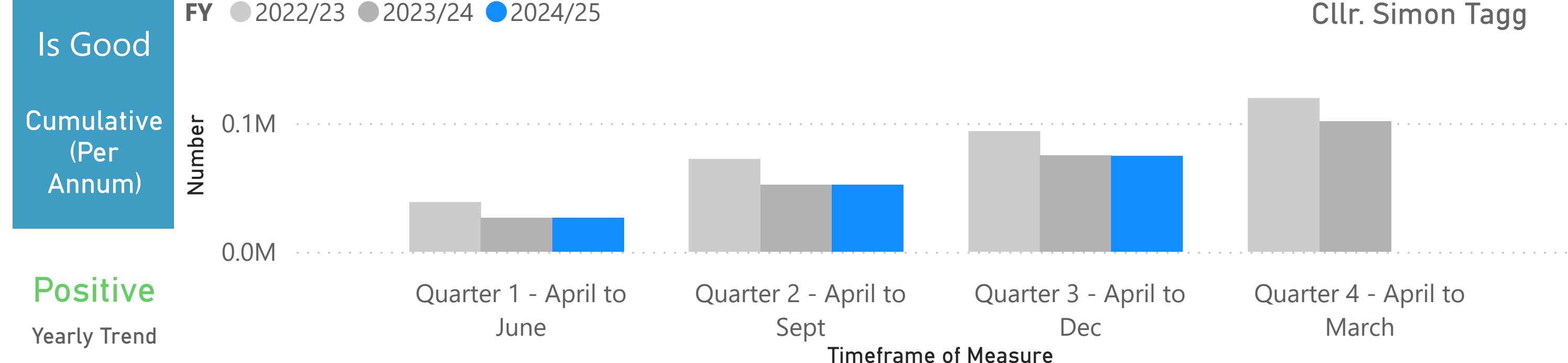
Ongoing changes to update the information, advice and guidance available to residents through the website is continuing to have a decreasing effect on the number of completed forms. Due it directing the resident to the correct authority responsible for the enquiry.

Negative  
Yearly Trend

**Low**  
Is Good  
Cumulative (Per Annum)  
ID1.8b- Total number of calls offered into the Customer Hub

Current Status

SMART Actions if Off Target



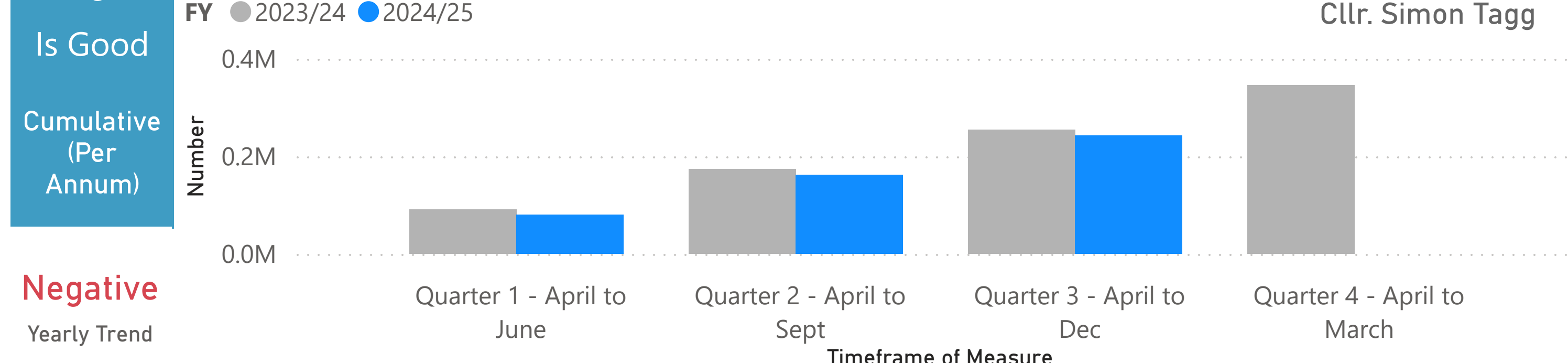
No set target and used to compare different types of demand

Positive  
Yearly Trend

**High**  
Is Good  
Cumulative (Per Annum)  
ID1.9 - Total number of unique users to the website

Current Status

SMART Actions if Off Target



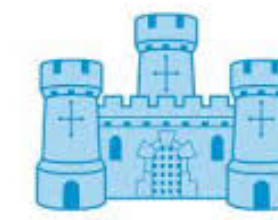
11,541 less unique users by end of quarter 3 from the previous financial year. Drop in number have been impacted by the reduced figure seen in Quarter 1 and numbers overall for Quarter 2 & Quarter 3 in isolation remain relatively close to that seen last year. Continued monitoring of the measure will take place as the year progresses

Negative  
Yearly Trend

Ensure our services are efficient and accessible



Priority 1: One Council delivering for Local People



NEWCASTLE·UNDER·LYME  
BOROUGH COUNCIL

Project Status Split for Priority 1.

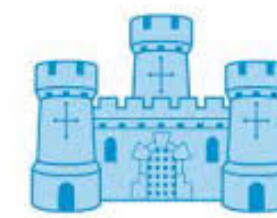
Project/Action is Progressing as Expected

4

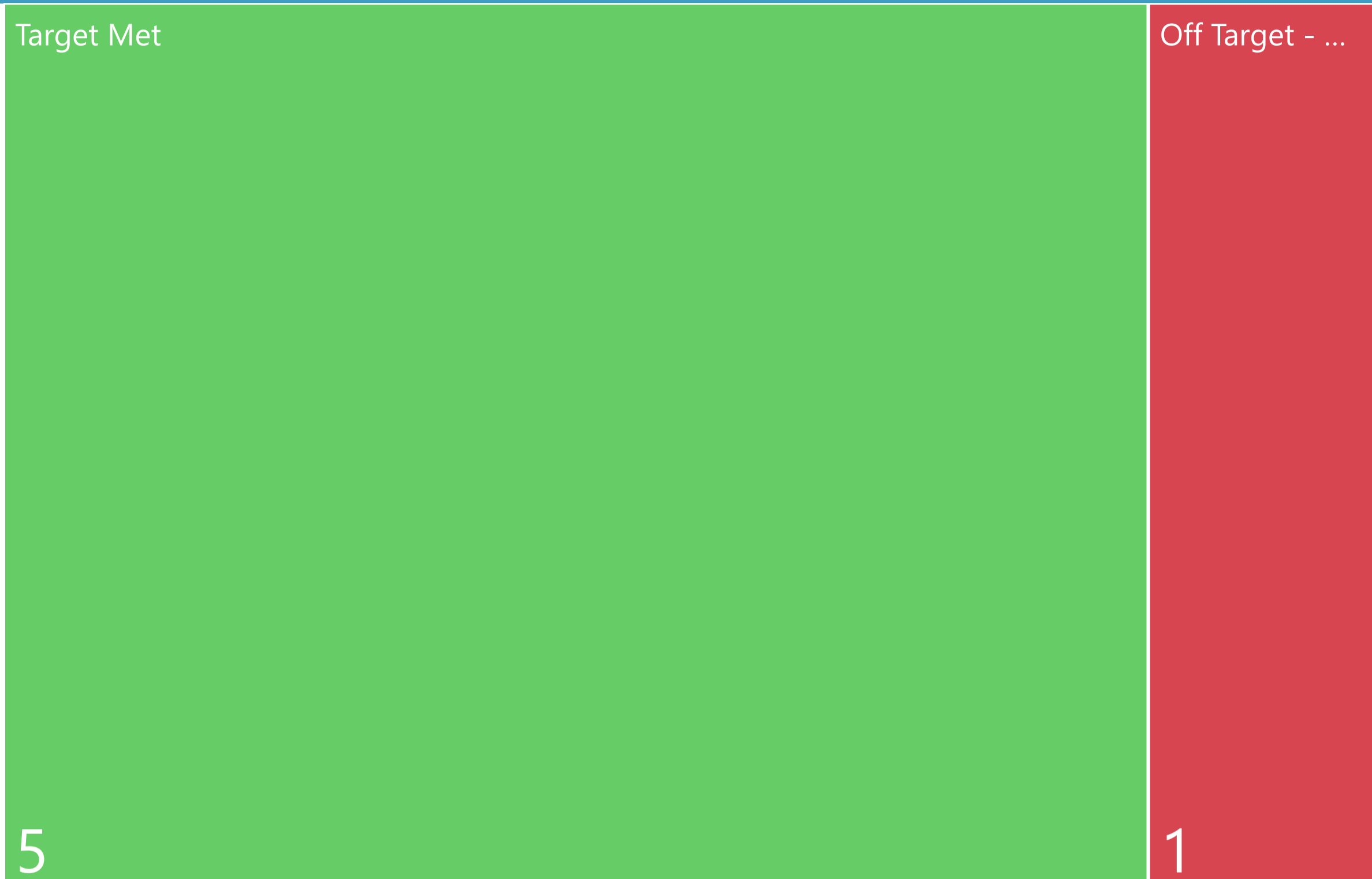
Project/Action is Completed

1

Portfolio Holder	Service Area	Action	Corporate Objective	Status report	Commentary on progress
Cllr. Simon Tagg	1. Strategy, People and Performance 2. All services	Deliver a Workforce Strategy	Develop professional talent across the Council and provide opportunities for staff to grow their careers	✔ Project/Action is Progressing as Expected	Strategy in place and work continues on progressing the themes and actions
Cllr. Simon Tagg	1. Strategy, People and Performance 2. IT and Digital 3. Neighbourhoods 4. All (digital enablement)	Deliver the One Council Programme	Ensure our services are efficient and accessible	★ Project/Action is Completed	Project/Action has been completed.
Cllr. Stephen Sweeney	1. Commercial Delivery 2. Finance 3. Legal & Governance	Identify and deliver opportunities to generate income from commercial development	Ensure strong financial discipline across the Council	✔ Project/Action is Progressing as Expected	Officers are beginning a new programme to investigate commercialisation opportunities across the Council, in the next quarter a new Commercialisation Board will be established.
Cllr. Simon Tagg	1. Strategy, People and Performance 2. All services	Work with our communities to ensure services reflect local need	Work with our communities to ensure services reflect local need	✔ Project/Action is Progressing as Expected	Ongoing partnership work continues. Work continues in developing our Priority Delivery Plans in line with our understanding of our communities and the overall Council Priorities and Plan. We continue to work with partners and also with data to understand the context in which we operate, invite feedback and consultation e.g. budget consultation, local plan consultation.
Cllr. Simon Tagg	1. Strategy, People and Performance 2. neighbourhoods 3. Regulatory	Work with partners to deliver the best for our communities	Work with partners to deliver the best for our communities	✔ Project/Action is Progressing as Expected	Ongoing partnership work continues. Partnership working continues to be a strength for the organisation with positive outcomes in regard to Community Safety , Town Centre experience and ease of access to council services. Significant progress is being achieved in relation to Better Health outcomes as the Active Referral scheme is embedded



Priority 2: Performance Indicators Current Status



Corporate Objective	Count
A strong and sustainable economy where everyone benefits	1
Protecting our communities by improving how we use our enforcement powers.	1
Support the sustainable development of our towns and villages	4
<b>Total</b>	<b>6</b>

Smart Narrative

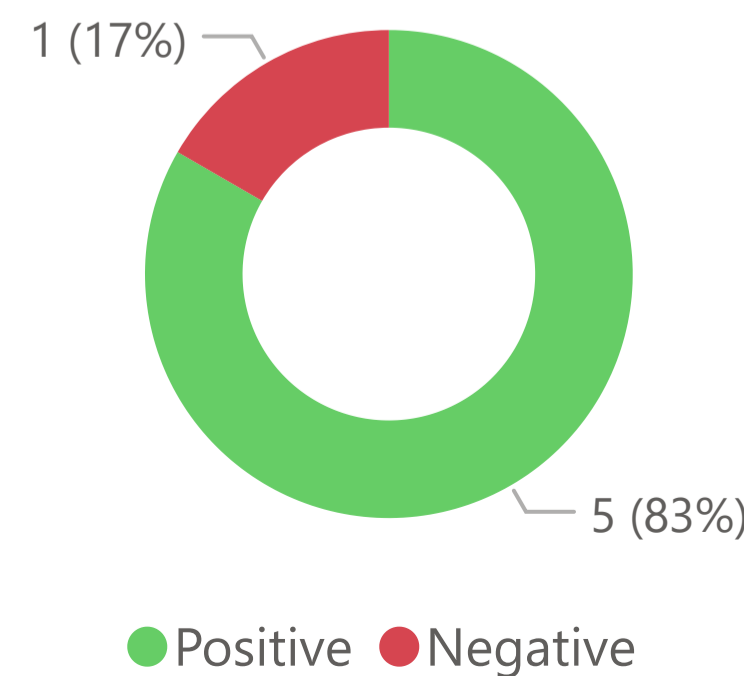
- There are 6 Indicators which have set targets this quarter within Priority 2.
- 83% met their targets within Quarter Three. 2 Indicators which met their target showed improvement when compared to the same time period last year. 2 Indicators which met their target showed a negative trend when being compared to last year. 1 Indicator showed no change when compared to the previous year.
- Within Priority 2, there are 2 Projects/Actions that have been raised to not be progressing as expected and relate to the following; "Secure a Successful Resolution to Walleys Quarry" and "Delivering the £16m Kidsgrove Town Deal" Further detail in regards to this project/action is supplied within the body of the report.

Priority 2: Summary Project Status Split

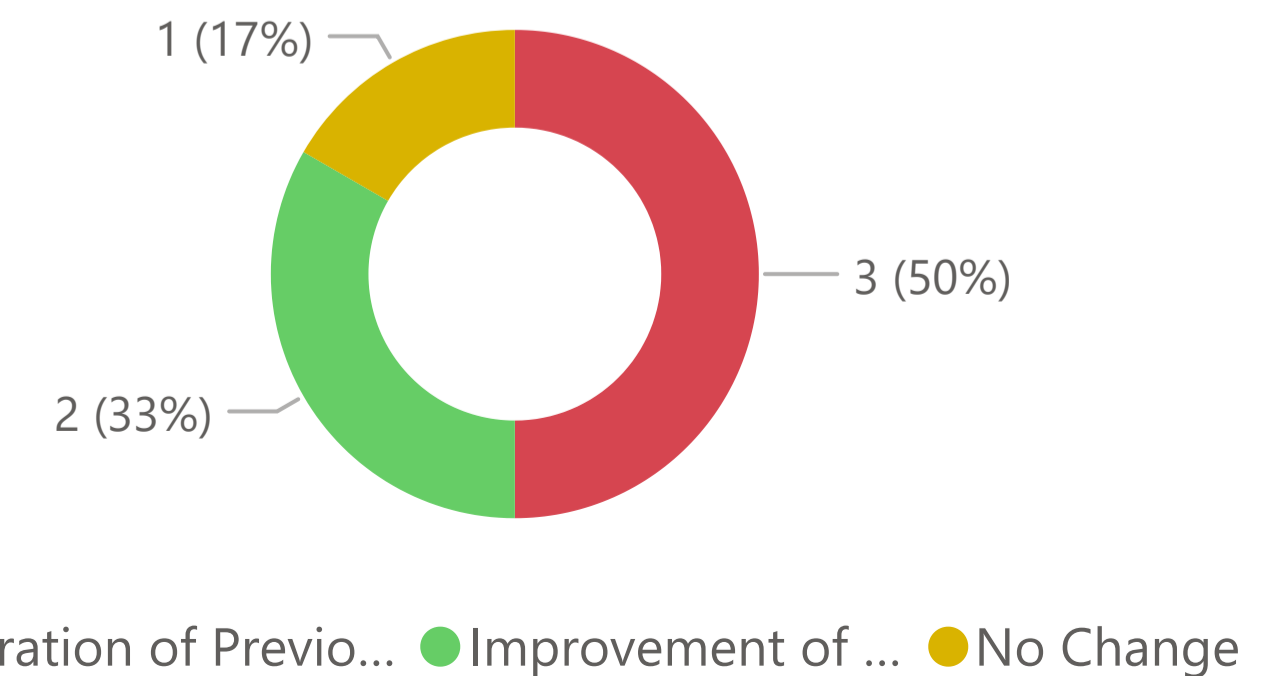
● Project/Action is Not Progressing as Expected ● Project/Action is Progressing as Expe...



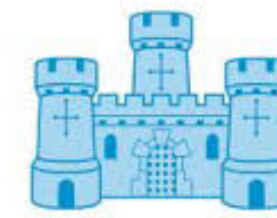
Priority 2: Qtr.3 Trend Direction of PI's Compared to Previous Quarter



Priority 2: Qtr.3 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year







### ID2.1 - Percentage of investment portfolio vacant (NBC owned)

Current Status

SMART Actions if Off Target

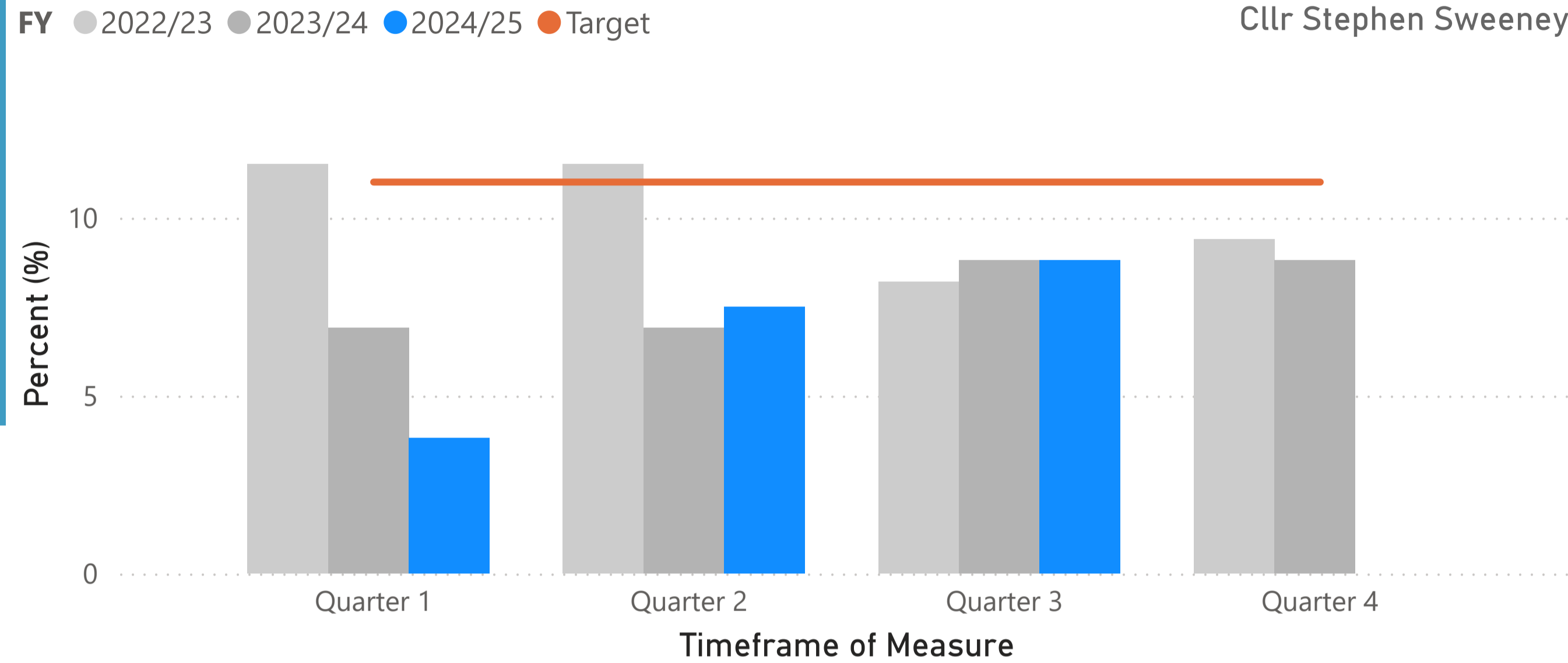
Low

Is Good

Per Quarter (Snapshot)

No Change

Yearly Trend



Cllr Stephen Sweeney

8.80 ✓

Target: 11.00

Not Required as Target Met

A strong and sustainable economy where everyone benefits

### ID2.6 - Percentage of complainants informed within the required timescales of any action to be taken about alleged breaches of planning control

Current Status

SMART Actions if Off Target

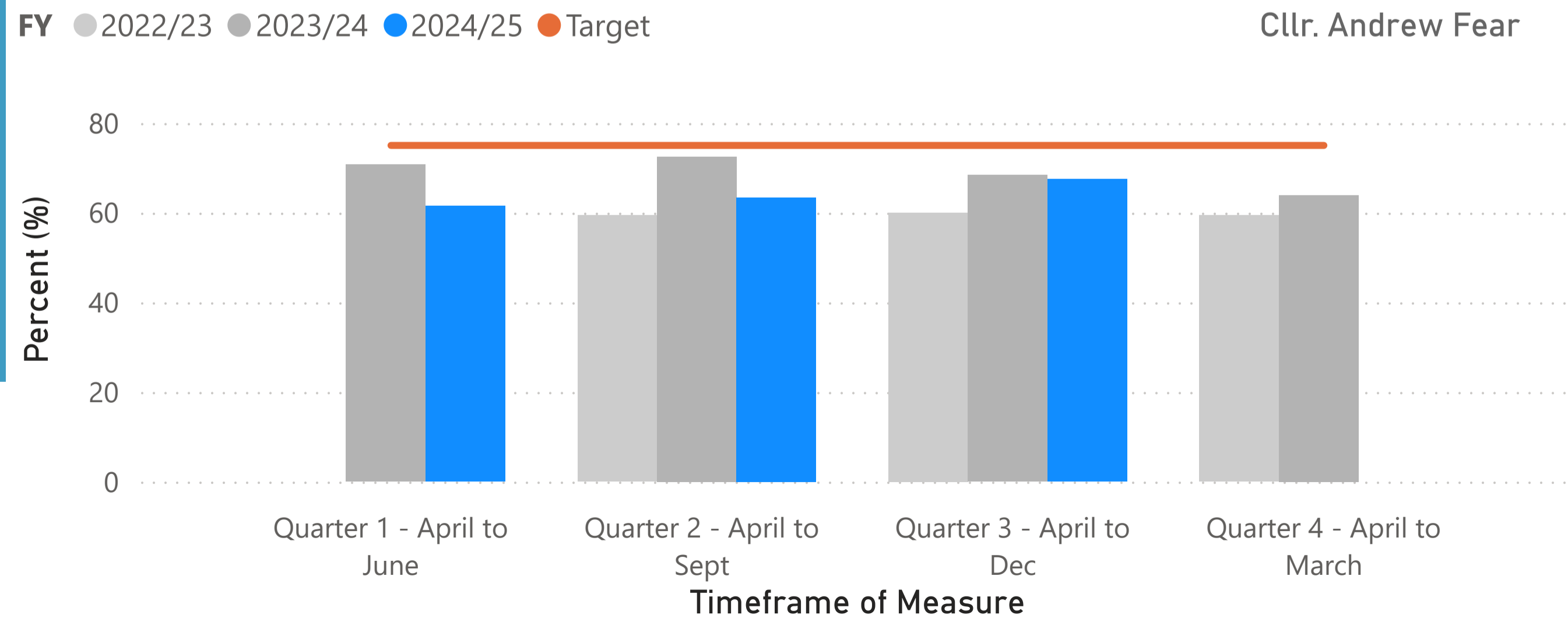
High

Is Good

Cumulative (Per Annum)

Negative

Yearly Trend



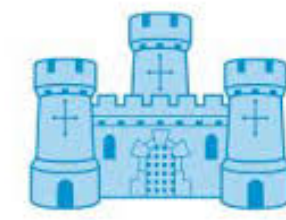
Cllr. Andrew Fear

67.50 !

Target: 75.00

A significant difference in like for like performance compared with Q2, with 76.5% complainants responded to within the relevant timescales. However, notwithstanding this the overall cumulative figure for the year to date remains below the 75% target. As previously issues around complexity of cases, work absences and capacity have impacted. The improvement in performance reflects a more rigorous performance management approach and monitoring which will be continued going forward.

Protecting our communities by improving how we use our enforcement powers.



High

Is Good

Planning

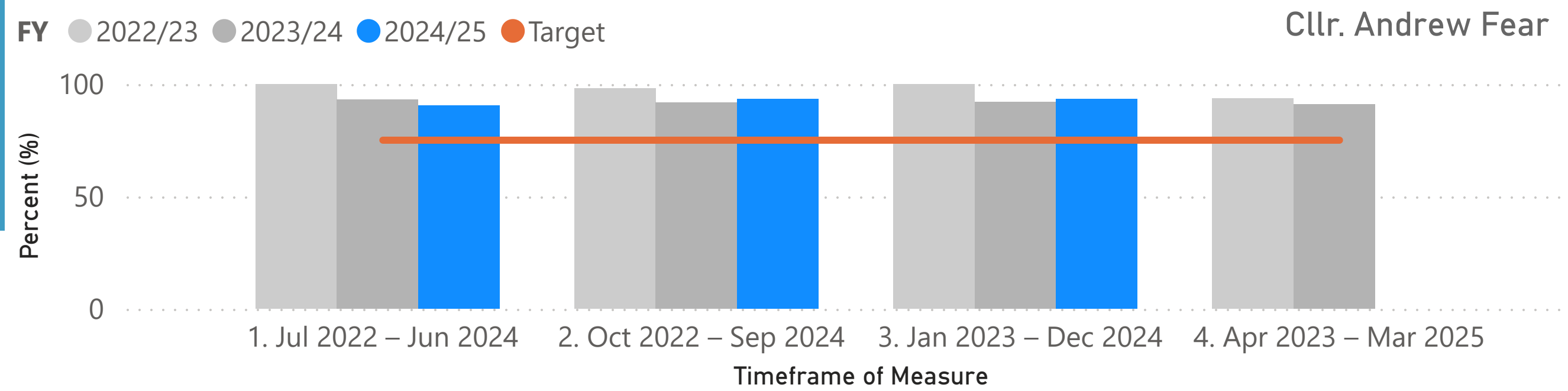
Positive

Yearly Trend

### ID2.2 - Speed of major development applications (P151a - 24 Month Rolling Period up to End of Each Quarter)

Current Status

SMART Actions if Off Target



93.30✓

Target:  
75.00

Measure shown is the % within 13 weeks or within agreed time - Central Gov metric which measures a rolling time period of 24 months - Newest metric shows the following time period January 2023 – December 2024

Low

Is Good

Planning

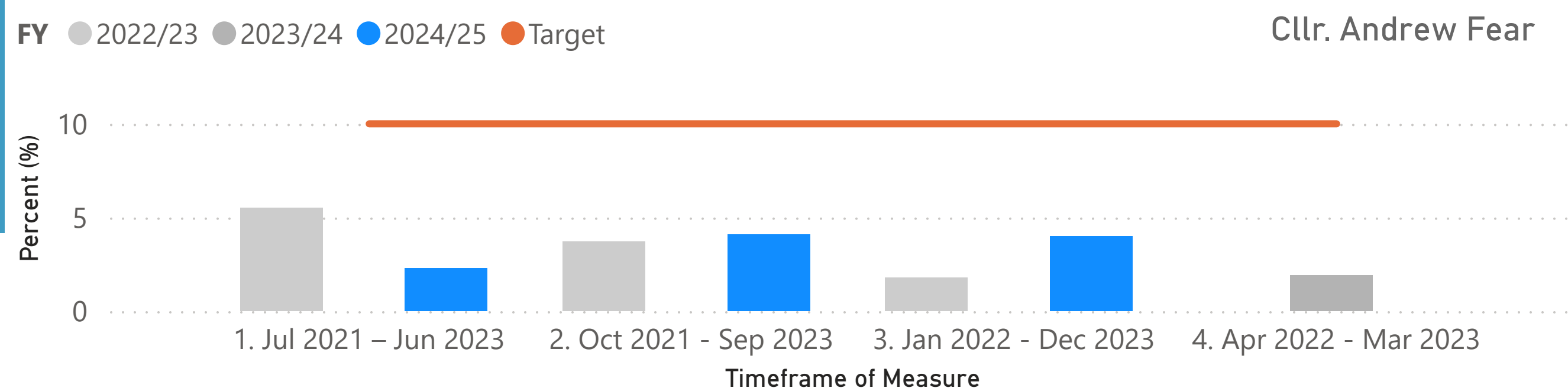
Negative

Yearly Trend

### ID2.3 - Quality of major development applications (P152a - 24 Month Rolling Period - See SMART Actions)

Current Status

SMART Actions if Off Target



4.00✓

Target:  
10.00

Measure shown is the Quality of decisions (% overturned at appeal) - Central Gov metric which measures a rolling time period of 24 months - They have currently advised they are behind schedule. Newest metric shows the following time period January 2022 – December 2023

High

Is Good

Planning

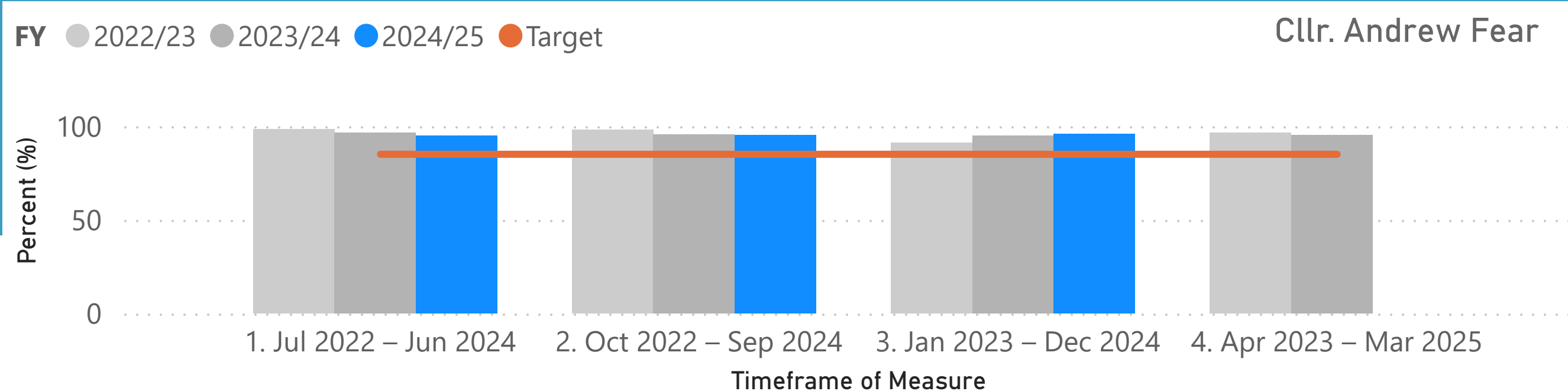
Positive

Yearly Trend

### ID2.4 - Speed of non-major development applications (P153 - 24 Month Rolling Period up to End of Each Quarter)

Current Status

SMART Actions if Off Target



95.80✓

Target:  
85.00

Measure shown is the % within 8 weeks or within agreed time - Central Gov metric which measures a rolling time period of 24 months - Newest metric shows the following time period January 2023 – December 2024

Low

Is Good

Planning

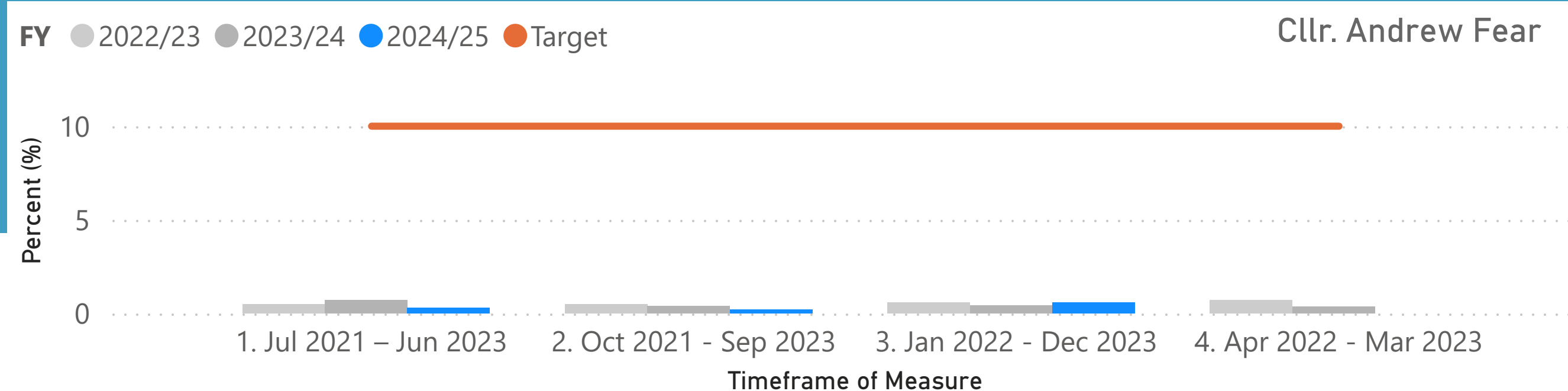
Negative

Yearly Trend

### ID2.5 - Quality of non-major development applications (P154 - 24 Month Rolling Period - See SMART Actions)

Current Status

SMART Actions if Off Target



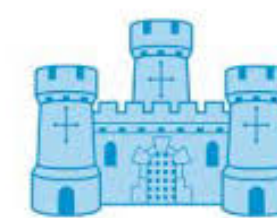
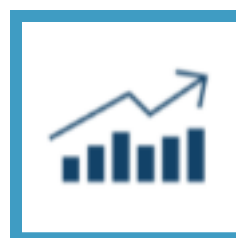
0.60✓

Target:  
10.00

Measure shown is the Quality of decisions (% overturned at appeal) - Central Gov metric which measures a rolling time period of 24 months - They have currently advised they are behind schedule. Newest metric shows the following time period January 2022 – December 2023

Support the sustainable development of our towns and villages





## Project Status Split for Priority 2.

Project/Action is Progressing as Expected

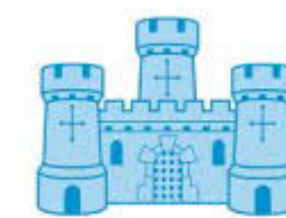
8

Project/Action is Not Progressing as E...

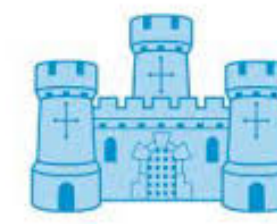
2

Portfolio Holder	Service Area	Action	Corporate Objective	Status report	Commentary on progress
Cllr. Gill Heesom	1. Regulatory 2. Legal & Governance	Ensure that there are good homes for everyone and that every citizen has a safe and secure place to live	Ensure that there are good homes for everyone and that every citizen has a safe and secure place to live	✔ Project/Action is Progressing as Expected	A busy quarter for Housing Standards dealing with 129 resident service requests, including 18 relating to disrepair, 19 relating to house in multiple occupation licence applications, 8 to house in multiple occupation regulatory inspections and 5 relating to empty homes.
Cllr. David Hutchison	1. Regulatory 2. Neighbourhoods	Secure a successful resolution to the Walley's Quarry odour problem.	Protecting our communities by improving how we use our enforcement powers.	⚠ Project/Action is Not Progressing as Expected	<p><b>LEGAL ACTION</b></p> <p>On 29 July 2024 the Secretary of State Environment, Food and Rural Affairs responded to the Leader's request for permission to prosecute Walleys Quarry Ltd under statutory nuisance legislation. The Secretary of State granted consent for a prosecution to proceed.</p> <p>On 30 September the Chief Executive provided an update stating; "there are very few precedents for taking legal action against an operator regulated by a Government agency, so there is a great deal of legal advice and preparation involved, however I believe we will be ready to take the next step by the end of October".</p> <p>The work involved in preparing legal proceedings continued into November and as the legal submission was being drafted the EA served a Closure Notice on Walleys Quarry Ltd on 28 November. This in effect required the operator to stop taking waste into the site from 29 November and to take steps to initiate closure of the site as specified in the Schedule to the Notice.</p> <p>On 6 December Walleys Quarry Ltd appealed against the Closure Notice to the Planning Inspectorate. Interested Parties have until 13 January 2024 to make representations on this appeal. The appeal process does not suspend the Closure Notice.</p> <p><b>COMMITTEE OF INQUIRY</b></p> <p>This action is in line with the Committee of Inquiry Report which looked at the impact on local communities from the Walleys Quarry landfill operation and recommend that the EA serve a Closure Notice to commence the process of the site being closed.</p> <p><b>COMPLAINTS</b></p> <p>Odour complaints in October to December have seen a significant upturn from the previous quarter with complaints reaching over 1000 complaints in the months of November and December.</p>
Cllr. David Hutchison	1. Neighbourhoods	Protect our parks and green spaces for future generations	Ensuring that the Council's operations are carbon neutral by 2030	✔ Project/Action is Progressing as Expected	Phase 6 of the Borough Tree Planting Strategy has been tendered and tree planting will take place in February/March 2025, with selected sites designated as Carbon Capture Areas in the Local Plan

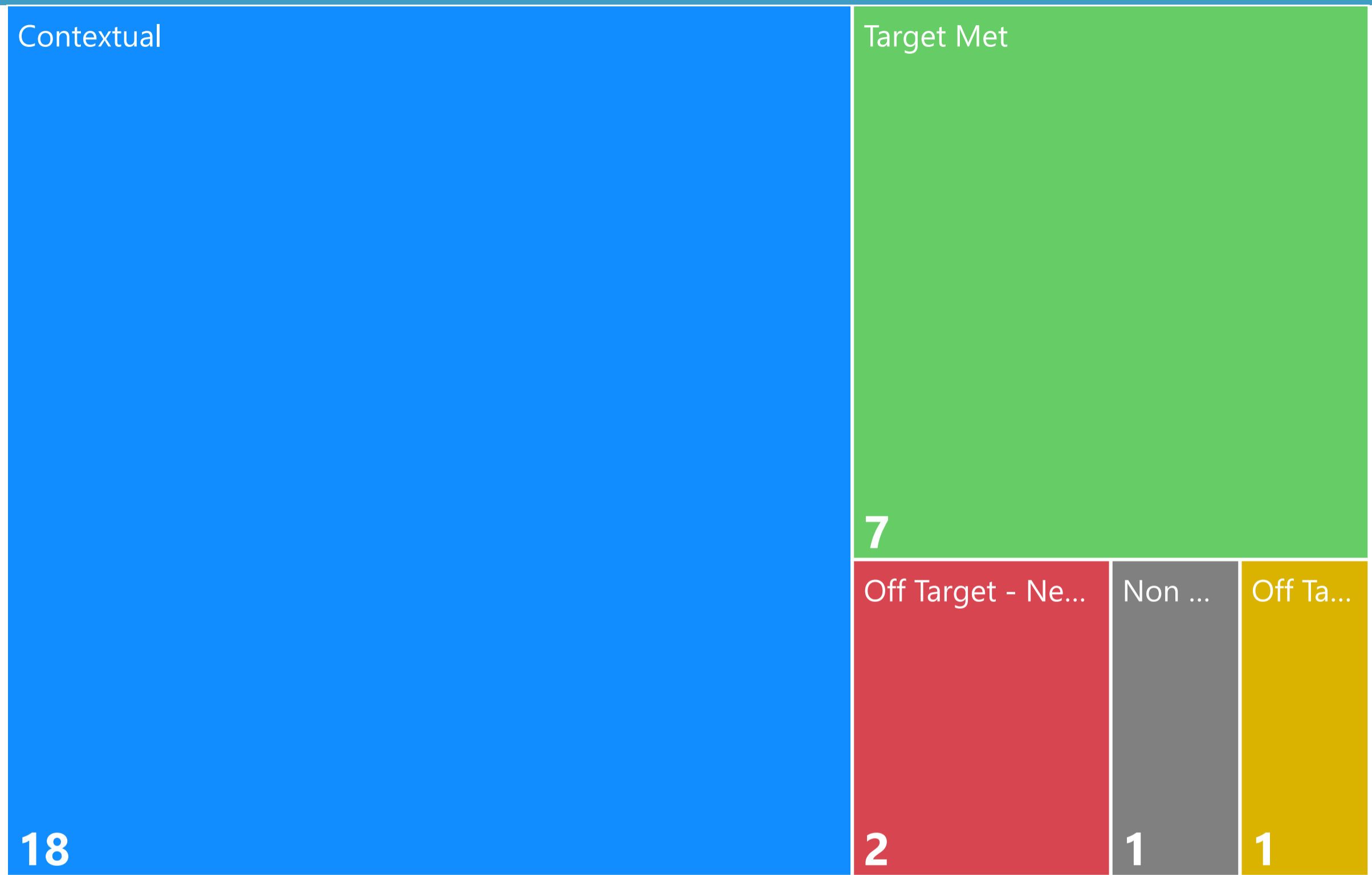




Portfolio Holder	Service Area	Action	Corporate Objective	Status report	Commentary on progress
Cllr. Stephen Sweeney	1. Commercial Delivery 2. Strategy, People and Performance 3. Finance	Continue to bid for government funding to support the borough's ambitions, including the further development of Keele Science and Innovation Park and the University Growth Corridor.	A strong and sustainable economy where everyone benefits	✔ Project/Action is Progressing as Expected	Delivery on current funding programmes is progressing at pace. The Council has been notified of a further 1 year allocation for the Shared Prosperity Fund.
Cllr. David Hutchison	1. Sustainable Environment 2. All	Deliver the Sustainable Environment Strategy	Ensuring that the Council's operations are carbon neutral by 2030	✔ Project/Action is Progressing as Expected	good progress continues to be made in delivery of the Councils SES. All directorates now have agreed action plans with positive work being undertaken which will contribute to the Councils Net Zero Goal. Over the last 12 months the Council has reduced its Carbon emissions by 35% and by 68.37% from 2009/10.
Cllr. Stephen Sweeney	Commercial Delivery	Delivering the £16m Kidsgrove Town Deal, including: Facilitating the Chatterley Valley Enterprise Zone development to deliver 1700 quality jobs for local people; Enhancing Kidsgrove Railway Station and access to the local canal network; Developing a Shared Service Hub with key partners.	A strong and sustainable economy where everyone benefits	⚠ Project/Action is Not Progressing as Expected	Two of the five projects are complete. Kidsgrove Town Deal Board has resolved to pause and review the Shared Service Hub project with a view to delivering a revised scheme. The Board is scheduled to meet at the end of January 2025 to decide on the preferred way forward and progress accordingly. Issues around the Railway Station project and insurance for a Coal Authority permit for ground investigations are close to resolution.
Cllr. Stephen Sweeney	Commercial Delivery	Delivering the £23m Newcastle Town Deal, including: Development of key gateway sites including the 'Zanzibar' and Midway; Connecting residents and businesses to skills training for the digital world; Improving bus, cycling and walking infrastructure; Delivering a circus-themed performing arts Centre; Building more than 400 homes in Knutton and Chesterton.	A strong and sustainable economy where everyone benefits	✔ Project/Action is Progressing as Expected	All projects are in delivery. A contract has been signed with ITS to deliver a fibre network in the Newcastle Town Deal area. Delivery of sustainable transport projects is underway with some elements complete. Work has started on site on the housing sites for both Knutton and Cross Heath. Development of a football pavilion at the Wammy is expected to be complete in early 2025. Keele in Town is nearing completion with a planned opening in January 2025. A planning application has been submitted for redevelopment of the Midway multi storey car park.
Cllr. Stephen Sweeney	1. Commercial Delivery 2. Neighbourhoods	Delivering the £4.8m UK Shared Prosperity Fund programme, including: Improving the town centre; Supporting culture and heritage; Skills development for local people; Supporting the most vulnerable people.	A strong and sustainable economy where everyone benefits	✔ Project/Action is Progressing as Expected	During the 3rd quarter the UKSPF grant funding is approaching its final funding of this 1st phase and we have seen over 33 projects funded with 3 projects reaching its completed stages. The successes include over 30 new jobs created with over 10 online digital courses supporting adult learning and created support for over 212 people in terms of job searching which includes CV writing and basic English and Maths qualifications. We have hosted nearly 24 Community network events supported by over 100 individual business representatives. Demonstrating the need for informal communications with our local business network. The projects have supported 12 businesses to submit applications for innovation funding and over 60 businesses have received one to one business support or housed a student placement for a minimum period of 100 hours. The knowledge transfer from Education to Business has improved and this has generated a business to education network which has seen improvement on curriculum delivery. In the community theme we have seen volunteering in the open spaces improve with a gardening club at the Brampton and Philip Astley Centre receiving support with the facility.
Cllr. Andrew Fear	1. Planning 2. Legal & Governance	Delivering the Newcastle Local Plan	Support the sustainable development of our towns and villages	✔ Project/Action is Progressing as Expected	The Borough Local Plan was submitted to the Planning Inspectorate for examination on the 20th December 2024. The examination is anticipated to start in early 2025. Future timings are dependent on the appointed Inspector and progress during the examination process.
Cllr. David Hutchison	1. Sustainable Environment 2. All	Play an active role in the Staffordshire Sustainability Board	Secure a carbon neutral Borough by 2050	✔ Project/Action is Progressing as Expected	The Council continues to provide positive contributions to the SSB, with the majority of the ten base pledges for this year delivered.



Priority 3: Performance Indicators Current Status



Corporate Objective	Count
Delivering an economic and cultural legacy from the celebration of the borough's 850th anniversary in 2023.	1
Ensure that our most vulnerable residents are supported through the impact of the rising cost of living.	1
Ensure that there are good homes for everyone and that every citizen has a safe and secure place to live	10
Further increasing recycling rates across the borough with a particular focus on food waste	4
Reduce anti-social behaviour and crime in our communities	5
Secure a step change in street cleanliness and the quality of the public domain	6
Support the development of community solutions to local problems	2
<b>Total</b>	<b>29</b>

Smart Narrative

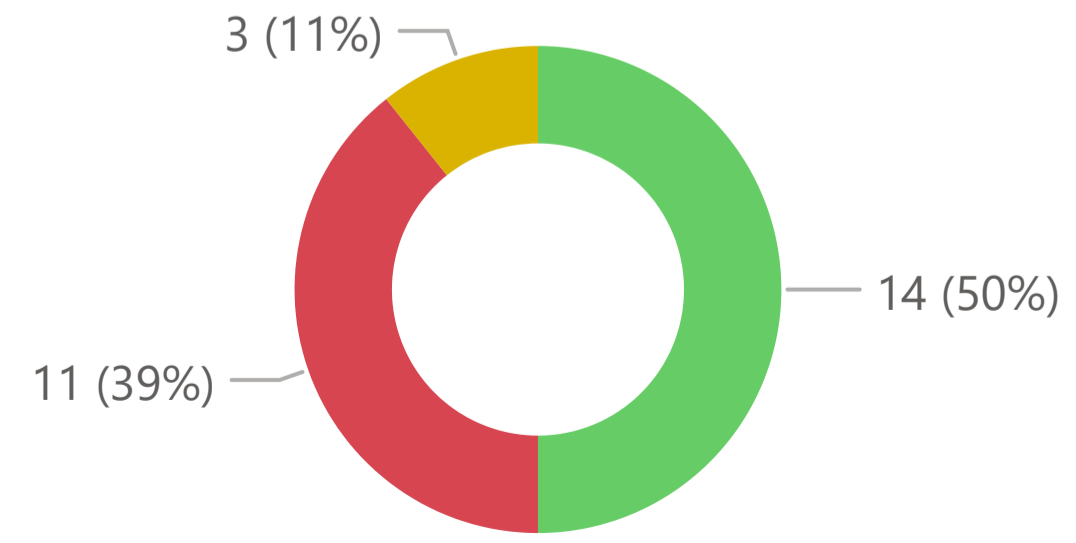
- There are 10 Indicators which have set targets this quarter within Priority 3.
- 70% met their targets within Quarter Three. 3 Indicators which met their target also showed improvement and 2 measures showed a negative trend. 2 measures did not show any change in their trend when comparing to the previous year.
- 1 measure which relates to Food % participation is unavailable due adverse weather impacting service delivery.
- There are 18 Indicators which are contextual this quarter and do not have a target to meet. When compared to last year, 5 measures had showed a negative trend, 7 measures demonstrated an improvement when comparing to 23/24, 1 measure show no change and 5 contextual measure did not have any historic data to compare against.
- Within Priority 3, there were 2 Projects/Actions which was been classed as completed, these being "Expansion of the street warden scheme and the creation of neighbourhood delivery teams." and "Delivery the 850 Anniversary in 2030". All other Projects remain are shown to be progressing as expected.

Priority 3: Summary Project Status Split

● Project/Action is Completed ● Project/Action is Progressing as Expected

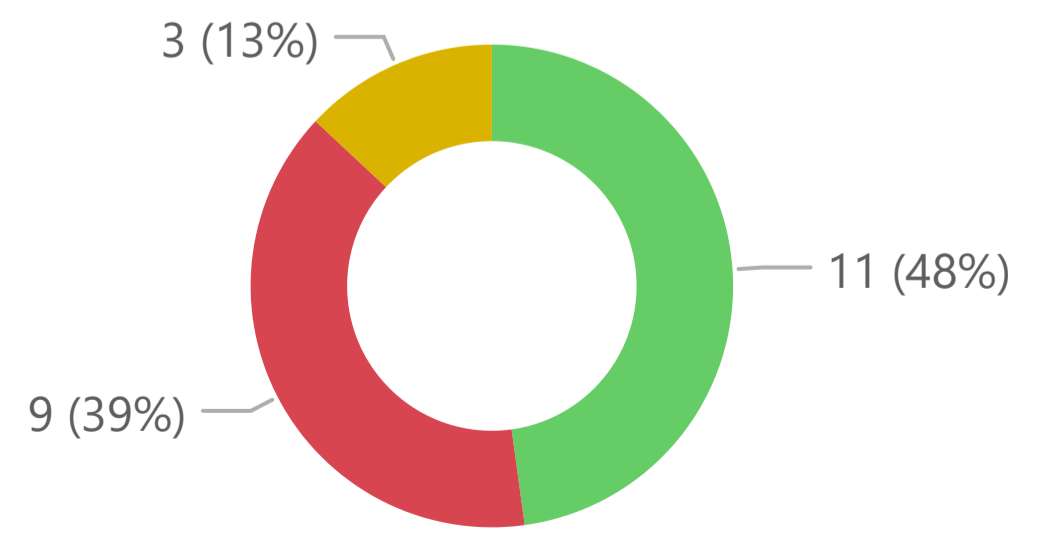


Priority 3: Qtr.3 Trend Direction of PI's Compared to Previous Quarter



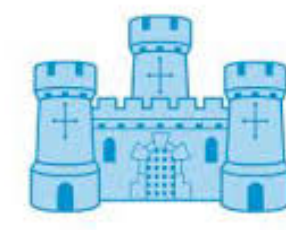
● Positive ● Negative ● No Change

Priority 3: Qtr.3 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year



● Improvement of Previo... ● Deterioration of Pr... ● No Change



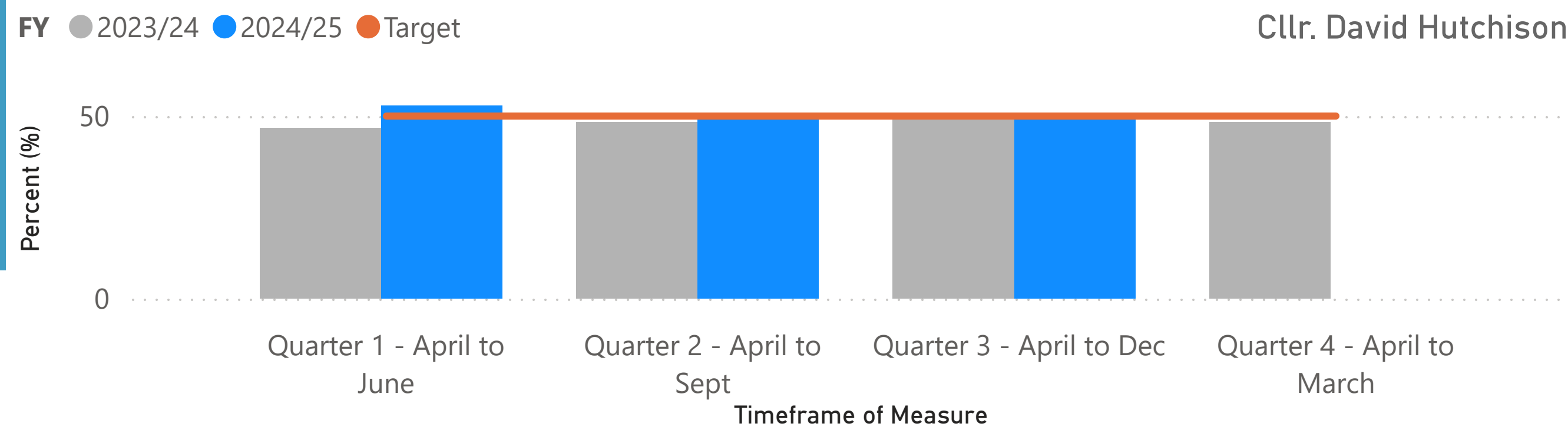


High  
Is Good  
Cumulative (Per Annum)

### ID1.4a - Total % of materials collected for recycling and composting verified via WDF

Current Status

SMART Actions if Off Target



**49.25!**

Target: 50.00

Garden waste tonnages down for December, resulting in performance dipping under 50%. Work is ongoing with targeted communications to improve recycling rates.

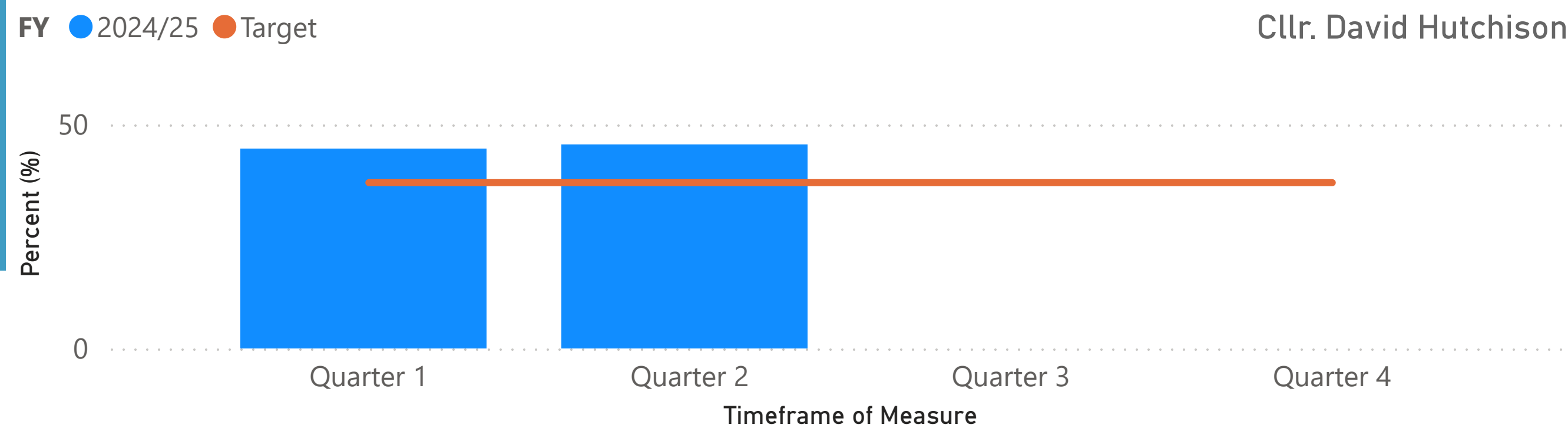
Positive  
Yearly Trend

High  
Is Good  
Per Quarter (Snapshot)

### ID1.4b - Food:- Household collections from the kerbside (%)

Current Status

SMART Actions if Off Target



**0.00!**

Target: 37.00

Currently dealing with significant disruption due to the adverse weather which is likely to impact the service for another week, potentially two. Recording of the data takes two full collection cycles (2 weeks) so as it's so manually intensive. Likely to be unavailable until much closer to Quarter 4.

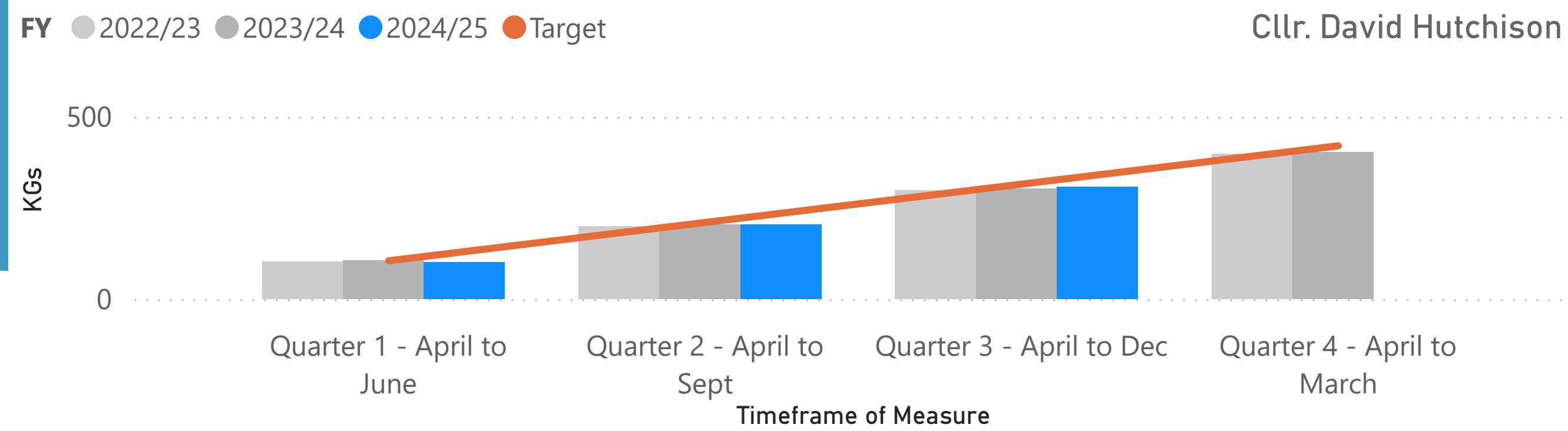
N/A  
Yearly Trend

Low  
Is Good  
Cumulative (Per Annum)

### ID1.4c - Residual Waste per household:- Household collections from the kerbside (Kgs)

Current Status

SMART Actions if Off Target



**307.30✓**

Target: 315.00

Not Required as Target Met

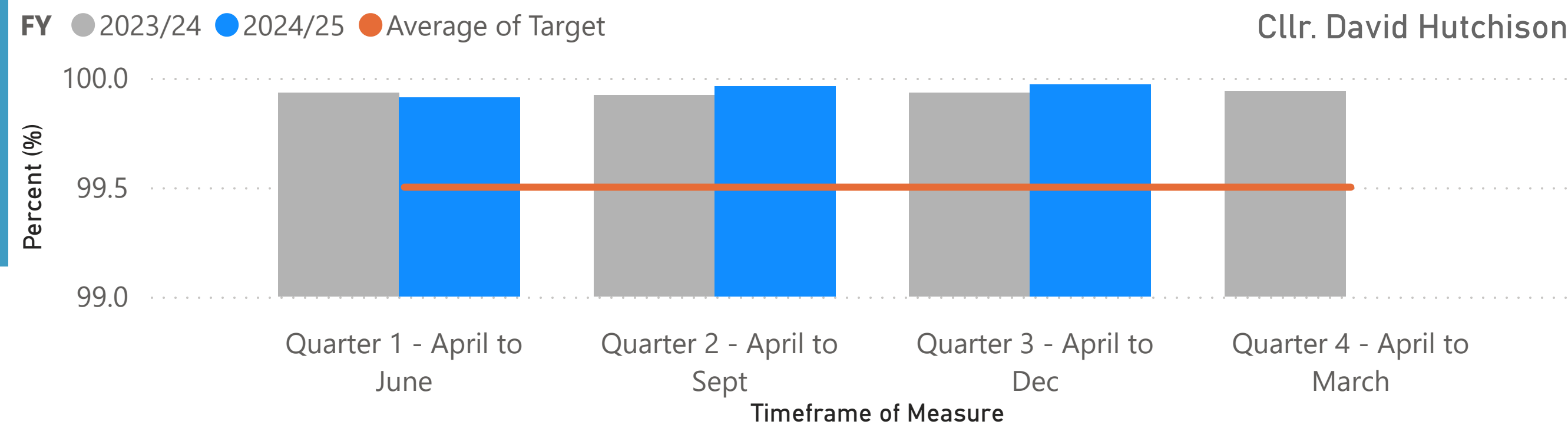
Positive  
Yearly Trend

High  
Is Good  
Cumulative (Per Annum)

### ID1.4d - Percentage of Successful Collections

Current Status

SMART Actions if Off Target



**99.97✓**

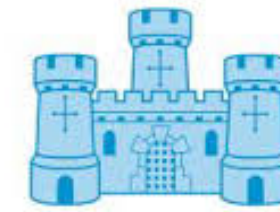
Target: 99.50

Not Required as Target Met

Positive  
Yearly Trend

Further increasing recycling rates across the borough with a particular focus on food waste





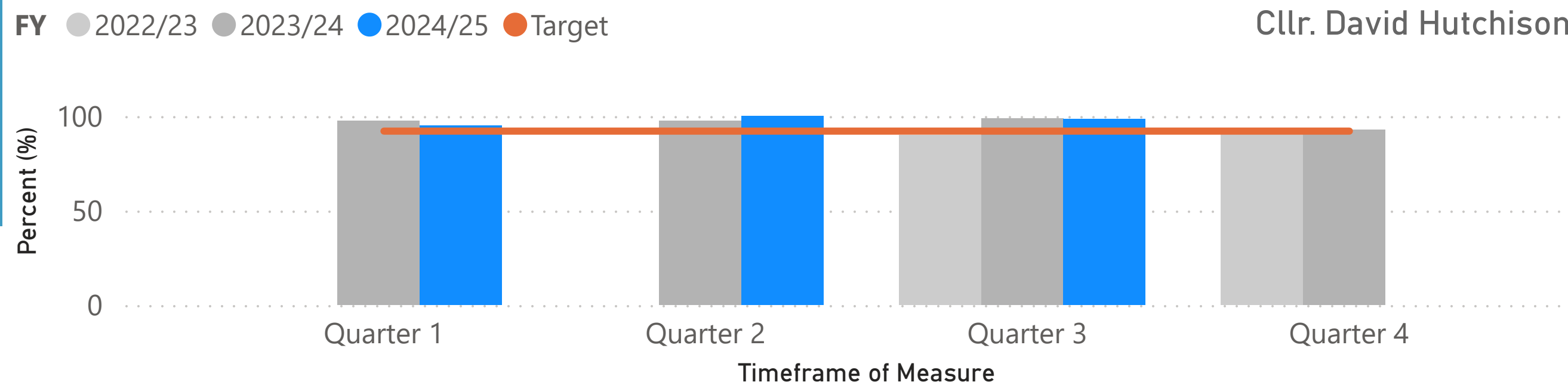
**High**  
ID1.5a - Litter: Levels of street and environment cleanliness (LAMS survey) free / predominantly free of litter

Is Good

Per Quarter (Snapshot)

Negative

Yearly Trend



Current Status

SMART Actions if Off Target

98.33✓

Target:  
92.00

Not Required as Target Met

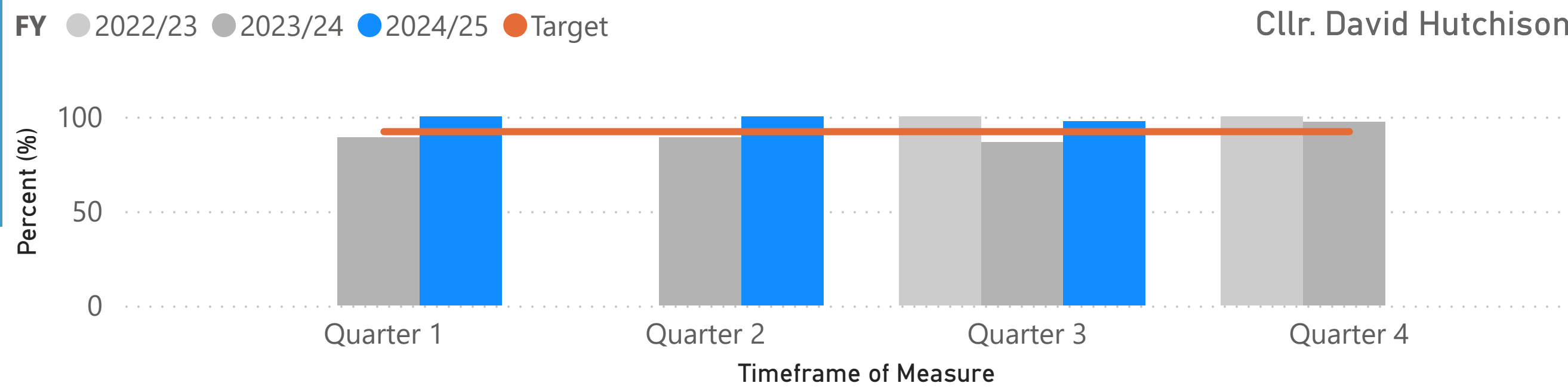
**High**  
ID1.5b - Detritus: Levels of street and environment cleanliness (LAMS survey) free / predominantly free of detritus

Is Good

Per Quarter (Snapshot)

Positive

Yearly Trend



Current Status

SMART Actions if Off Target

97.50✓

Target:  
92.00

Not Required as Target Met

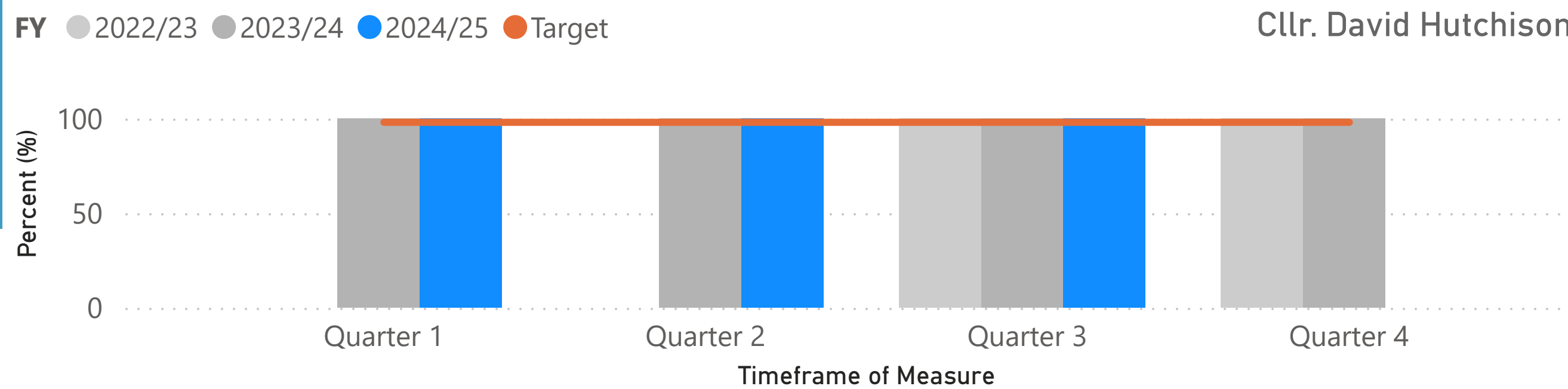
**High**  
ID1.5c -d environment cleanlin\_Levels of street aness (LAMS survey) free / predominantly free of graffiti

Is Good

Per Quarter (Snapshot)

No Change

Yearly Trend



Current Status

SMART Actions if Off Target

100.00✓

Target:  
98.00

Not Required as Target Met

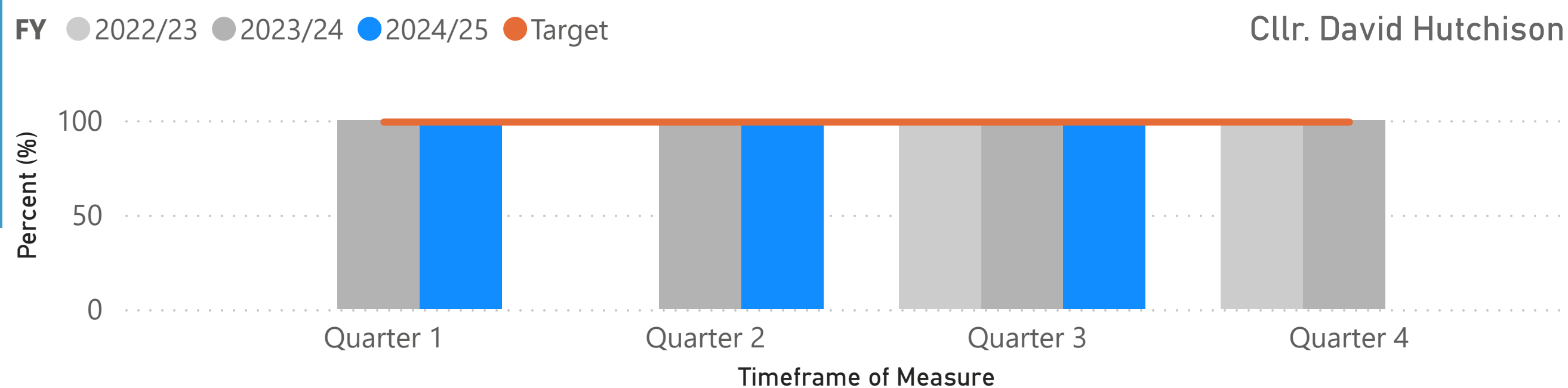
**High**  
ID1.5d - Fly-Posting: Levels of street and environment cleanliness (LAMS survey) free / predominantly free of fly-posting

Is Good

Per Quarter (Snapshot)

No Change

Yearly Trend



Current Status

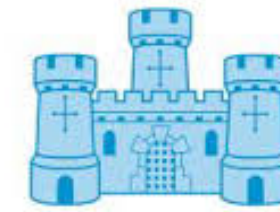
SMART Actions if Off Target

100.00✓

Target:  
99.00

Not Required as Target Met

Secure a step change in street cleanliness and the quality of the public domain

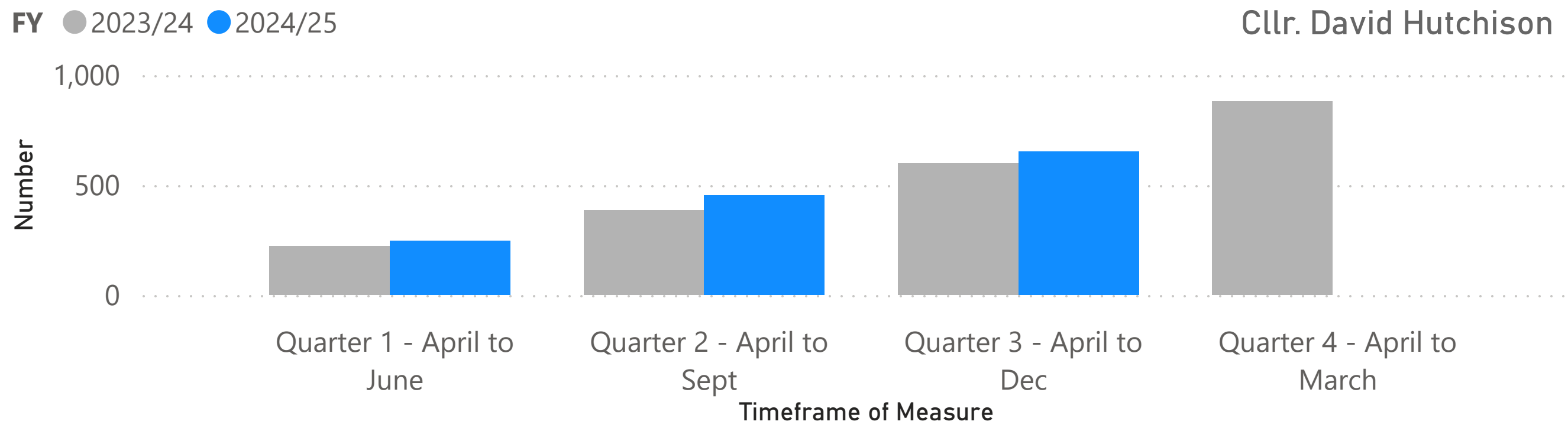


Low  
Is Good  
Cumulative  
Positive  
Yearly Trend

ID3.11 - Number of Fly-Tipping Incidents (as per national measure)

Current Status

SMART Actions if Off Target



651

This is a new measure to scope number of fly tips that are reported. These are fly tipping reports made directly to the Council for us to action. Streetscene to respond initially to clear the fly tip. Neighbourhood Delivery to then follow this up with enforcement if relevant.

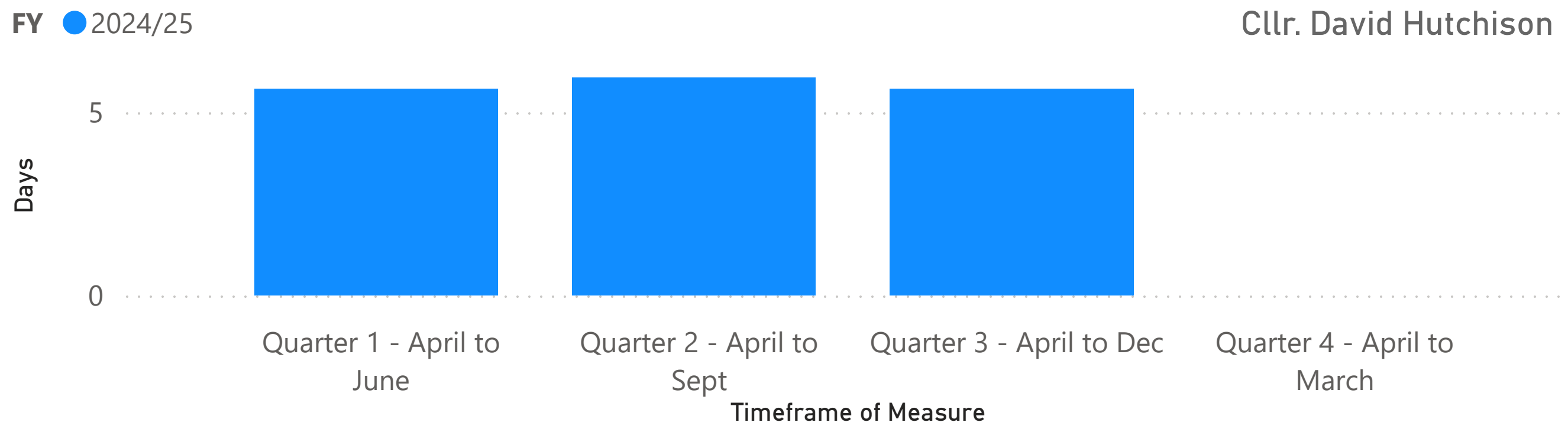
Secure a step change in street cleanliness and the quality of the public domain

Low  
Is Good  
Cumulative (Per Annum)  
N/A  
Yearly Trend

ID3.12 - Average number of days from report of fly-tipping to clear-up (Case closed)

Current Status

SMART Actions if Off Target



5.64

Measure has shown an increase from previous month but has remained under the average value seen in the year. Currently reporting at 5.64 days from Jadu Report to Case Closed. Measure will be monitored throughout the year to understand trends.

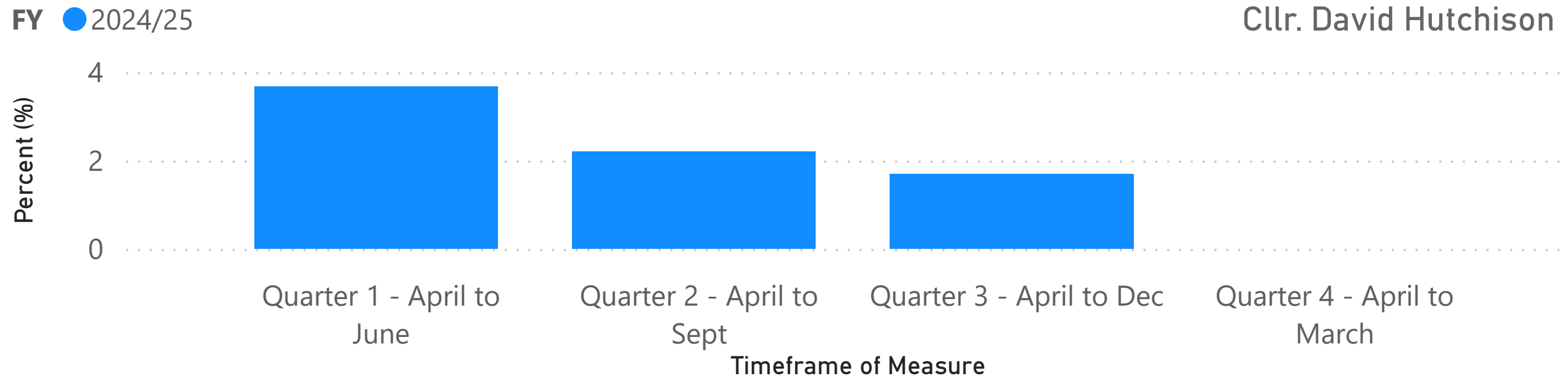
Reduce anti-social behaviour and crime in our communities

High  
Is Good  
Cumulative (Per Annum)  
N/A  
Yearly Trend

ID3.13 - % of fly-tipping incidents where sufficient evidence gathered to proceed to formal enforcement

Current Status

SMART Actions if Off Target



1.69

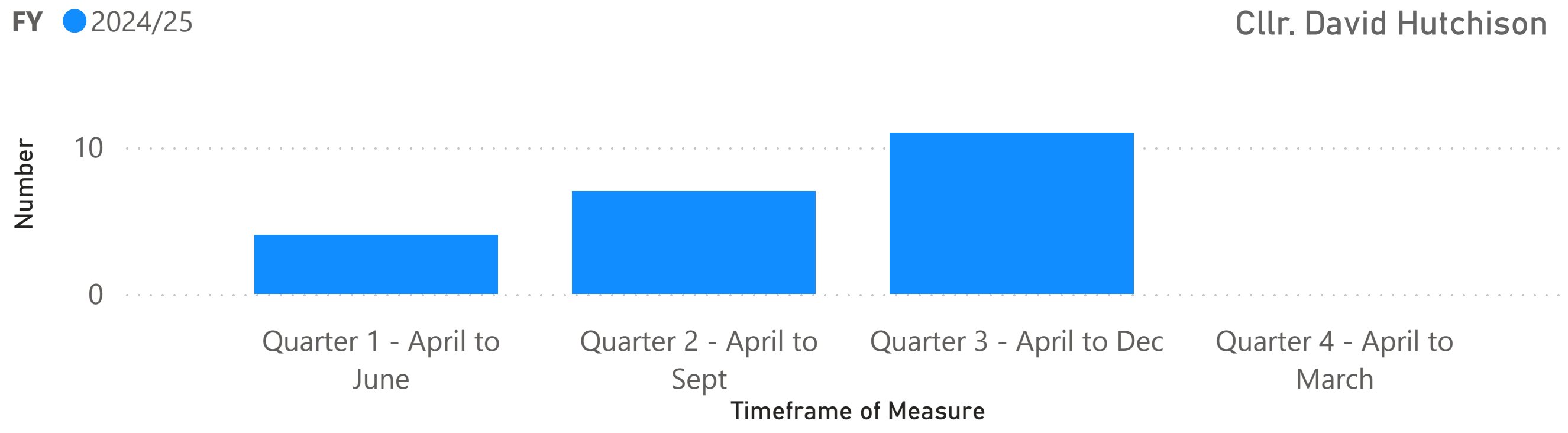
This measure demonstrates the percentage of fly tipping incidents where evidence has been retrieved by Streetscene operatives and passed to Neighbourhood delivery. This is a new measure and a new code has been added onto APP to allow us to effectively report on the number of cases where this is relevant.

High  
Is Good  
Cumulative (Per Annum)  
N/A  
Yearly Trend

ID3.14 - Number of Fly-tipping FPNs issued

Current Status

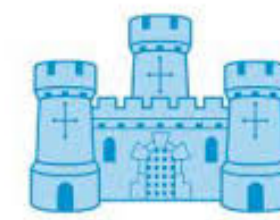
SMART Actions if Off Target



11

Total number of FPN's served against those cases where evidence has been seized. This includes offences such as fly tipping and duty of care offences. Data amended now incorporating DOC + Flytipping offences



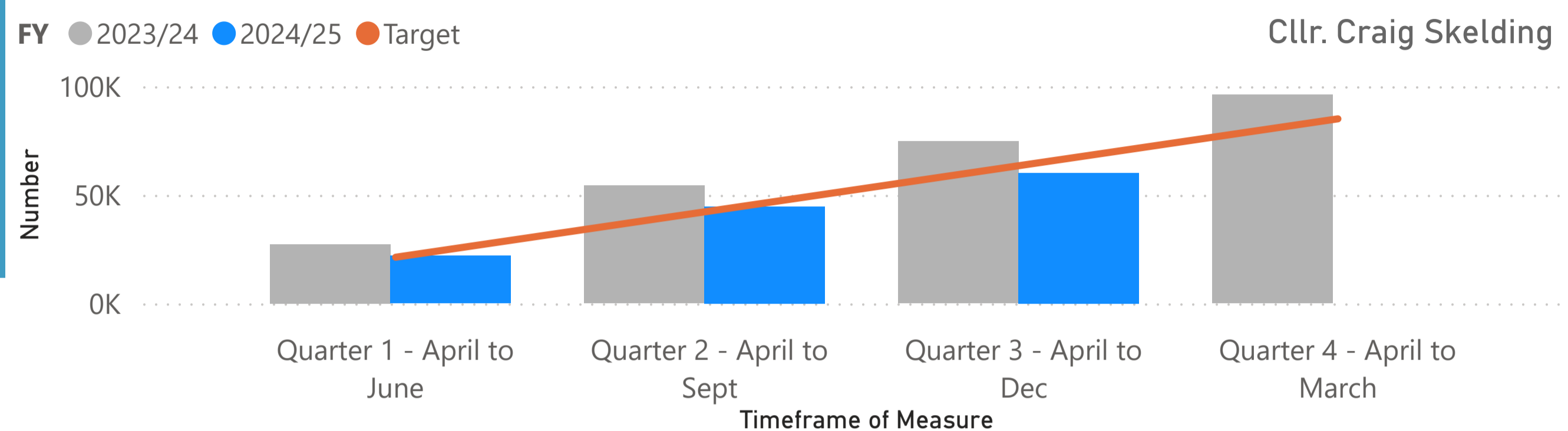


High  
Is Good  
Cumulative  
(Per  
Annum)  
  
Negative  
Yearly Trend

### ID3.3 - Number of People Accessing the Museum's collections in person only

Current Status

SMART Actions if Off Target



60,069!  
Target: 63,750

Numbers were down on December 2023 but up on December 2022. 2023 was unusual in that we were celebrating the 850, the museum's profile was high and ran an number of extra activities and also externally funded events at that time. The weather in December was poor, which affects turnout.

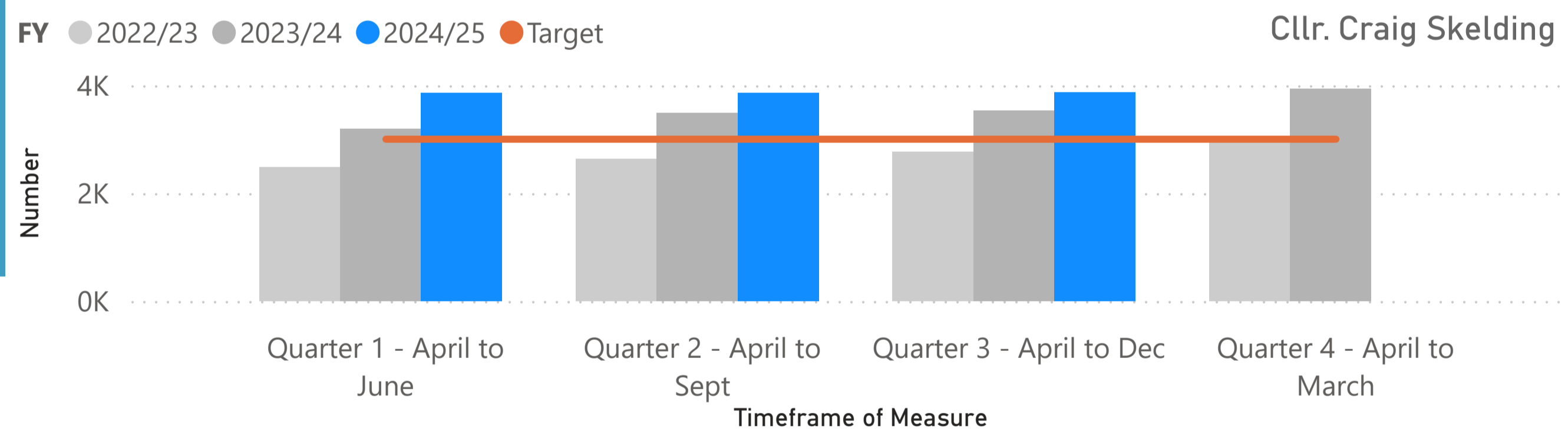
Delivering an economic and cultural legacy from the celebration of the borough's 850th anniversary in 2023.

High  
Is Good  
Cumulative  
(Per  
Annum)  
  
Positive  
Yearly Trend

### ID3.4 - J2 Membership growth

Current Status

SMART Actions if Off Target



3,869✓  
Target: 3,000

Not Required as Target Met

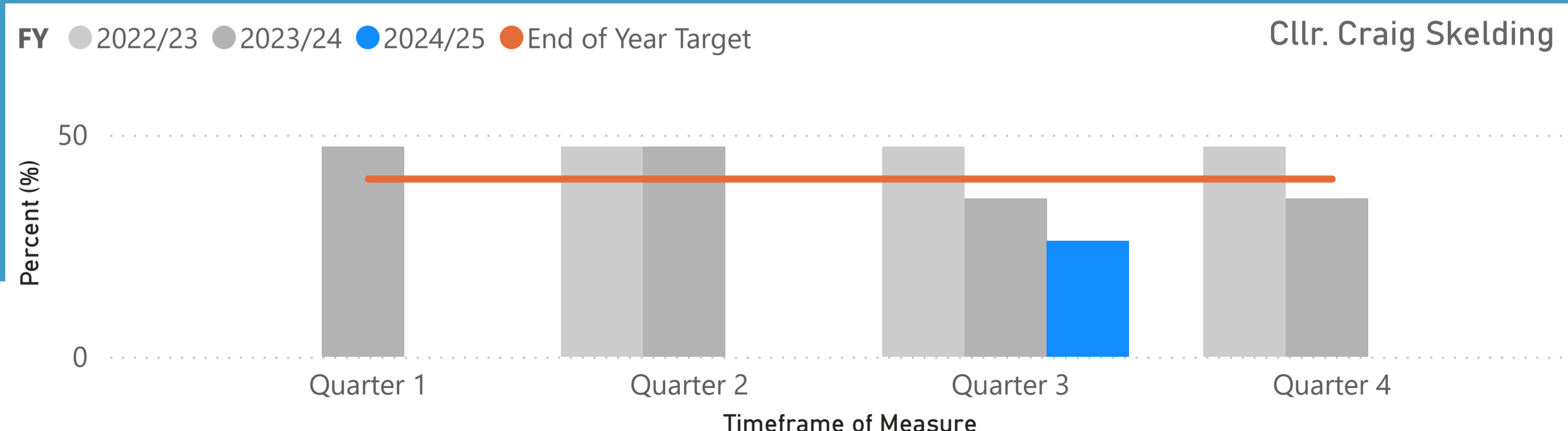
Support the development of community solutions to local problems

High  
Is Good  
Per  
Quarter  
(Snapshot)  
  
Negative  
Yearly Trend

### ID3.5 - Jubilee 2 Customer Satisfaction – Net Promotor Score

Current Status

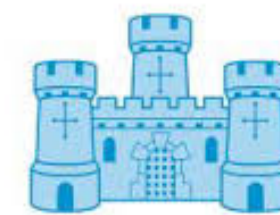
SMART Actions if Off Target



26.09!  
End of Year Target: 40.00

Whilst the Net Promoter Score (NPS) did not meet the target of 26 it is comparable with the national picture provided by Sport England NPS average of 28 in 2024. Sport England also recognises that the NPS score reached a peak in 2021 with an average of 35 across the sector, which mirrors the picture at Jubilee2. This PI is to be reviewed for 2025 and could be replaced by a more simplified customer satisfaction figure.



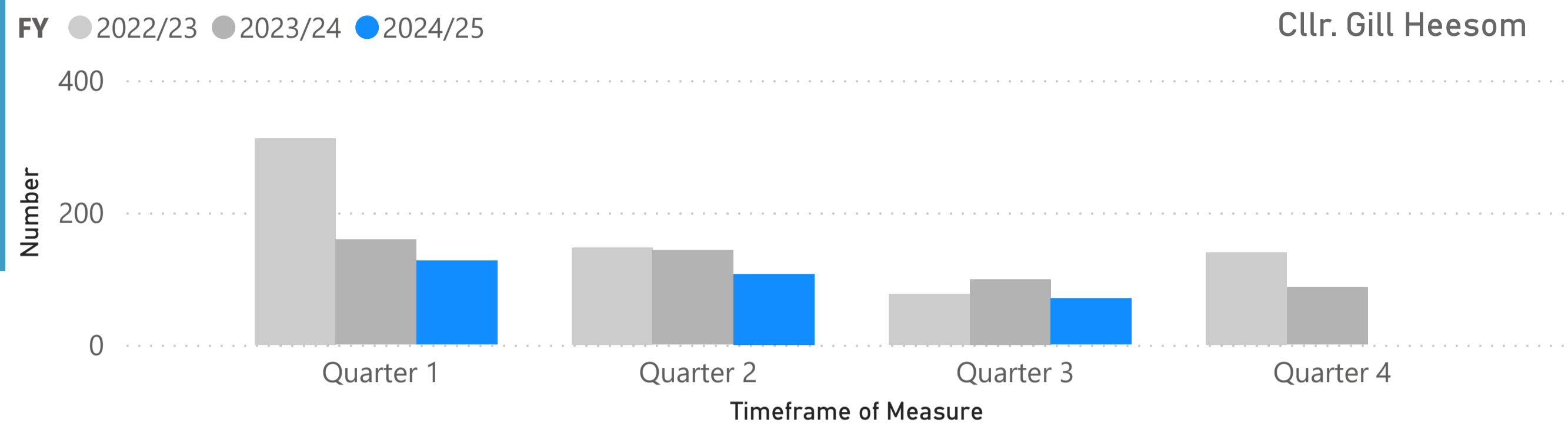


Low  
Is Good  
Per  
Quarter  
(Snapshot)  
  
Positive  
Yearly Trend

### ID3.1a - Anti-Social Behaviour (ASB) cases - New cases received during the quarter

Current Status

SMART Actions if Off Target



127

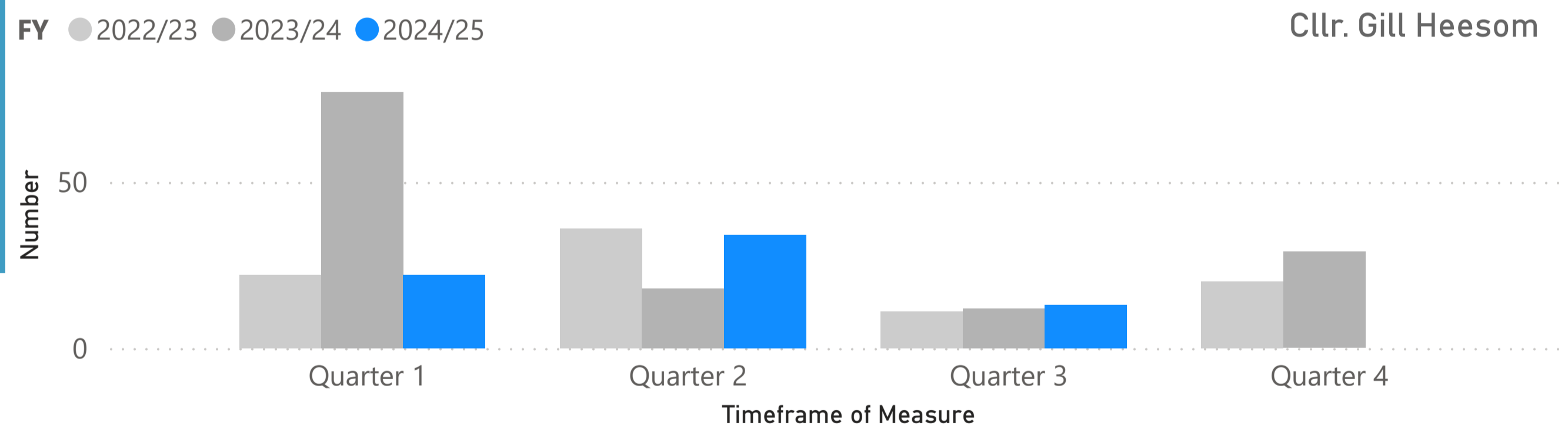
Training has recently been undertaken by professionals in regards to ASB - and how we can effectively triage, assess ASB cases. We are also contributing to a County wide ASB policy which will outline the what members of the public can expect from each of the respective partners.

Low  
Is Good  
Per  
Quarter  
(Snapshot)  
  
Negative  
Yearly Trend

### ID3.1b - (ASB) cases - Current open cases at the end of the quarter

Current Status

SMART Actions if Off Target



22

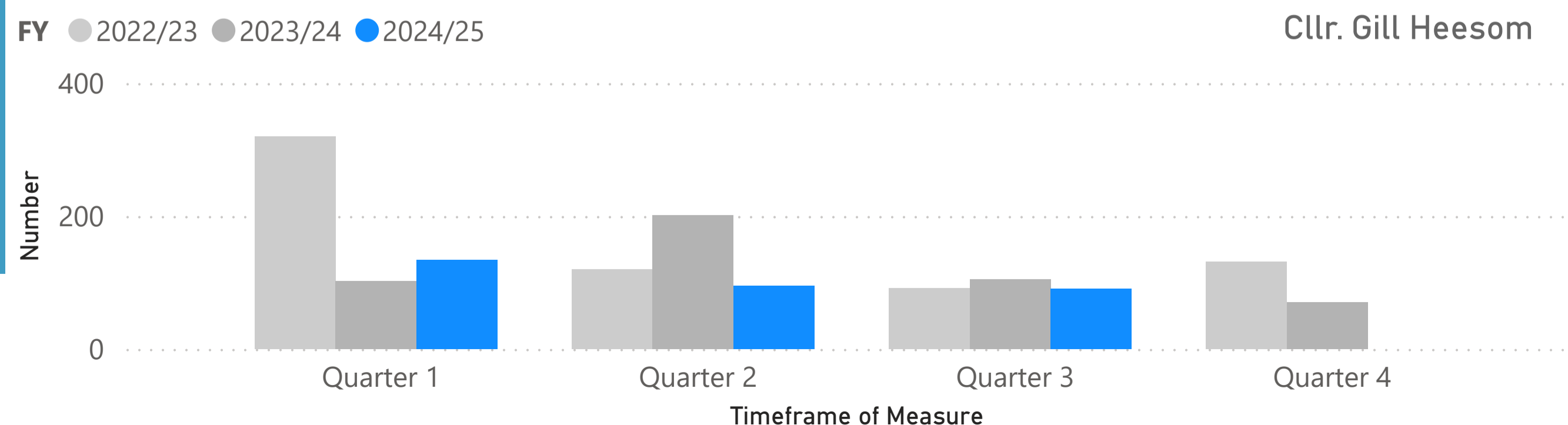
We continue partnership working to reduce ASB and ensure any complaints are dealt with efficiently and effectively in a timely manner.

High  
Is Good  
Per  
Quarter  
(Snapshot)  
  
Negative  
Yearly Trend

### ID3.1c - (ASB) cases - Cases closed in the quarter

Current Status

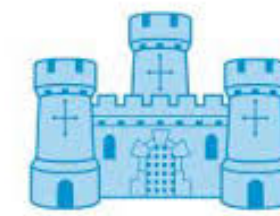
SMART Actions if Off Target



134

Value is also relative to the measure of new cases received. We continue partnership working to reduce ASB and ensure any complaints are dealt with efficiently and effectively in a timely manner.

Reduce anti-social behaviour and crime in our communities

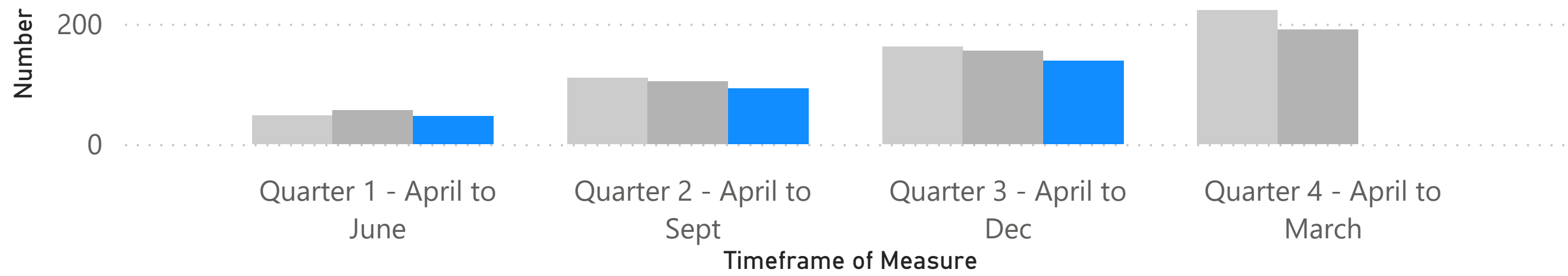


Low  
Is Good  
Cumulative  
(Per Annum)

### ID3.2 - Number of referrals made regarding vulnerability by participating organisations at the Daily Hub

FY ● 2022/23 ● 2023/24 ● 2024/25

Cllr. Gill Heesom



Current Status

138

SMART Actions if Off Target

We continue to work with a high number of cases on the vulnerability hub. Whilst the hoarding project has finished, we have worked with Aspire to get a smaller amount of funding to work with Reaching again. This is more on a consultative basis, we continue to see an increase in hoarding cases and people living in very poor conditions, some with no heating or usable cooking facilities. This is a real concern when we have cold weather, as we do at the moment.

We are looking at options to continue the role of the safe Recovery Officer who will be partly funded through the Locality Deal Funding in 25/26. The Safe Recovery Officer is pivotal to the work of the vulnerability hub, we will work with partners on this.

Ensure that our most vulnerable residents are supported through the impact of the rising cost of living.

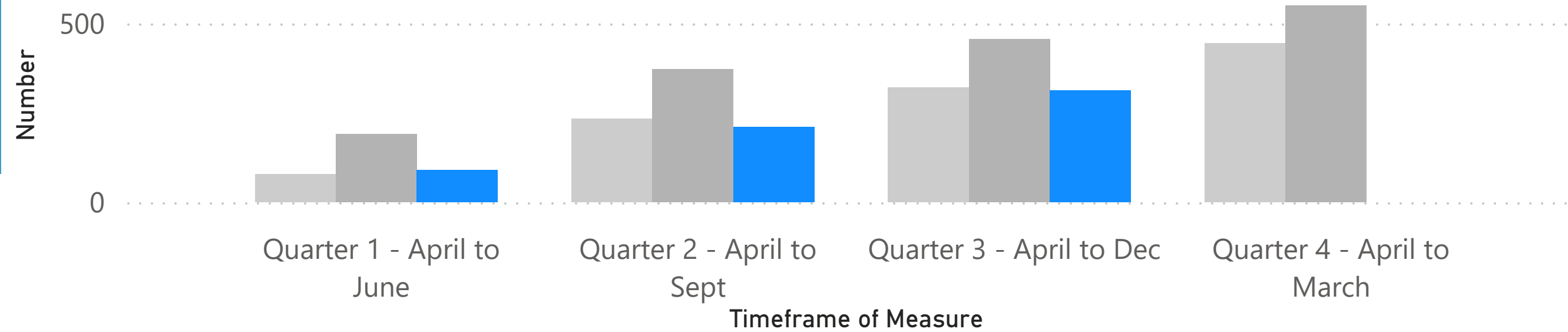
Positive  
Yearly Trend

Low  
Is Good  
Cumulative  
(Per Annum)

### ID3.8 - Emergency homeless presentations

FY ● 2022/23 ● 2023/24 ● 2024/25

Cllr. Gill Heesom



Current Status

313

SMART Actions if Off Target

Homeless presentations dropped from previous quarter when looking in isolation. They have also improved when compared to previous year for the same time period. Outturn target is to reduce from last year which we are currently on track to achieve.

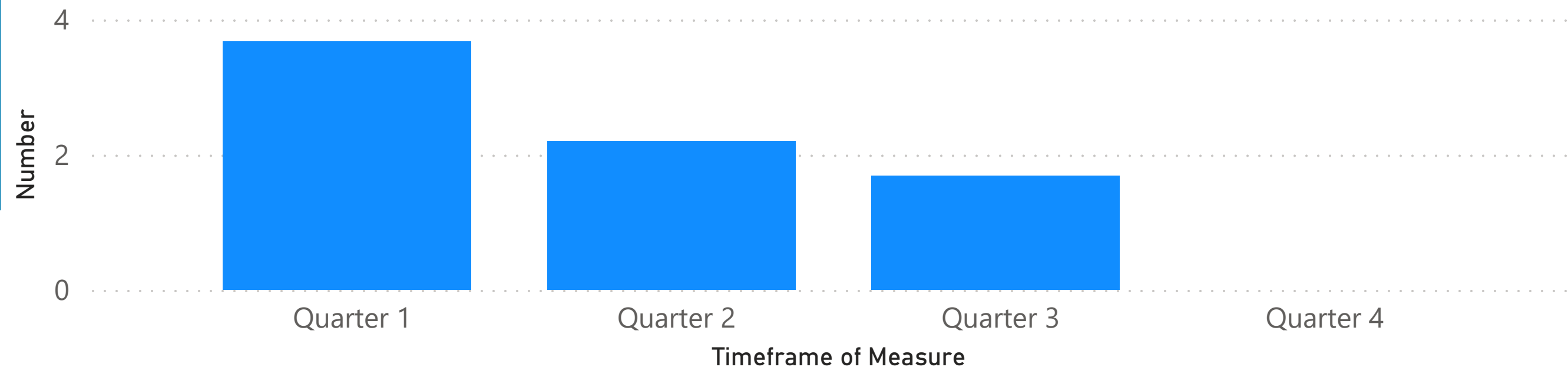
Positive  
Yearly Trend

Low  
Is Good  
Per Quarter  
(Snapshot)

### ID3.9 - Number of open Disabled Facilities Grant enquiries

FY ● 2024/25

Cllr. Gill Heesom



Current Status

173

SMART Actions if Off Target

This measures the number of open disabled facility grant enquiries, the aim is to achieve a consistent number of open applications to ensure they are progressing efficiently but also that budget is available for all cases. When the service transferred in house in April 2023 there were 315 open applications, the service has been working to bring this to a manageable level.

Ensure that there are good homes for everyone and that every citizen has a safe and secure place to live

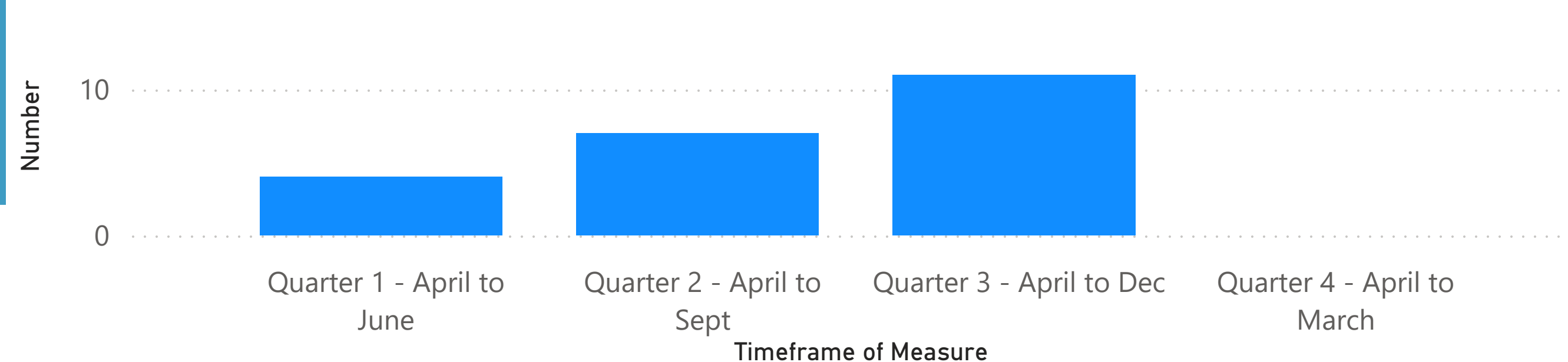
N/A  
Yearly Trend

High  
Is Good  
Cumulative  
(Per Annum)

### ID3.10 - Number of Disabled Facilities Grants completed

FY ● 2024/25

Cllr. Gill Heesom



Current Status

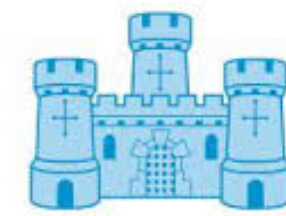
129

SMART Actions if Off Target

These grants are an investment to support disabled residents to live independently at home or be cared for at home, the aim is to complete grant applications efficiently and to fully utilise the Government allocated budget. This measure is different to RS10 as it reports the number of adaptations, some homes may have more than one adaptation ie a through floor lift and a level ...

N/A  
Yearly Trend





**Low**  
Is Good  
Per Quarter (Snapshot)

**ID3.6 - Live application on the housing register** Current Status **2,558** SMART Actions if Off Target

FY ● 2022/23 ● 2023/24 ● 2024/25 Cllr. Gill Heesom

Timeframe of Measure	2022/23	2023/24	2024/25
Quarter 1 - April to June	~1,200	~1,800	~2,200
Quarter 2 - April to Sept	~1,500	~2,000	~2,200
Quarter 3 - April to Dec	~1,600	~2,100	~2,200
Quarter 4 - April to March	~1,800	~2,200	-

Number

2K

0K

Quarter 1 - April to June

Quarter 2 - April to Sept

Quarter 3 - April to Dec

Quarter 4 - April to March

Timeframe of Measure

**Negative**  
Yearly Trend

Trend increasing, data will be compared against previous year as we progress, new review module implemented

**High**  
Is Good  
Per Quarter (Snapshot)

**ID3.7 - Number of lets to registered providers from the housing waiting list** Current Status **350** SMART Actions if Off Target

FY ● 2022/23 ● 2023/24 ● 2024/25 Cllr. Gill Heesom

Timeframe of Measure	2022/23	2023/24	2024/25
Quarter 1 - April to June	~100	~200	~150
Quarter 2 - April to Sept	~200	~350	~250
Quarter 3 - April to Dec	~350	~450	~350
Quarter 4 - April to March	~550	~500	-

Number

500

0

Quarter 1 - April to June

Quarter 2 - April to Sept

Quarter 3 - April to Dec

Quarter 4 - April to March

Timeframe of Measure

**Negative**  
Yearly Trend

Monitoring nominations received from the housing providers, measure will be monitored as year progresses

**Low**  
Is Good  
Per Quarter (Snapshot)

**ID4.4 - Total Rough Sleepers Verified in Quarter** Current Status **6** SMART Actions if Off Target

FY ● 2022/23 ● 2023/24 ● 2024/25 Cllr. Gill Heesom

Timeframe of Measure	2022/23	2023/24	2024/25
Quarter 1	~45	~10	~10
Quarter 2	~35	~15	~15
Quarter 3	~15	~10	~10
Quarter 4	~10	~10	-

Number

50

0

Quarter 1

Quarter 2

Quarter 3

Quarter 4

Timeframe of Measure

**Positive**  
Yearly Trend

In November we carried out the annual count. This process is done jointly with Stoke-on-Trent City Council. On previous years we have done an evidence-based estimate, but on this occasion, we carried out a count-based estimate. This was based on ensuring the process and figures collected were the most accurate as our funding allocations from MHCLG is based around these. Our annual figures for 2024 were 7. For previous years we have had:  
2024 – 7  
2023 – 10  
2022 – 6  
2021 – 7  
2020 – 9  
Our figures have decreased by 3 from 2023

**ID4.4a, 4.4b, 4.4c and 4.4d - Breakdown of Rough Sleepers Verified in Quarter** Cllr. Gill Heesom

● 1. Prevented 1 - New Rough Sleepers ● 2. Non-Recurring 1 - Returning Rough Sleepers ● 3. Brief 1 - Entrenched Rough Sleepers ● 4. Prevented 2 - Rough Sleepers after ...

Timeframe of Measure	1. Prevented 1 - New Rough Sleepers	2. Non-Recurring 1 - Returning Rough Sleepers	3. Brief 1 - Entrenched Rough Sleepers	4. Prevented 2 - Rough Sleepers after ...
Quarter 1	2	2	4	0
Quarter 2	0	1	2	2
Quarter 3	0	2	3	1
Quarter 4	0	0	0	0

Number

4

2

0

Quarter 1

Quarter 2

Quarter 3

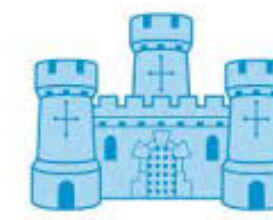
Quarter 4

Timeframe of Measure

Ensure that there are good homes for everyone and that every citizen has a safe and secure place to live



### Priority 3: Healthy, Active and Safe Communities



NEWCASTLE·UNDER·LYME  
BOROUGH COUNCIL

#### Project Status Split for Priority 3.

Project/Action is Progressing as Expected

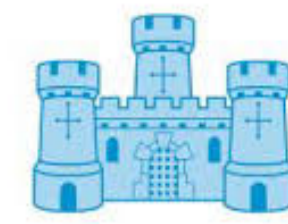
4

Project/Action is Completed

2

Portfolio Holder	Service Area	Action	Corporate Objective	Status report	Commentary on progress
Cllr. Gill Heesom	Neighbourhoods	Build on our work with Staffordshire Police	Reduce anti-social behaviour and crime in our communities	✔ Project/Action is Progressing as Expected	Partnership work is ongoing with the Local Policing Team in Newcastle, with data sharing and analysis informing the prioritisation and deployment of resources. Statistics are showing that Crime and ASB is reducing, particularly in Newcastle town centre which is a priority area for Precision Policing based on the Strategic Assessment.
Cllr. Craig Skelding	1. Commercial Delivery 2. Neighbourhoods	Delivering an economic and cultural legacy from the celebration of the borough's 850th anniversary in 2023.	Delivering an economic and cultural legacy from the celebration of the borough's 850th anniversary in 2023.	★ Project/Action is Completed	The statue of the late Queen Elizabeth continues to receive positive feedback as
Cllr. David Hutchison	1. Neighbourhoods 2. Sustainable Environment	Expansion of the street warden scheme and the creation of neighbourhood delivery teams.	Secure a step change in street cleanliness and the quality of the public domain	★ Project/Action is Completed	Project/Action has been completed.
Cllr. David Hutchison	Sustainable Environment	Further increasing recycling rates across the borough with a particular focus on food waste	Further increasing recycling rates across the borough with a particular focus on food waste	✔ Project/Action is Progressing as Expected	Recycling levels have increased over the last twelve months, with recycling from flats being rolled out and performing well. Food waste to flats is currently being rolled out, and the Council will be providing recycling and separate food collections to businesses from April 2025.
Cllr. Simon Tagg	1. Strategy, People and Performance 2. Neighbourhoods	Work collaboratively with the Newcastle Partnership	Ensure that our most vulnerable residents are supported through the impact of the rising cost of living.	✔ Project/Action is Progressing as Expected	Ongoing partnership work continues. Through the partnership board, we are progressing working groups around vulnerability, employability, cost of living and mental health. We also are the designated chair for Better Health Staffordshire in Newcastle and are in receipt of grant funding to impact on health inequalities.
Cllr. Craig Skelding	Neighbourhoods	Work with partners to develop effective community bodies	Support the development of community solutions to local problems	✔ Project/Action is Progressing as Expected	The Civic Pride initiative has been launched and a programme drafted for 2025 to enable engagement with communities across the Borough on the themes of clean, safe, green and welcoming.





Priority 4: Performance Indicators Current Status



Corporate Objective	Count
Increasing the number of people living, working and using Newcastle town Centre	3
<b>Total</b>	<b>3</b>

Smart Narrative

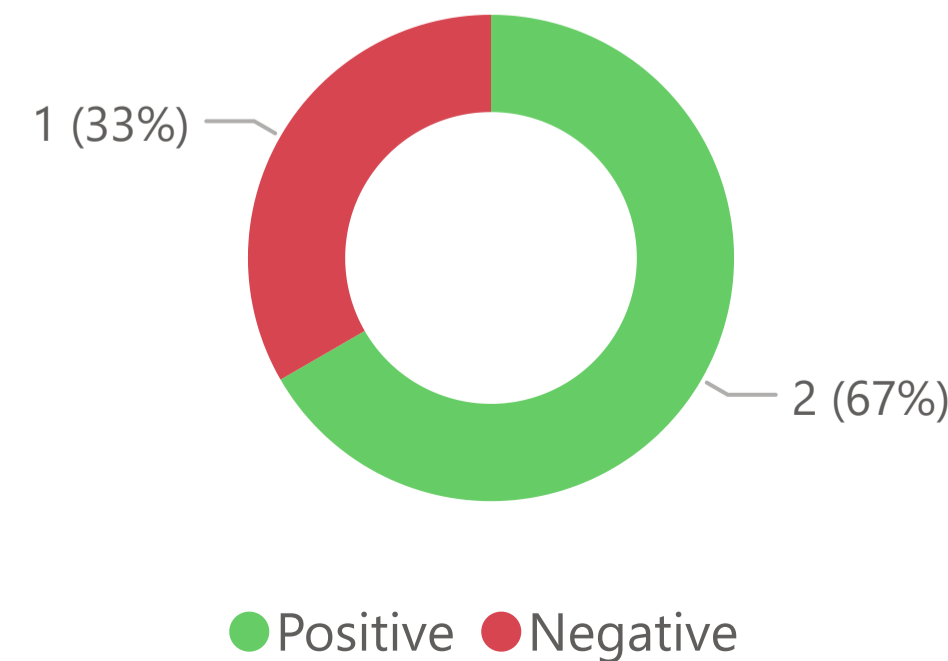
- There are 2 Indicators which have set targets this quarter within Priority 4.
- Both the indicators that have had data shared have met their respective targets. One of these also showed an improvement when compared to Quarter Three of the previous year, the other showed a negative trend when comparing the same time period from the previous year.
- There is 1 Indicator which is contextual this quarter and does not have a target to meet. This measure relates to the Town Centre Footfall. The data provided only shows Quarter 2 & Quarter 3 with no data provided for Quarter 1. This has meant the measure did not have any historic data to compare against so no trend data has been provided.
- Within Priority 4, One project/action has been classed as completed; this being "Developing a Town Centre Strategy for Kidsgrove". All other Projects/Actions were identified to be progressing as expected.

Priority 4: Summary Project Status Split

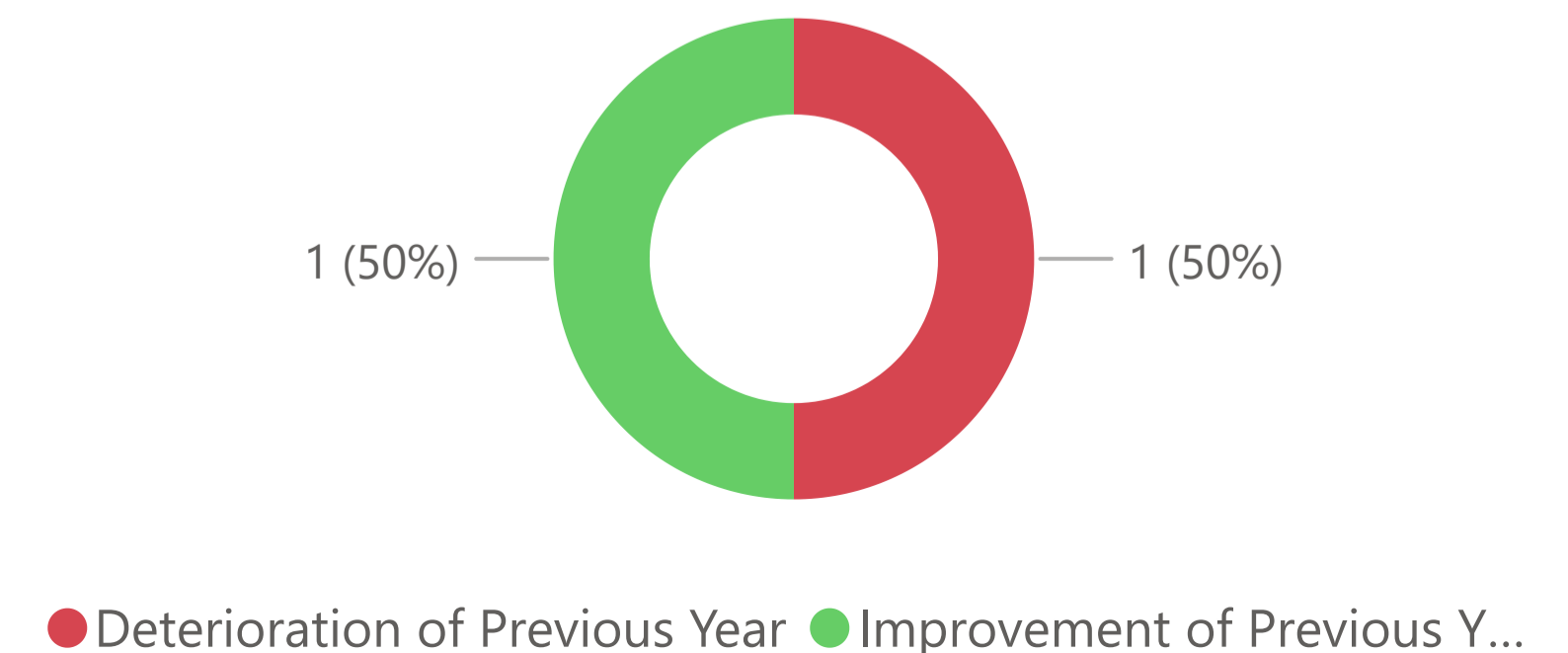
● Project/Action is Completed ● Project/Action is Progressing as Expected



Priority 4: Qtr.3 Trend Direction of PI's Compared to Previous Quarter



Priority 4: Qtr.3 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year

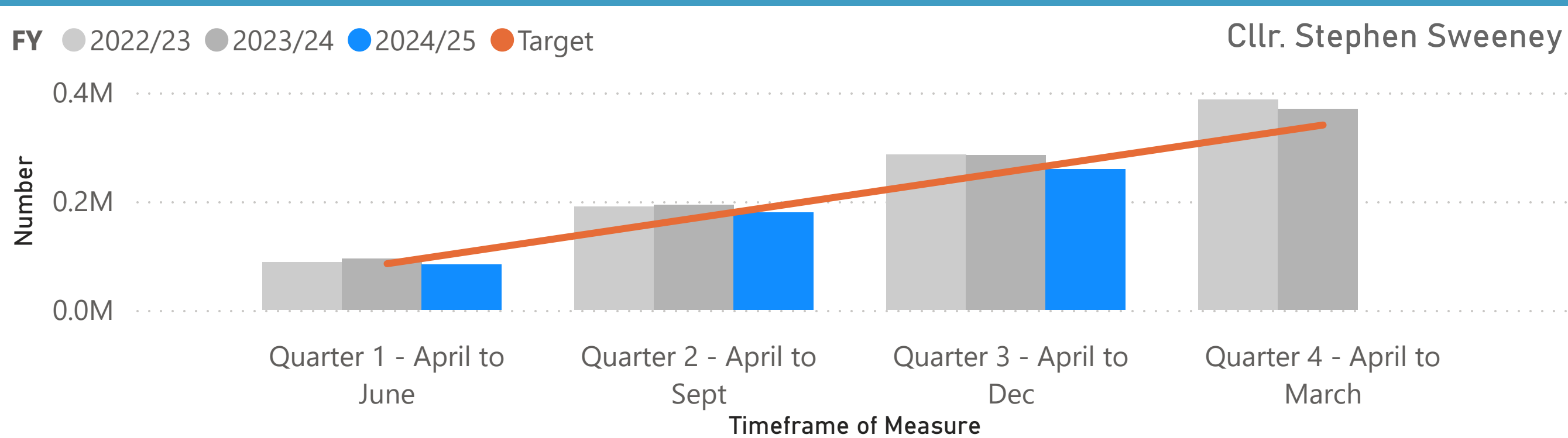




**ID4.1 - Car parking usage:-Number of tickets purchased** Current Status SMART Actions if Off Target

High  
Is Good  
Cumulative (Per Annum)

Negative  
Yearly Trend



**258,637** ✓

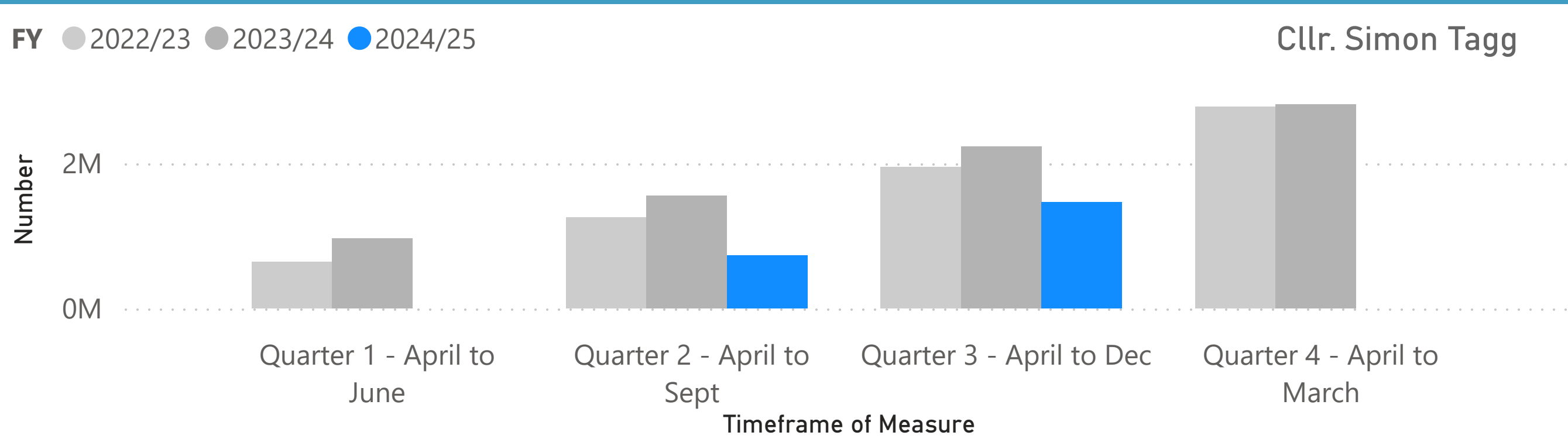
Target: 255,000

Not Required as Target Met

**ID4.2 - Town Centre Footfall - Newcastle** Current Status SMART Actions if Off Target

High  
Is Good  
Cumulative (Per Annum)

N/A  
Yearly Trend



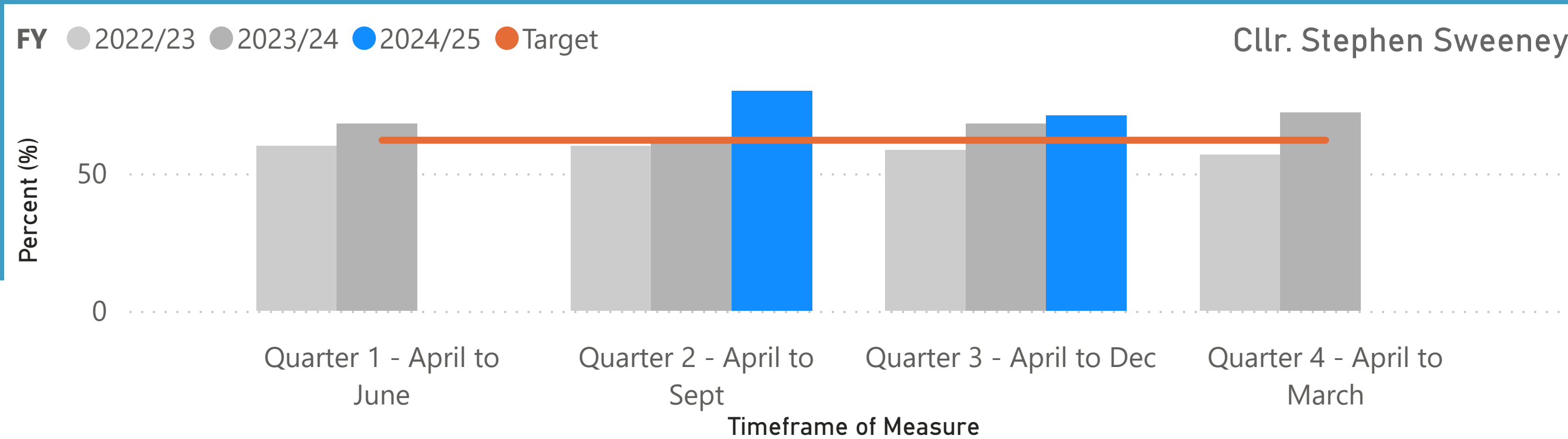
**1,466,057**

Data shown is for Q2 & Q3 only. Data was not provided by the BID for Q1. Due to only showing these two quarters, comparison between financial years is not available. Footfall in isolation for Quarter 3 has improved when comparing the same period from 2023/24.

**ID4.3 - Average stall occupancy rate for markets - Overall** Current Status SMART Actions if Off Target

High  
Is Good  
Cumulative (Per Annum)

Positive  
Yearly Trend

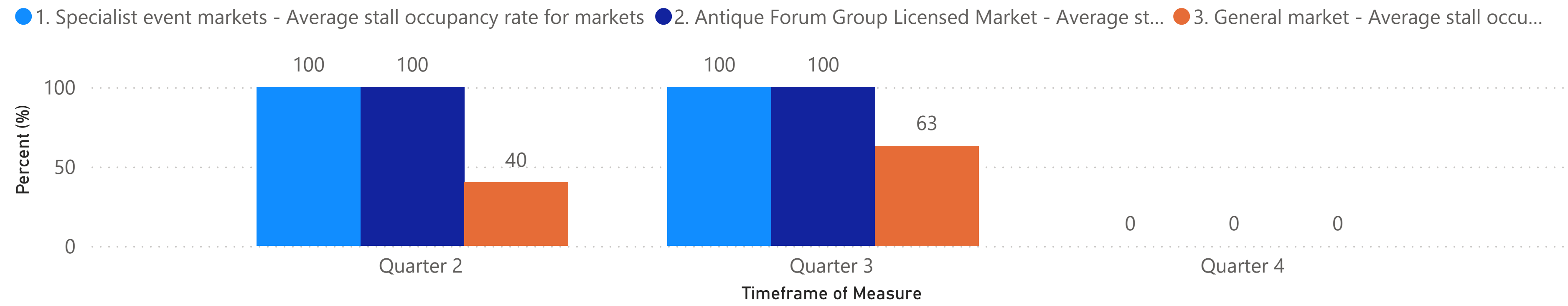


**71.00** ✓

Target: 62.00

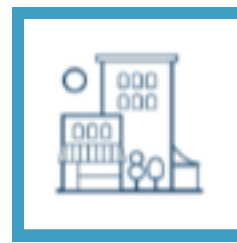
Seasonal fluctuations at the outdoor market follow national trends. This is evidenced by the reduction of the number of outdoor events, held predominantly in the Summer months. PIs for stall occupancy are now collected following a Market remodelling project, which reduced numbers of fixed stalls from 40 to 27.

**ID4.3a, 4.3b and 4.3c- Average stall occupancy rate for Specific Markets**

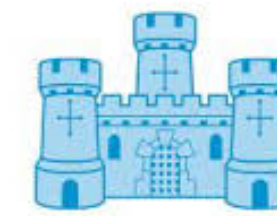


Increasing the number of people living, working and using Newcastle town Centre





## Priority 4: Town Centres for All



NEWCASTLE-UNDER-LYME  
BOROUGH COUNCIL

### Project Status Split for Priority 4.

Project/Action is Progressing as Expected

4

Project/Action is Completed

1

Portfolio Holder	Service Area	Action	Corporate Objective	Status report	Commentary on progress
Cllr. Stephen Sweeney	1. Commercial Delivery 2. Planning	Redeveloping Midway car park to provide aspirational town centre residential accommodation	Increasing the number of people living, working and using Newcastle town centre	✔ Project/Action is Progressing as Expected	A planning application has been submitted for the redevelopment of the Midway car park into residential accommodation and is expected to be determined in early 2025.
Cllr. Stephen Sweeney	1. Neighbourhoods 2. Commercial Delivery	Developing a Town Centre Strategy for Kidsgrove	Encourage visitors and support local businesses in Kidsgrove	★ Project/Action is Completed	Project/Action has been completed.
Cllr. Stephen Sweeney	Commercial Delivery	Redevelopment of Ryecroft Site	Continuing to work with key partners to deliver the redevelopment of opportunities across the borough	✔ Project/Action is Progressing as Expected	Planning applications have now been received from Capital&Centric and McCarthy Stone for key elements of the Ryecroft redevelopment scheme. These Development of Castle Car Park is nearing completion with a planned opening in early 2025.
Cllr. Stephen Sweeney	Commercial Delivery	Redevelopment of York Place	Continuing to work with key partners to deliver the redevelopment of opportunities across the borough	✔ Project/Action is Progressing as Expected	Stripping back of the existing structure to the concrete frame is well under way. A planning application has been submitted for the redevelopment of York Place and is expected to be determined in early 2025.
Cllr. Stephen Sweeney	Neighbourhoods	Further enhance the historic market and public realm and boost our signature specialist market programme	Further enhance the historic market and public realm and boost our signature specialist market programme	✔ Project/Action is Progressing as Expected	The final phase of the Public Realm and Market Improvement project is scheduled for completion in March 2025, and the programme of event markets for 2025 is being compiled with specialist providers.