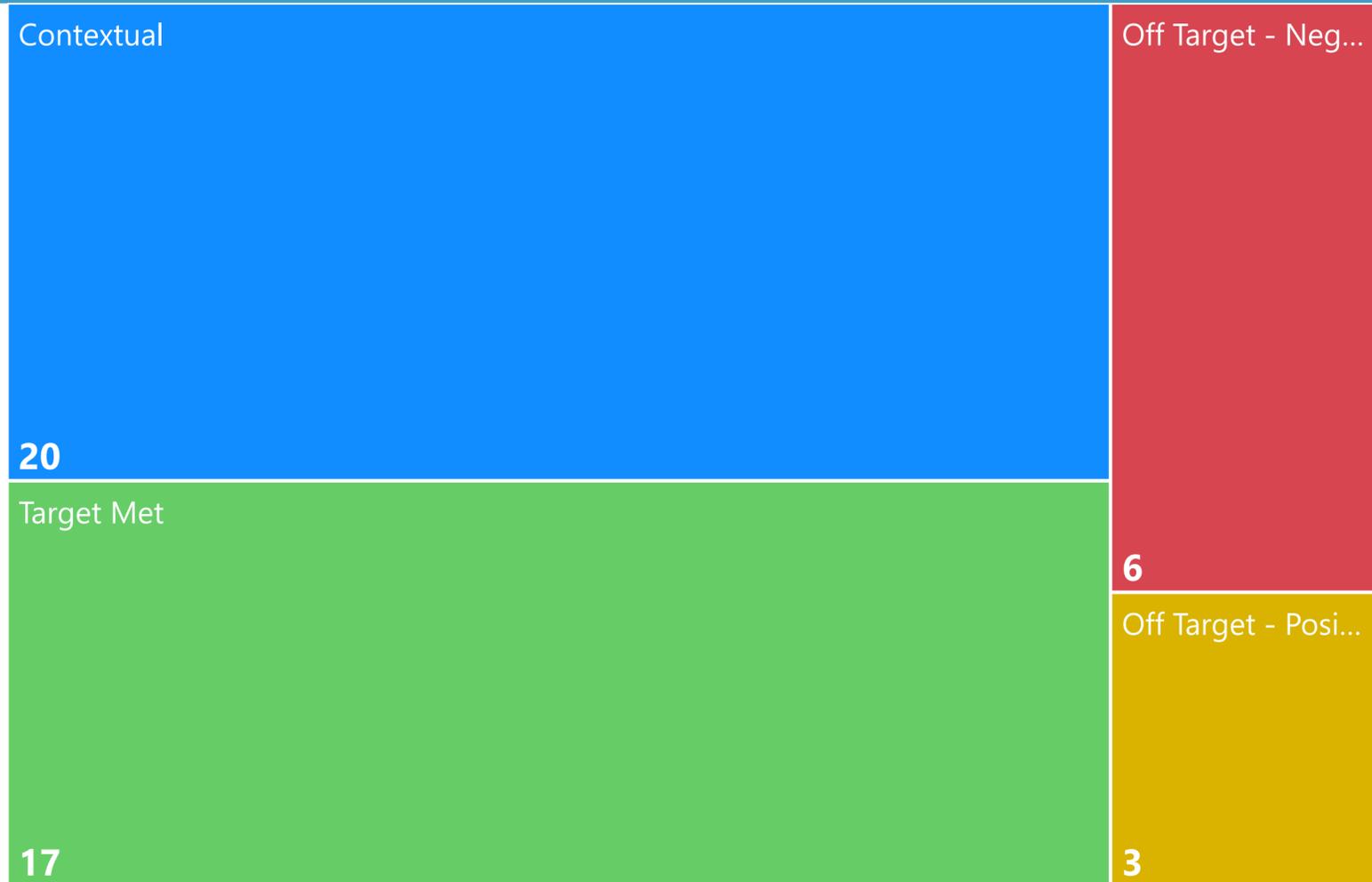




# Quarter 4 - April 2024 to March 2025

## All Performance Indicators Current Status



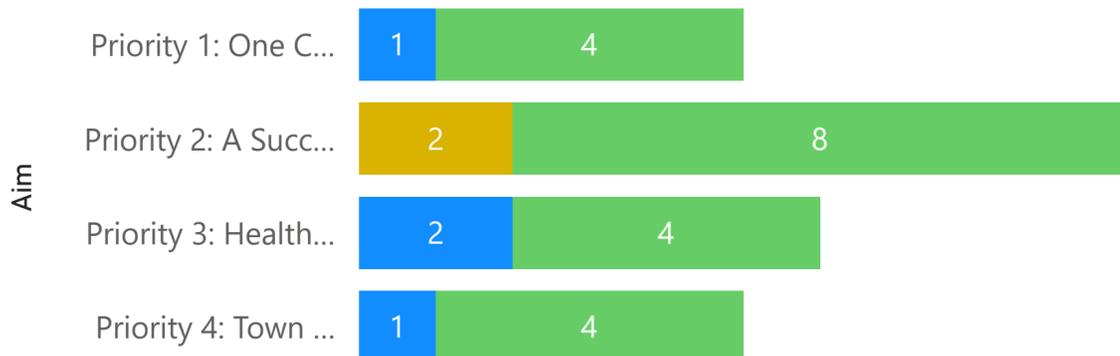
Corporate Aim (Priority)	Count
Priority 1: One Council delivering for Local People	14
Priority 2: A Successful and Sustainable Growing Borough	6
Priority 3: Healthy, Active and Safe Communities	23
Priority 4: Town Centres for All	3
	<b>46</b>

### Smart Narrative

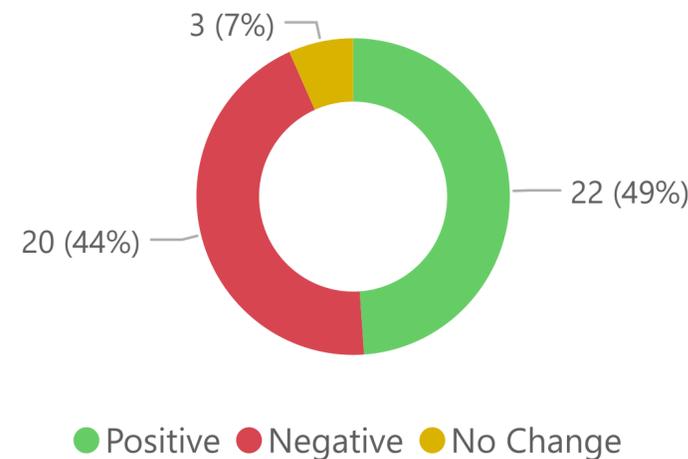
- There are 26 Indicators which have set targets this quarter.
- 65% met their targets within Quarter Four. 8 Indicators which met their target also showed improvement when compared to the same time period last year. 6 Indicators which met their target showed a negative trend when being compared to last year. 2 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 6 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 6 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/Actions that have been identified as not progressing as expected - detail of these is provided in this report.

## Summary Project Status Split

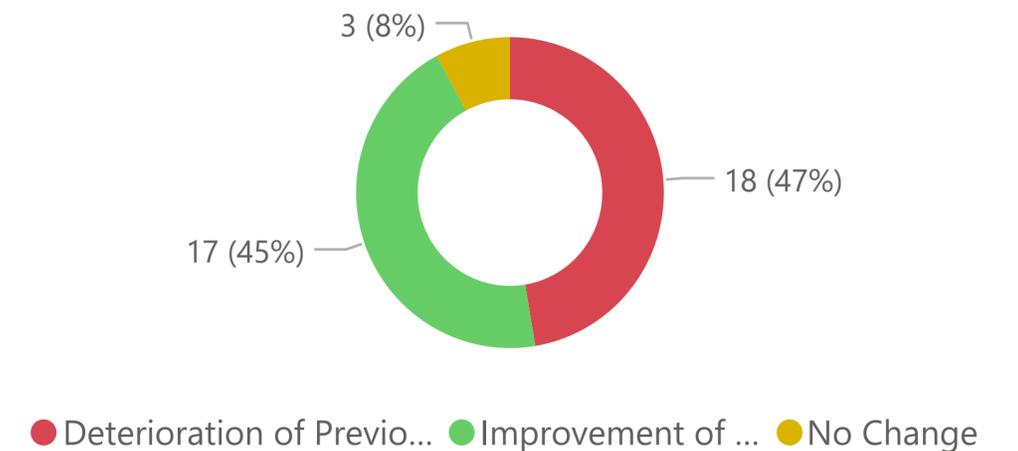
● Project/Action is Completed ● Project/Action is Not Progr... ● Project/Action is Progr...

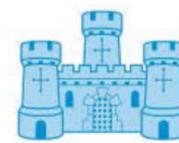


## All Qtr.4 Trend Direction of PI's Compared to Previous Quarter



## All Qtr.4 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year





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	5
Ensure strong financial discipline across the Council	2
<b>Total</b>	<b>14</b>

Smart Narrative

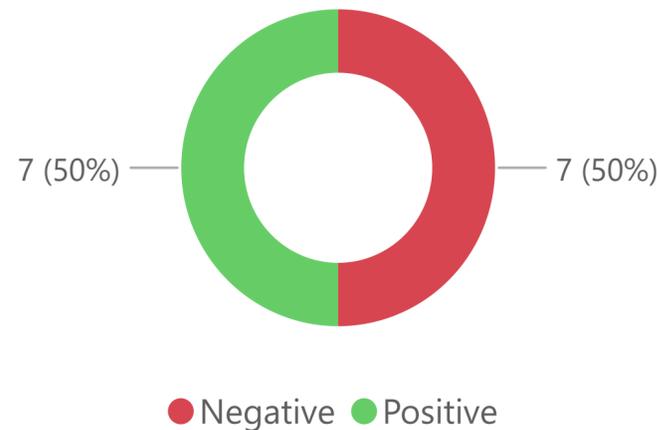
- There are 9 Indicators which have set targets this quarter within Priority 1.
- 34% met their targets within Quarter Four. 1 Indicators which met their target also showed improvement when compared to the same time period last year. 2 Indicators which met their target showed a negative trend when being compared to last year.
- 66% 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, 2 of these measures showed a negative trend, 2 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

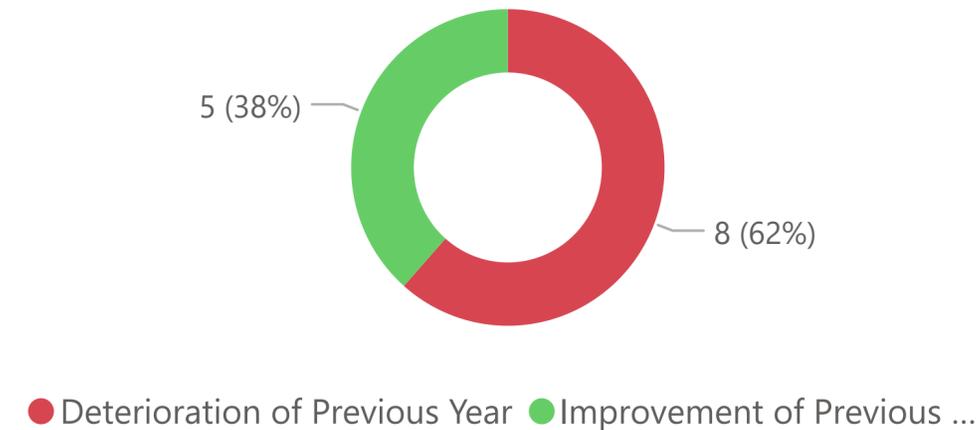
● Project/Action is Completed ● Project/Action is Progressing as Expected



Priority 1: Qtr.4 Trend Direction of PI's Compared to Previous Quarter

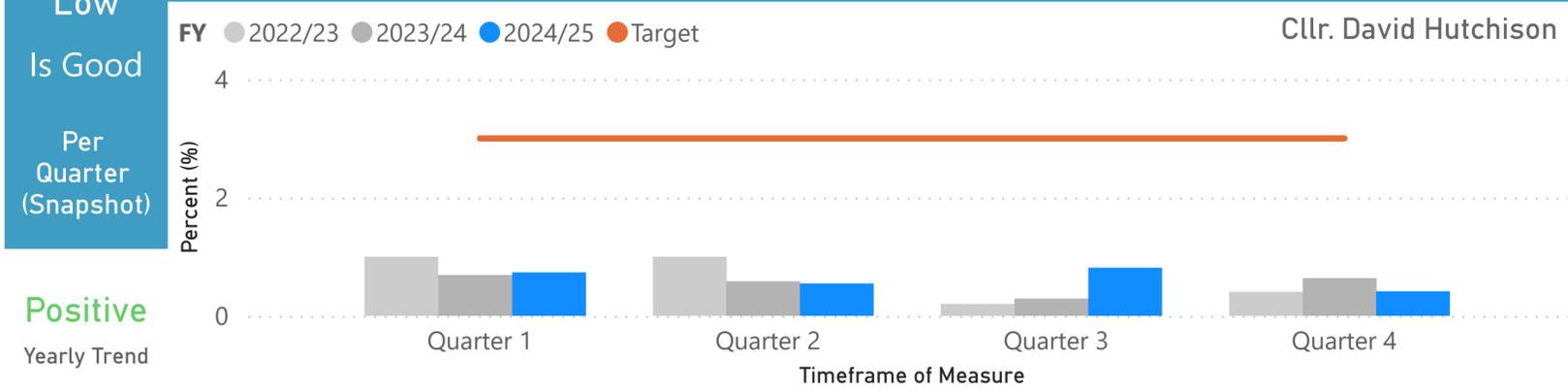


Priority 1: Qtr.4 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year





Low Is Good Per Quarter (Snapshot) Positive 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



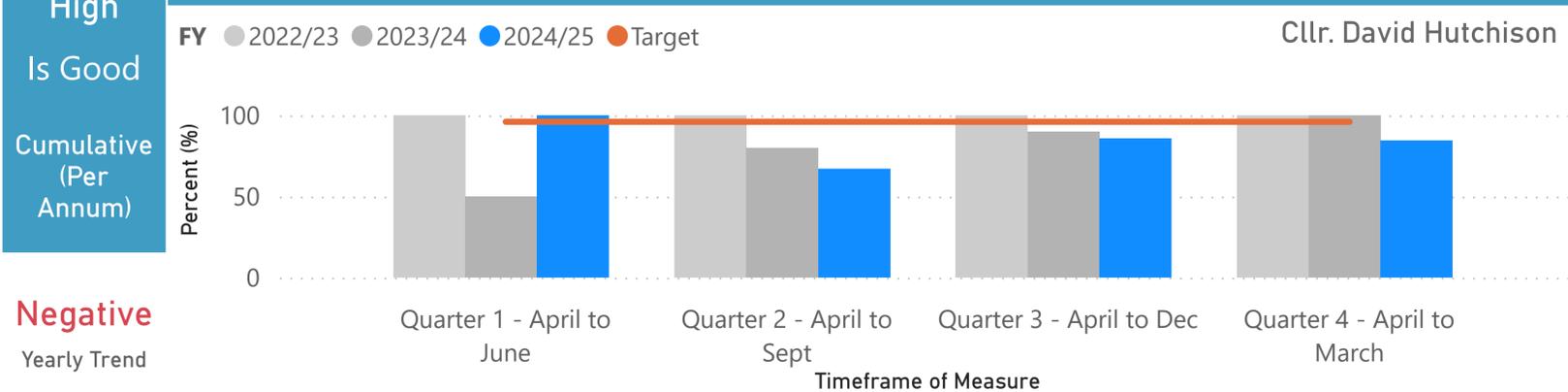
Cllr. David Hutchison

**0.41** ✓

Target: 3.00

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



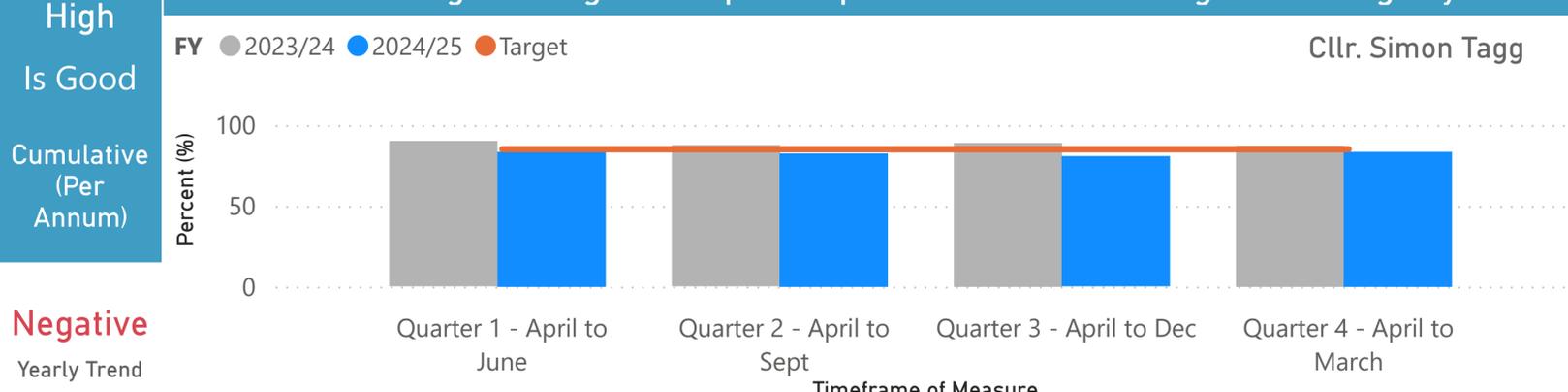
Cllr. David Hutchison

**84.20** !

Target: 96.00

Between Apr-Dec 12 of 14 inspections completed on time, following this all inspections were completed on time which increased the overall percentage, however the value remains below target of 96% as 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



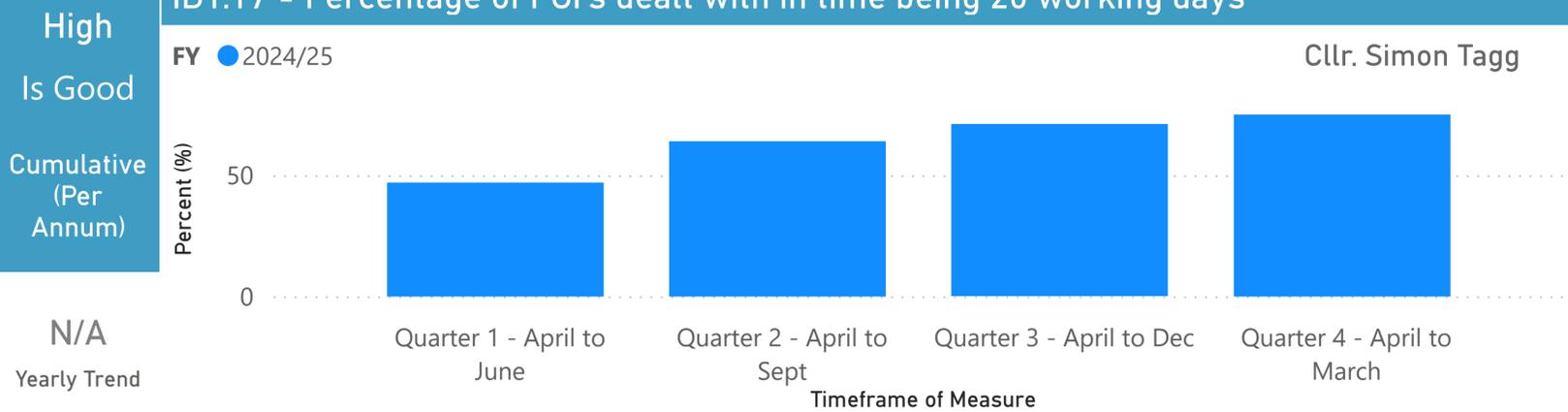
Cllr. Simon Tagg

**83.33** !

Target: 85.00

All three responses sent out within timeframe and measure has continued to improve month on month. Slightly falls short of 85% target due to late complaints from earlier in the year impacting the year to date value. Process now in place and improvement has been seen throughout the year.

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



Cllr. Simon Tagg

**75.00**

31/34 91% achieved this month - 3 requests missed 20 day target

Deliver services to a high standard every day

Ensure our services are efficient and accessible



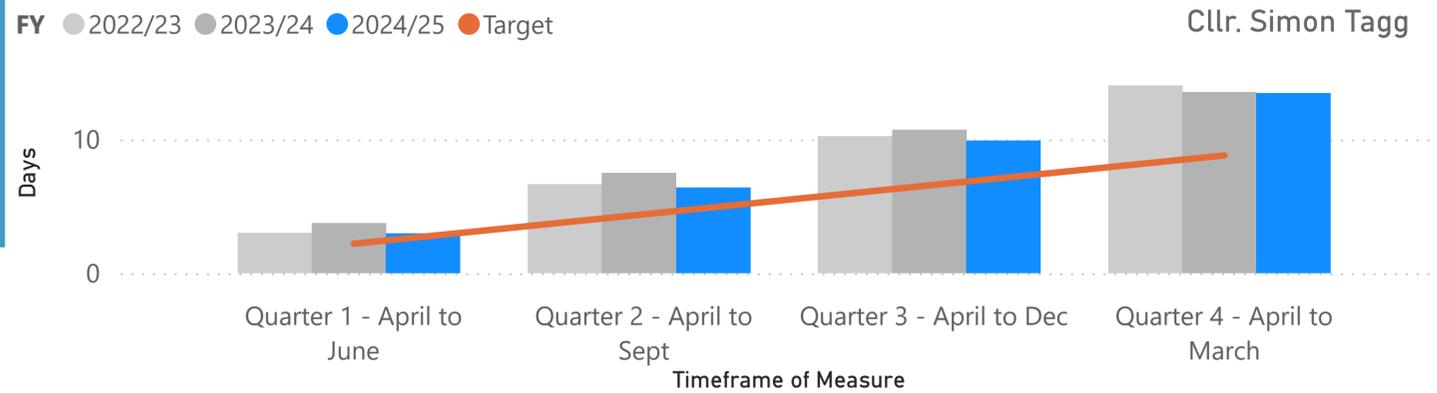
Low  
Is Good  
Cumulative (Per Annum)

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

Current Status

SMART Actions if Off Target

Cllr. Simon Tagg



13.44!

Target: 8.80

Sickness increased in March after a decrease in February and remains above average. Further information will be available after the end of year analysis.

Positive  
Yearly Trend

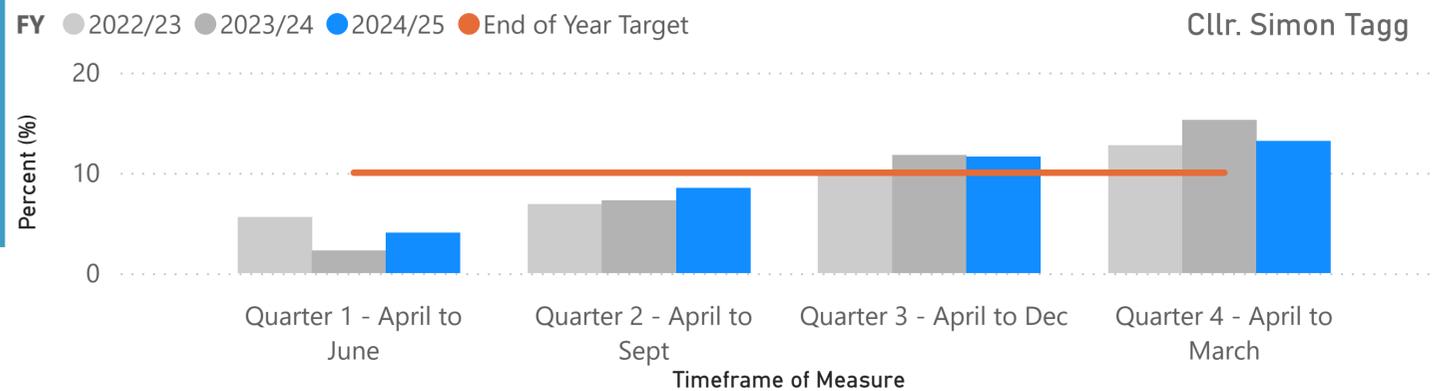
Low  
Is Good  
Cumulative (Per Annum)

### ID1.14 - Staff Turnover

Current Status

SMART Actions if Off Target

Cllr. Simon Tagg



13.13!

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. Next year we plan to add a mitigated figure which will demonstrate natural leavers and remove individuals such as seasonal workers and ill health retirements.

Positive  
Yearly Trend

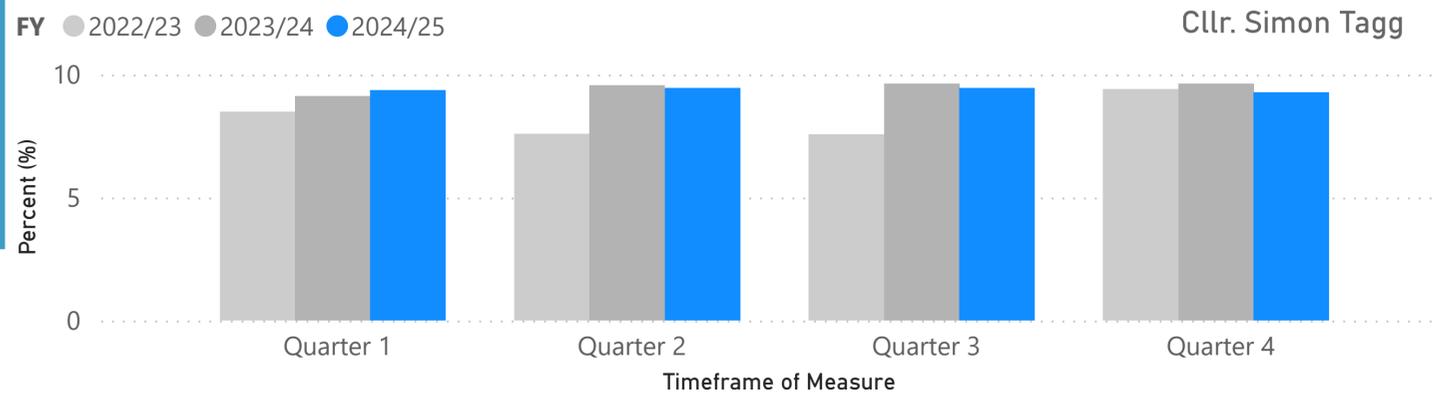
Low  
Is Good  
Per Quarter (Snapshot)

### ID1.15 - Staff Vacancy Rate

Current Status

SMART Actions if Off Target

Cllr. Simon Tagg



9.26

Vacancy rates remained stable across the year. 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

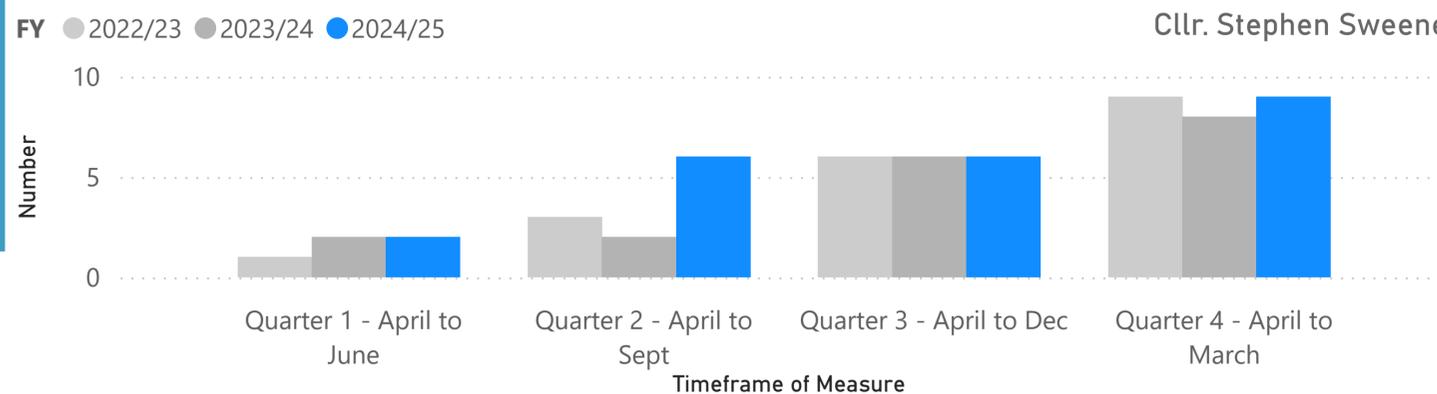
Low  
Is Good  
Cumulative (Per Annum)

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

Current Status

SMART Actions if Off Target

Cllr. Stephen Sweeney

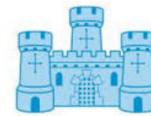


9

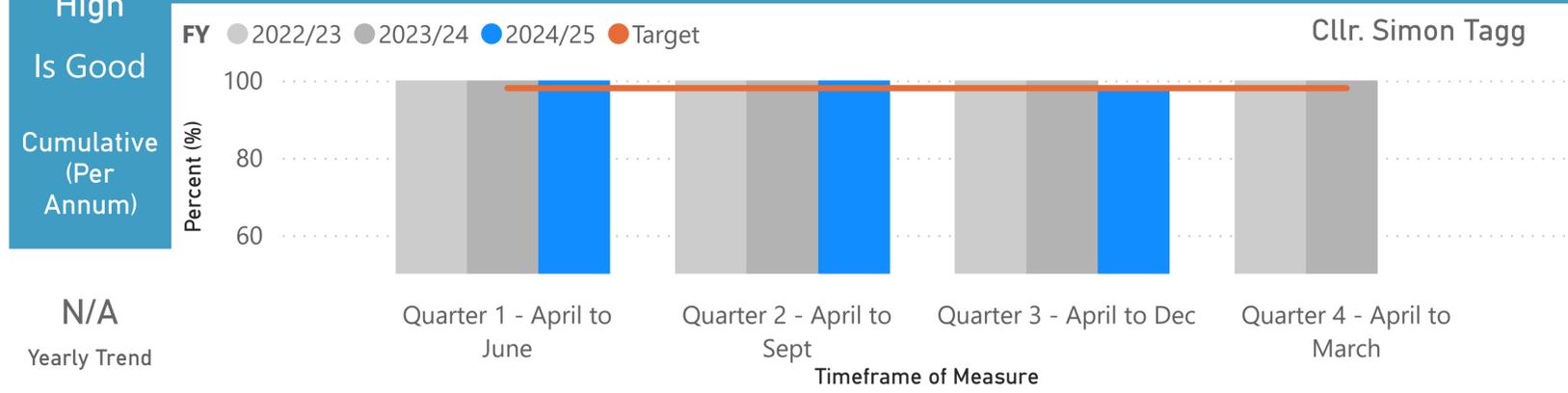
Figures have been amended to reflect the full year due to the late reporting of number of cases - this cannot be helped as the public have three years to place a claim from the date of the incident. Overall figure is comparable to previous years.

Negative  
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



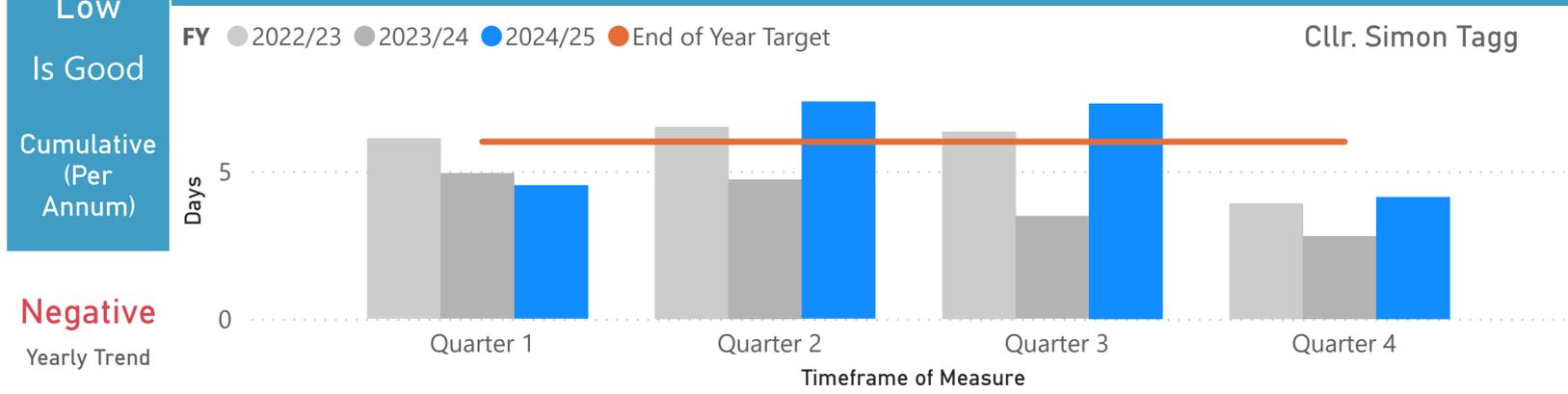
Cllr. Simon Tagg

N/A

The Council launched the new Anywhere 365 system in Quarter 4 to enable an enhanced customer journey experience to be available for the 2025/26 financial year. Therefore, the outturn figure for 2024/25 was unable to be accurately calculated from the previous system, but was projected to have met the Target.

Ensure our services are efficient and accessible

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



Cllr. Simon Tagg

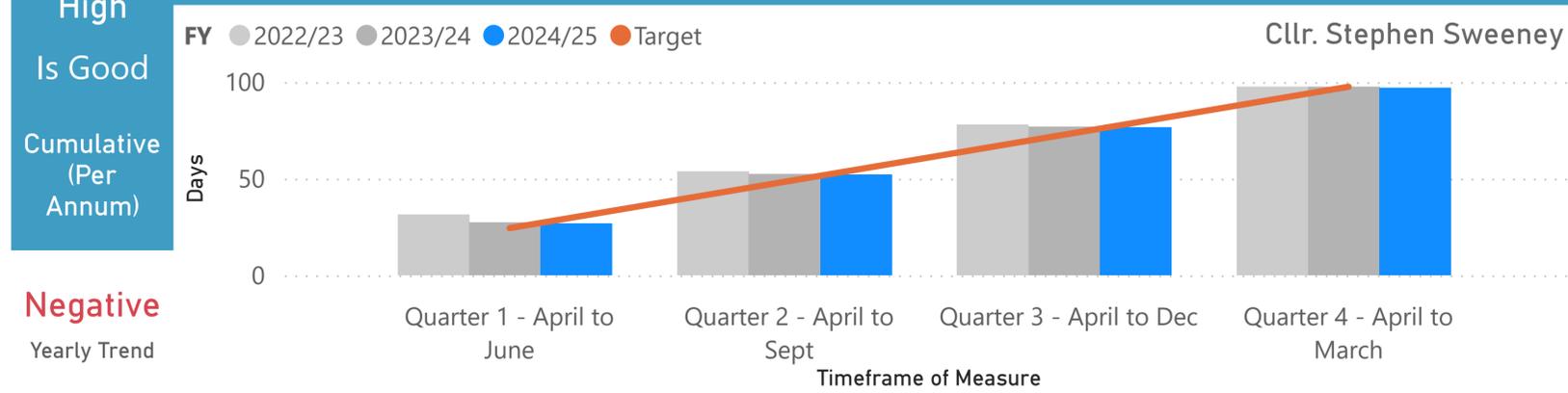
4.13 ✓

Target: 6.00

Not Required as Target Met

Deliver services to a high standard every day

High Is Good Cumulative (Per Annum) ID1.11 - Percentage of Council Tax collected Current Status SMART Actions if Off Target



Cllr. Stephen Sweeney

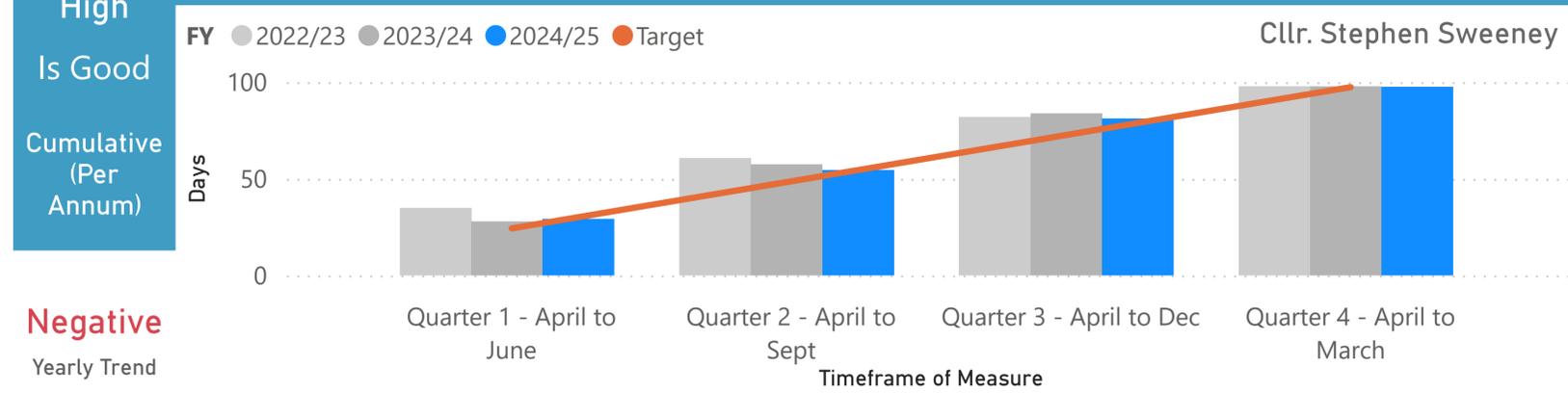
96.80 !

Target: 97.50

Off target by 0.7%. Collection continuing for 2024/25 bills so may be achieved retrospectively via recovery or other means

Ensure strong financial discipline across the Council

High Is Good Cumulative (Per Annum) ID1.12 - Percentage of National non-domestic rates collected Current Status SMART Actions if Off Target



Cllr. Stephen Sweeney

97.40 ✓

Target: 97.40

Not Required as Target Met

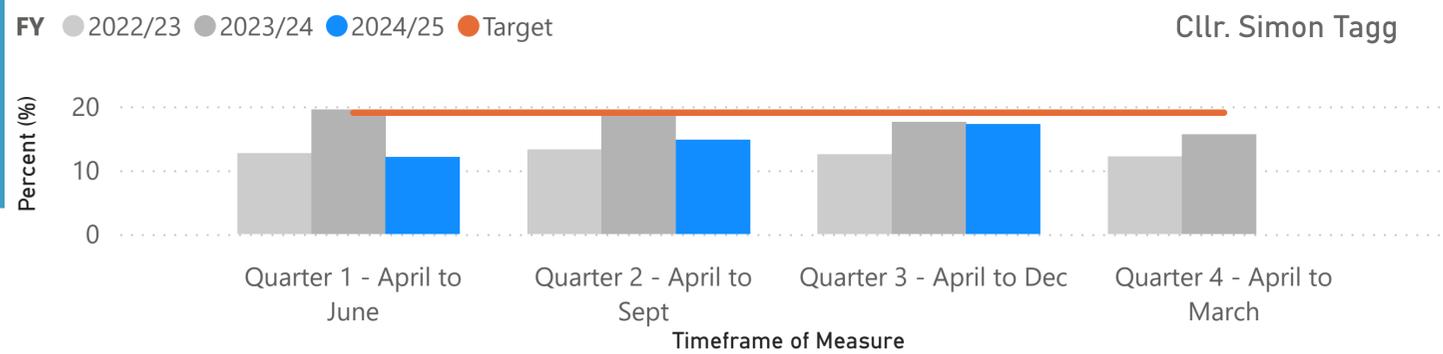


**Low**  
Is Good  
Cumulative (Per Annum)  
N/A  
Yearly Trend

### ID1.7 - % Unmet demand (number of calls not answered as a % of total call handling volume)

Current Status

SMART Actions if Off Target



N/A

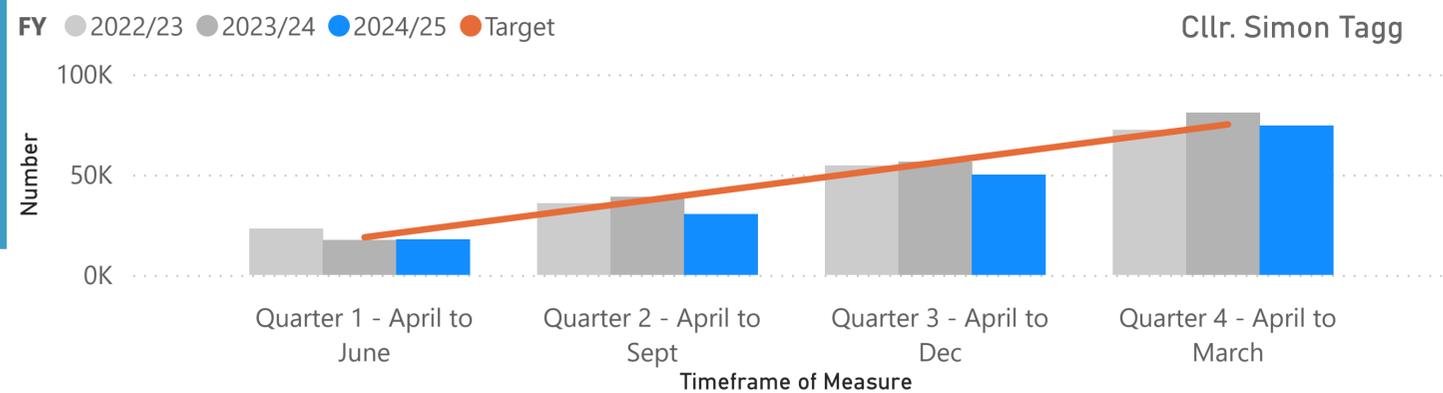
The Council launched the Anywhere 365 system in Quarter 4 to enable an enhanced customer journey experience to be available for the 2025/26 financial year. Therefore, the outturn figure for 2024/25 was unable to be accurately calculated from the previous system, but was projected to be 0.2% off target.

**High**  
Is Good  
Cumulative (Per Annum)  
Negative  
Yearly Trend

### ID1.8a - Total number of digital online transactions

Current Status

SMART Actions if Off Target



74,268!  
Target: 75,000

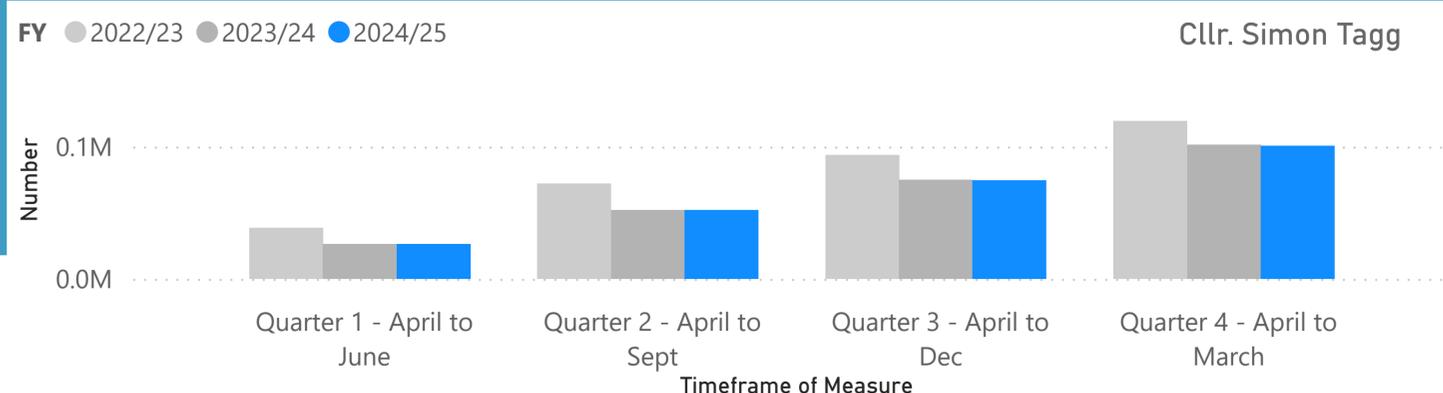
Falls slightly under the 75k target. Ongoing changes to update the information, advice and guidance available to residents through the website is continuing to have a decreasing effect on the number of completed forms. Due to it directing the resident to the correct authority for their enquiry, ensuring that these are right first time.

**Low**  
Is Good  
Cumulative (Per Annum)  
Positive  
Yearly Trend

### ID1.8b- Total number of calls offered into the Customer Hub

Current Status

SMART Actions if Off Target



100,409

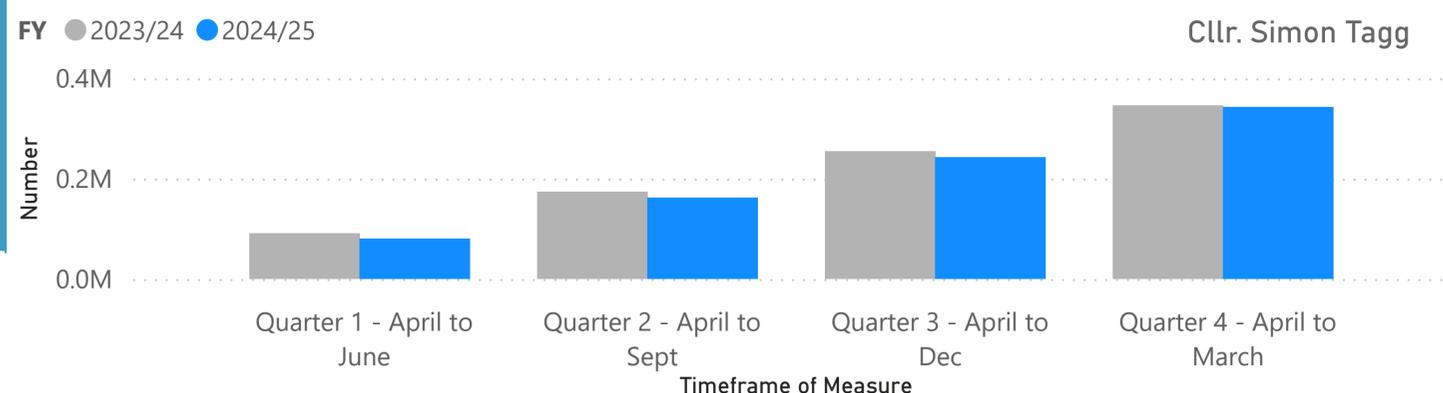
No set target and used to compare different types of demand

**High**  
Is Good  
Cumulative (Per Annum)  
Negative  
Yearly Trend

### ID1.9 - Total number of unique users to the website

Current Status

SMART Actions if Off Target



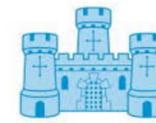
342,569

Measure appears to be comparative to 2023/24 year with outturn figure being similar. Peak in website users has been seen in quarter 4, likely tied into the new billing period.

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.

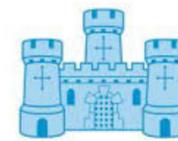
Project/Action is Progressing as Expected

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 in and progress with particular focus on health and wellbeing and leadership.
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 have been developing proposals to be considered by the Commercial Board in April. The Council is launching the new Commercial Trade Waste Collection Service and is offering staff the opportunity to purchase additional leave which generates a saving to the Council.
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	Communications strategy seeks to ensure that all communities are represented and provided for. The Civic Pride programme looks to support communities working together.
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	Partnership Board is established with workplanning cycle set to review in June 2025. Better Health Newcastle supports the achievement of health aims and targets through partnership working with Health and Voluntary services.



### 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

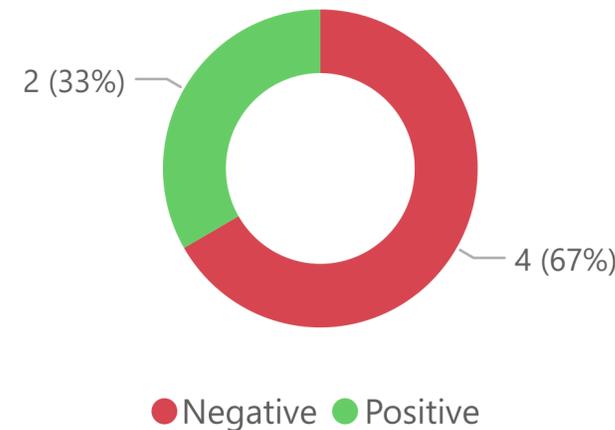
- There are 6 Indicators which have set targets this quarter within Priority 2.
- 83% met their targets within Quarter Four. 2 Indicators which met their target showed improvement when compared to the same time period last year. 3 Indicators which met their target showed a negative trend when being compared to last year.
- 1 measure did not meet it's target this quarter, however it did show an improvement from the previous financial 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

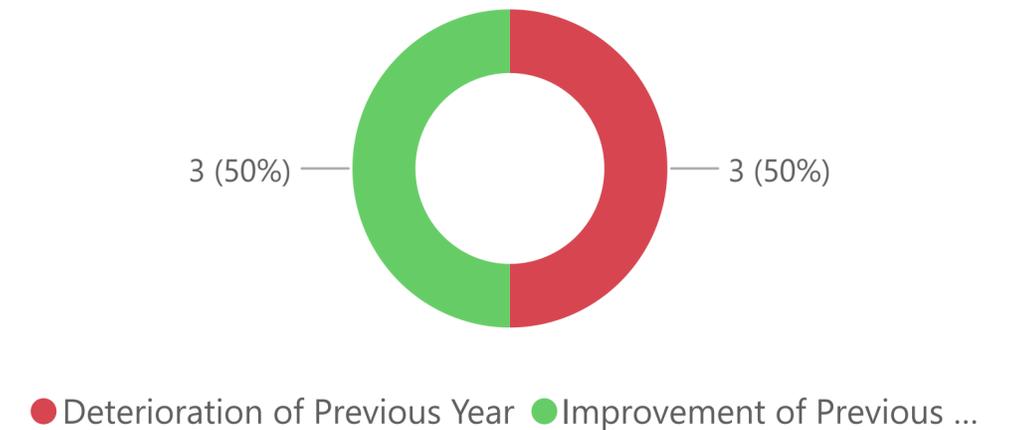
● Project/Action is Not Progressing as Expected ● Project/Action is Progressing as Expe...

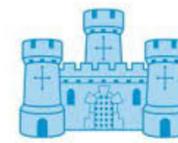


### Priority 2: Qtr.4 Trend Direction of PI's Compared to Previous Quarter



### Priority 2: Qtr.4 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

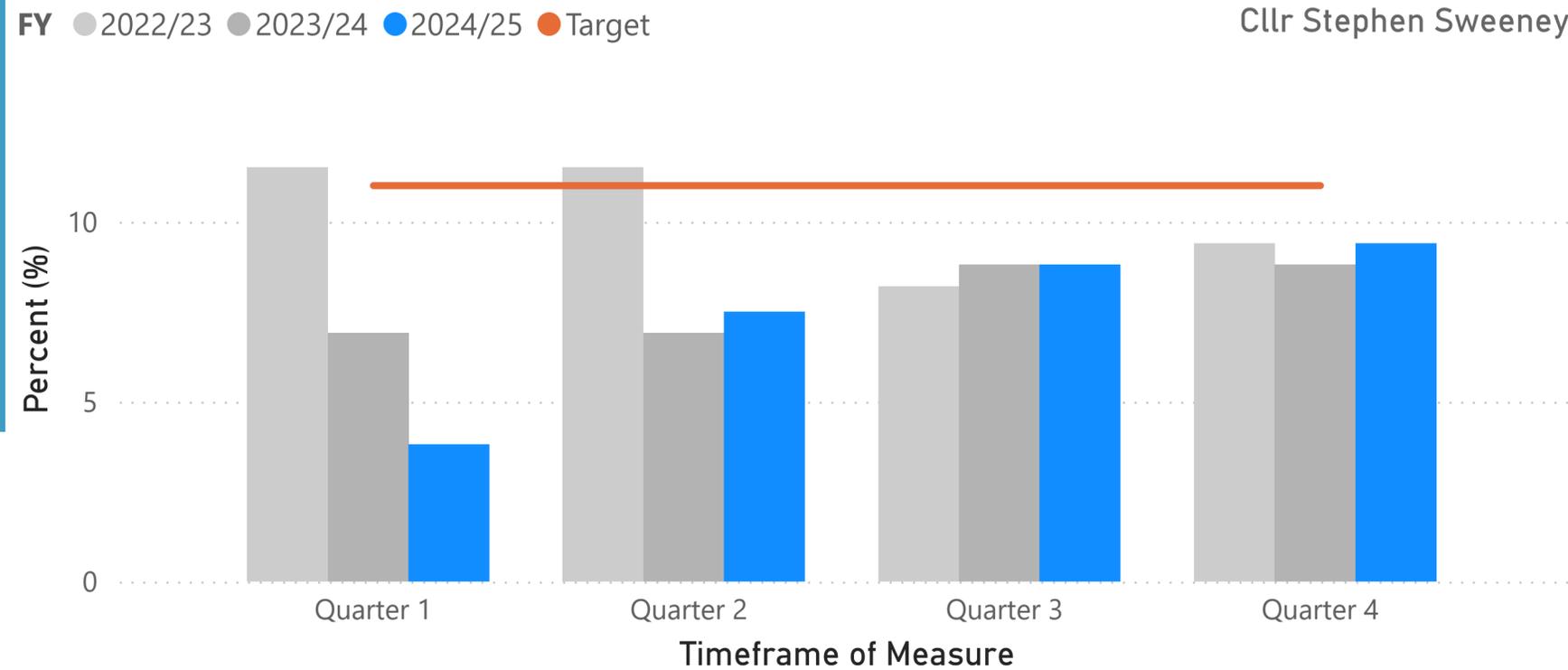
Low

Is Good

Per Quarter (Snapshot)

Negative

Yearly Trend



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

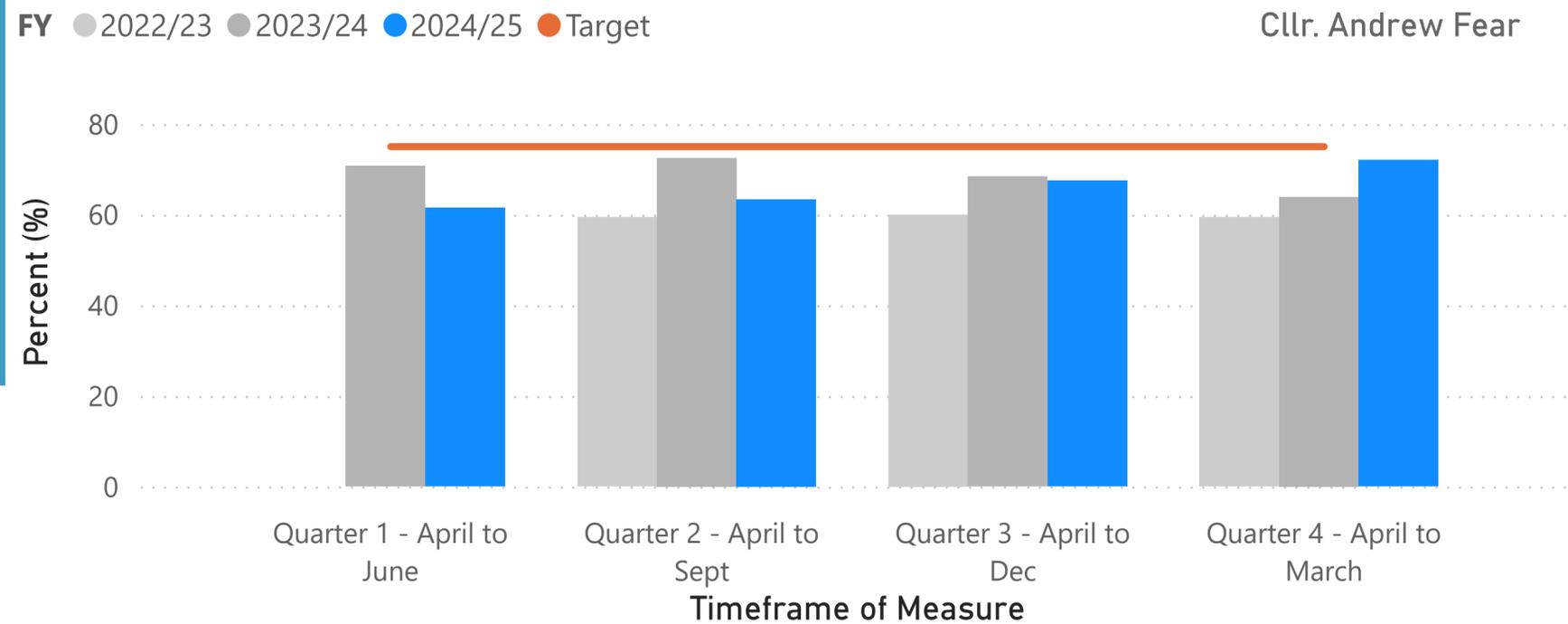
High

Is Good

Cumulative (Per Annum)

Positive

Yearly Trend



A significant difference in like for like performance with Q3, with 80.7% complainants in Q4 responded to within the relevant timescales with the resultant cumulative figure for the year being 72%. This is below but approaching the 75% target for the year and reflects the number of cases received but also some of the complexities involved in researching and handling cases. However, it is noteworthy to see the continual uplift in performance achieved by enhanced performance management and monitoring.

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



High

Is Good

Planning

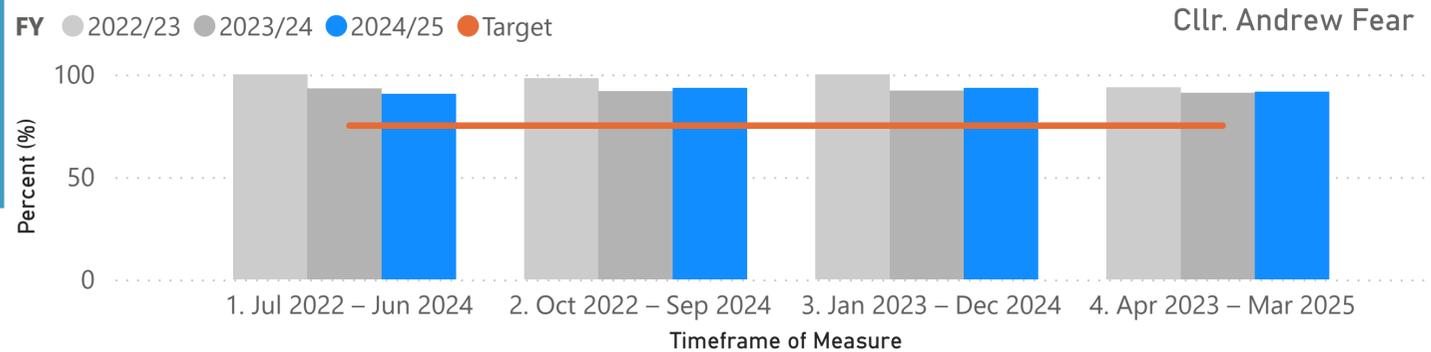
Positive

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



91.50✓

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 April 2023 - March 2025

Low

Is Good

Planning

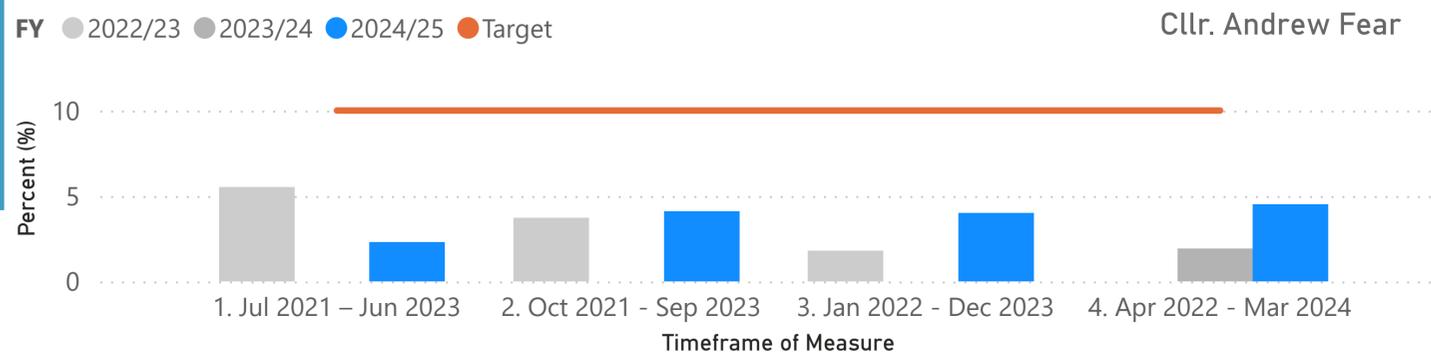
Negative

Yearly Trend

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

Current Status

SMART Actions if Off Target



4.50✓

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 April 2022 - March 2024

High

Is Good

Planning

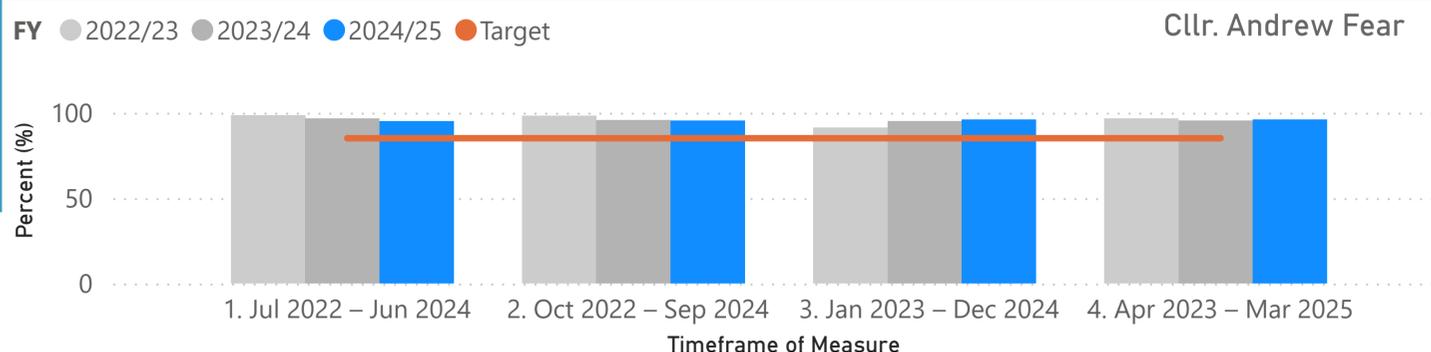
Positive

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



95.90✓

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 April 2023 - March 2025

Low

Is Good

Planning

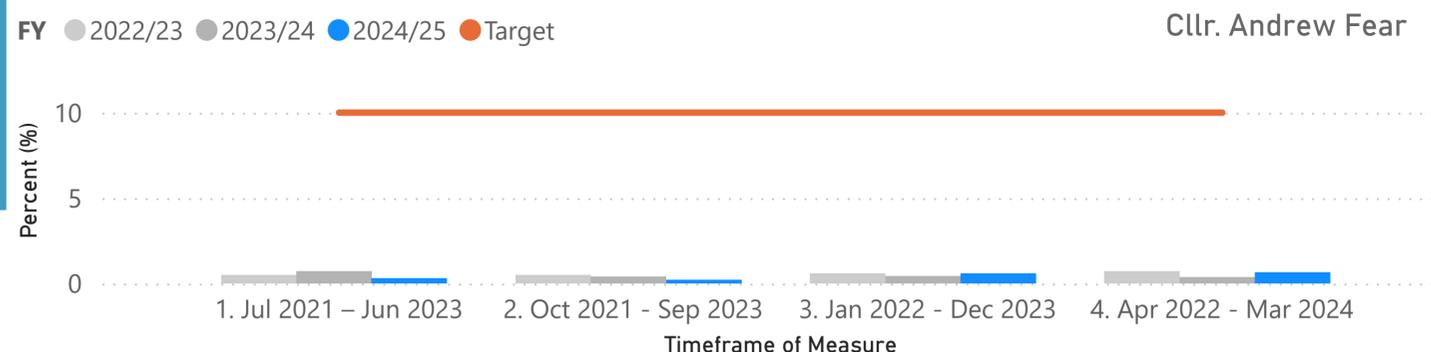
Negative

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

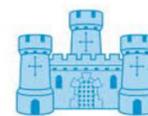


0.64✓

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 April 2022 - March 2024

Support the sustainable development of our towns and villages



## Project Status Split for Priority 2.

Project/Action is Progressing as Expected

8

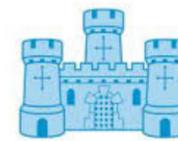
Project/Action is Not Progressing as E...

2

Portfolio Holder	Service Area	Action	Corporate Objective	Status report	Commentary on progress
Cllr. 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	All of the Councils Directorates have action plans in place as set out in the Councils revised SES and associated delivery plan to help deliver carbon neutral operations as defined in scope 1 and 2 by 2030. Directorates update their actions through face to face meetings on a monthly basis with SE development team. The Council has also been successful in obtaining grant funding of £2.7 million for decarbonising the J2 leisure centre, works for which will be completed in 2028.
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	Borough Tree Planting Strategy Phase 6 completed and appropriate sites designated as Carbon Capture Areas
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	Quarter 4 activities included; Renovation works commencing on a Shared Prosperity Funded project to convert Navigation House to a Homeless Hub and with Managed Accommodation. Organised and delivered Synergy Counter terrorism training to a number of staff and partner agencies. Secured additional Shared Prosperity Funding to maintain mental health support for rough sleepers and support for those coming out of prisons and hospitals. Secured further Rough Sleeper Initiative funding to continue the service and maintain our work with rough sleepers.
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>The project is progressing but not as expected in that the landfill operator, Walleys Quarry Limited, entered into voluntary liquidation in February 2025. The liquidators subsequently disclaimed the environmental permits and the land. There is therefore no environmental permit and the Closure Notice is no longer enforceable.</p> <p>The Environment Agency used their discretionary power to arrange steps to be taken to remove the risk of serious pollution. A reputable contractor has been appointed to undertake work onsite which includes the completion of the required temporary capping and stabilisation of waste. In addition the gas contractor CLP Envirogas Limited remain onsite and continue to operate the onsite landfill gas management system.</p> <p>The site remains closed to any incoming waste. Odour complaints have significantly reduced from the peak at the start of the quarter 1620 odour complaints in January 2025 to 41 complaints at the end of March 2025. The air quality data shows a reduction in the percentage exceedance of the WHO annoyance guideline and the peak levels of hydrogen sulphide emissions is reducing.</p>



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	A further year of Shared Prosperity Fund has been confirmed.  The Council is working with Capital & Centric on schemes in Newcastle town centre that are hoping to attract substantial amounts of funding from Homes England.
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	Following a meeting with MHCLG and DFT, Kidsgrove Town Deal Board are reviewing the Railway Station project with a view to revising and reducing the works undertaken. Options will be drafted and considered at a Board meeting in May. This may include consideration of reallocating an element of funding from the railway station to other Kidsgrove Town Deal projects.
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	Approximately £17 million of the Newcastle Town Deal allocation is now contractually committed. All projects have now had some elements delivered and some elements have concluded. In the last quarter, Keele in Town has opened, A new circular bus route has been introduced covering Keele, Knutton, Chesterton, Cross Heath and Silverdale including the main business parks. The roll out of Real Time Passenger Information at key bus stops around the area has continued, Groundwork on new housing development at Knutton and Chesterton has commenced and a delivery partner for roll out of a fibre network in the Newcastle Town Deal area was appointed and has started work. EV chargers have been installed at Castle Car Park. Further planning work has taken place for conversion of the Midway Multi Storey Car Park to residential use.
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	The fourth quarter sees the end of phase 1 UKSPF grant funding on 31st March 2025 and in this funding period we have achieved the delivery of thirty-one projects which has meant that over fifty new jobs created with over thirty-five online digital courses supporting adult learning. We have had over five hundred individuals supported with basic career advice and job searching support which has included CV writing. We have hosted nearly 84 business community network events supporting approximate 137 individual business representatives. The projects have supported fourteen businesses to submit applications for funding and sixty-five businesses have received one to one business support or housed a student placement for a minimum period of one hundred 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 provided over sixty-five volunteering opportunities across the third sector which has included eighty-five activity attendances. The first week of March the Borough Council hosted the first ever 5-day business festival which celebrated UKSPF support and saw an average daily attendance of over one hundred delegates. The themes looked at innovation, entrepreneurs, business networking and Women in Business a demonstration of collaboration of locally partners.
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. Local Plan Examination Hearing sessions are scheduled to start on the w/c the 19th May and will continue on the weeks of the 27th May and 16th June 2025. Future timings beyond those dates 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 play a leading role in the SSB, making presentations to the Board on projects and initiatives the Council is working on to aid its sustainability journey and its plans to help deliver a carbon neutral borough by 2050.



Priority 3: Performance Indicators Current Status

Contextual

Target Met

18

8

Off Target - Negative Trend

Corporate Objective	Count
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	1
<b>Total</b>	<b>27</b>

Smart Narrative

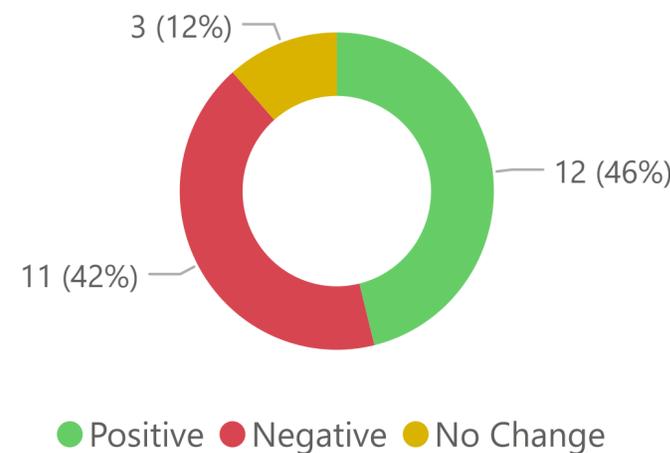
- There are 9 Indicators which have set targets this quarter within Priority 3.
- 88% met their targets within Quarter Four. 4 Indicators which met their target also showed improvement and 1 measures showed a negative trend. 1 measures did not show any change in their trend when comparing to the previous year.
- There are 18 Indicators which are contextual this quarter and do not have a target to meet. When compared to last year, 6 measures had showed a negative trend, 5 measures demonstrated an improvement when comparing to 23/24, 2 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 2023". All other Projects remain are shown to be progressing as expected.

Priority 3: Summary Project Status Split

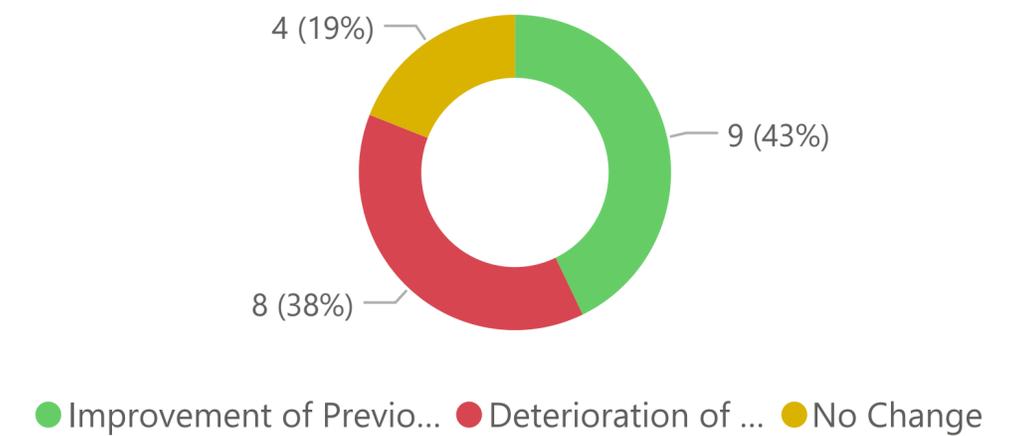
● Project/Action is Completed ● Project/Action is Progressing as Expected

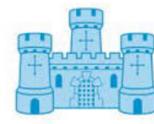


Priority 3: Qtr.4 Trend Direction of PI's Compared to Previous Quarter



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





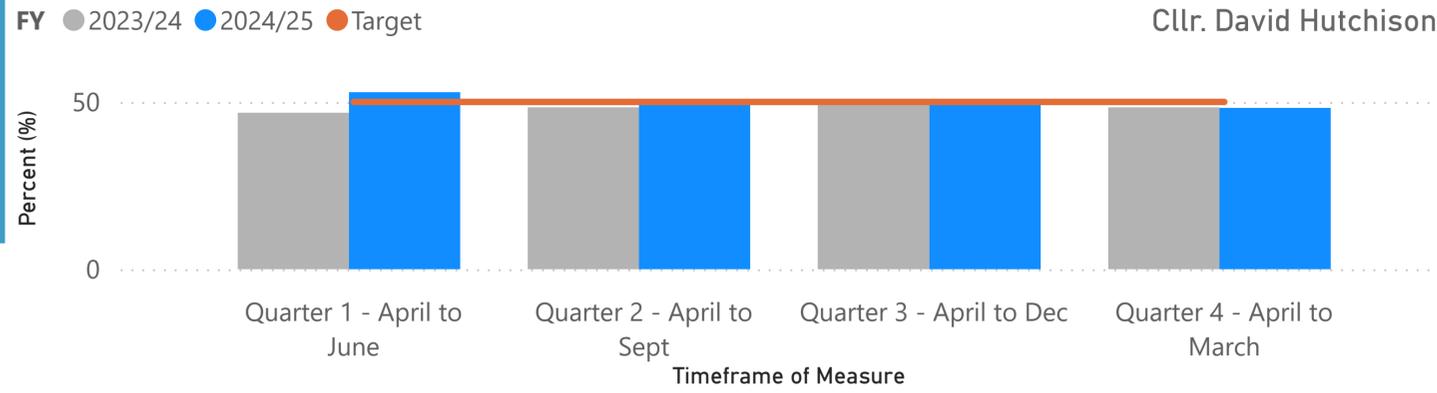
High  
Is Good  
Cumulative (Per Annum)

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

Current Status

SMART Actions if Off Target

Cllr. David Hutchison



**48.10!**

Target: 50.00

Trend follows what has been seen in previous years during end of Quarter 3 and into Quarter 4. Garden waste tonnages down for December, resulting in performance dipping under 50%. Dry recycling tonnage is slightly up on the previous year which is positive, and from April the Council has added flexible plastic and film along with cartons to the material collected from householders. Work is ongoing with targeted communications to improve recycling rates.

Negative  
Yearly Trend

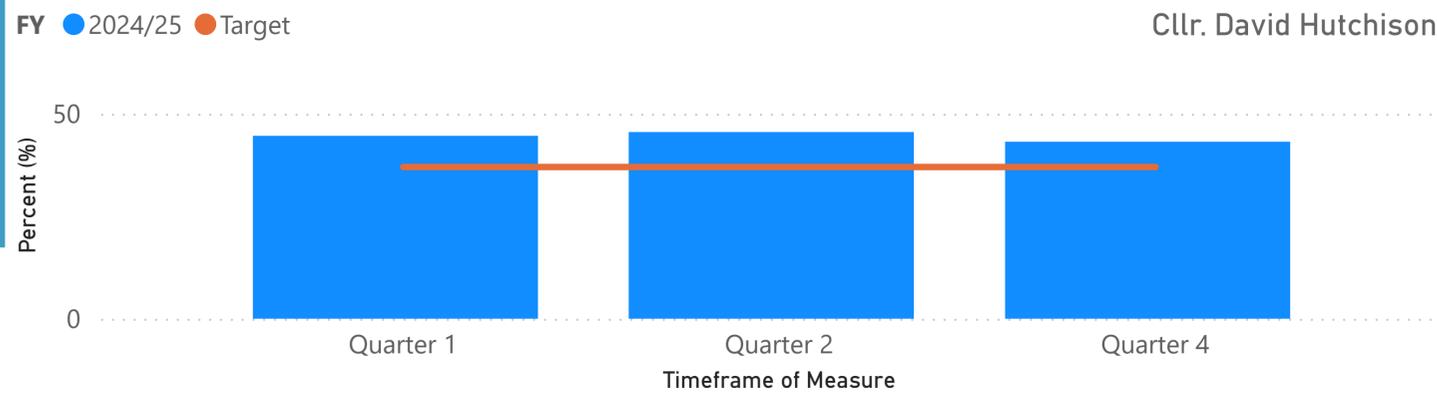
High  
Is Good  
Per Quarter (Snapshot)

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

Current Status

SMART Actions if Off Target

Cllr. David Hutchison



**43.15✓**

Target: 37.00

Not Required as Target Met

N/A  
Yearly Trend

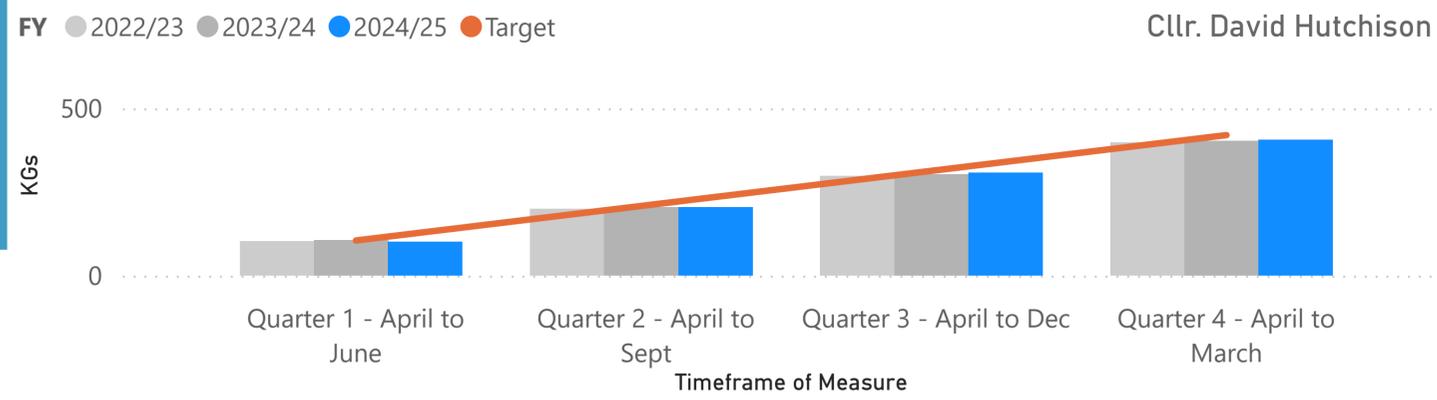
Low  
Is Good  
Cumulative (Per Annum)

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

Current Status

SMART Actions if Off Target

Cllr. David Hutchison



**405.14✓**

Target: 420.00

Not Required as Target Met

Negative  
Yearly Trend

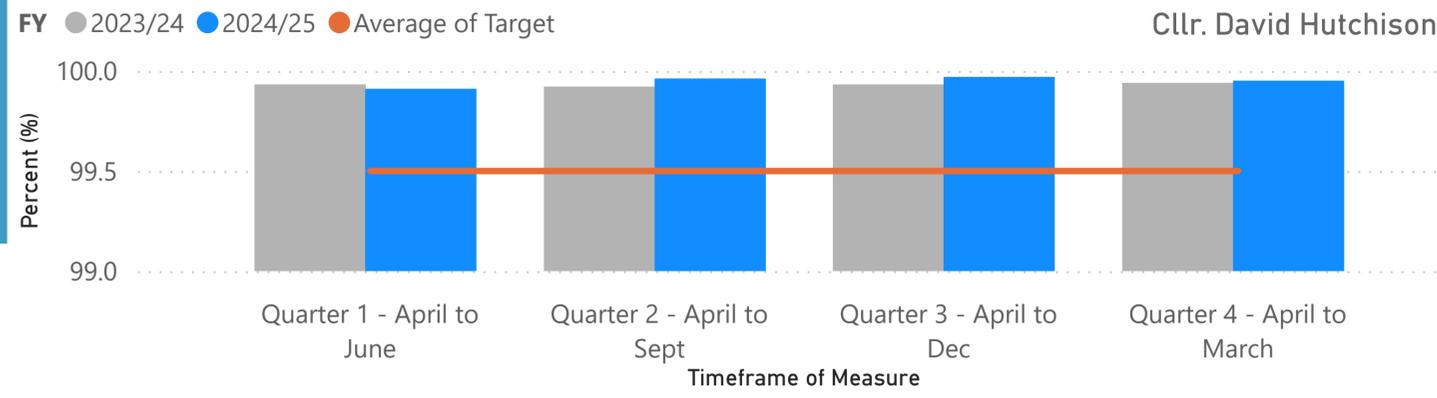
High  
Is Good  
Cumulative (Per Annum)

ID1.4d - Percentage of Successful Collections

Current Status

SMART Actions if Off Target

Cllr. David Hutchison



**99.95✓**

Target: 99.50

Not Required as Target Met

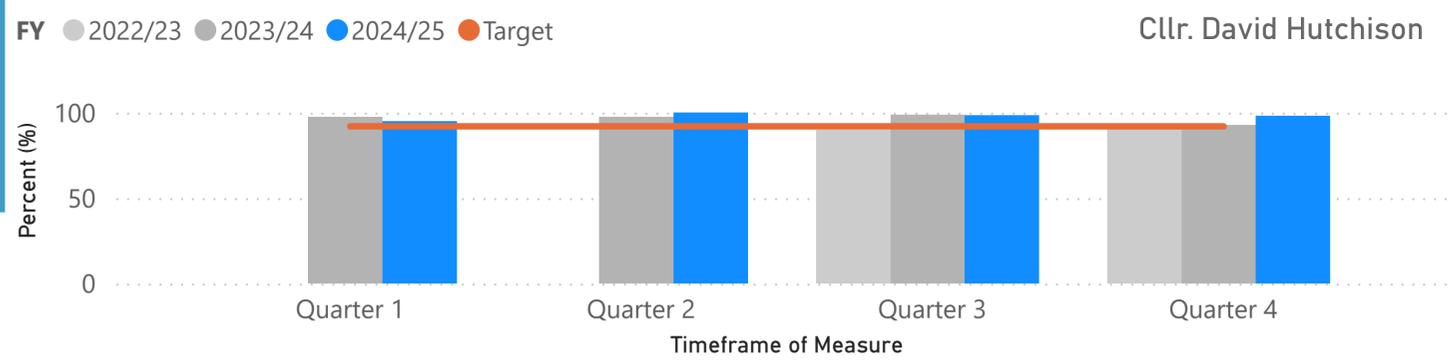
Positive  
Yearly Trend

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)  
Positive  
Yearly Trend



Current Status SMART Actions if Off Target

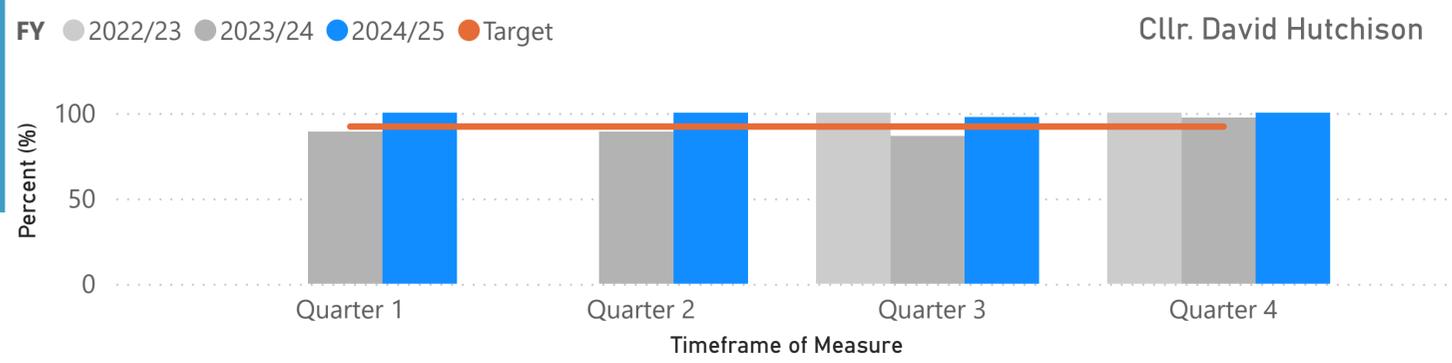
**98.00** ✓

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

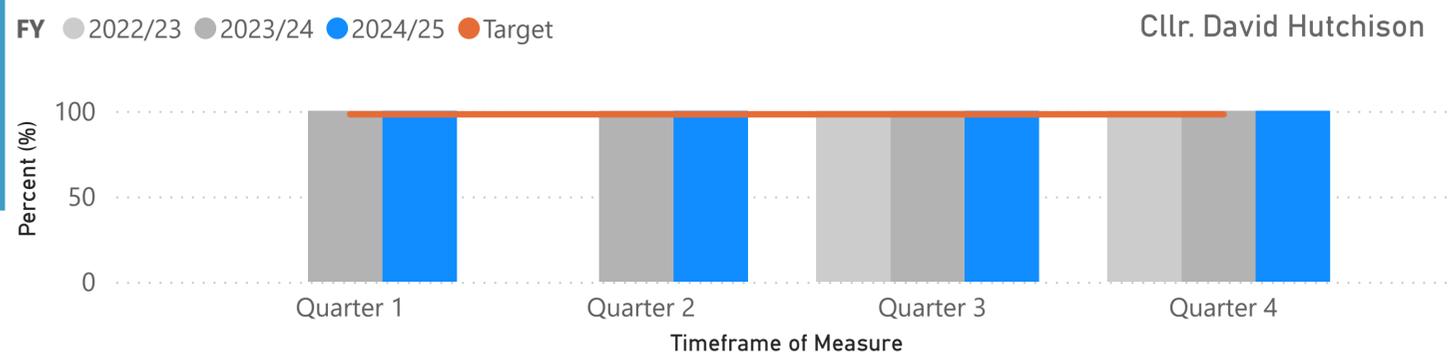
**100.00** ✓

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

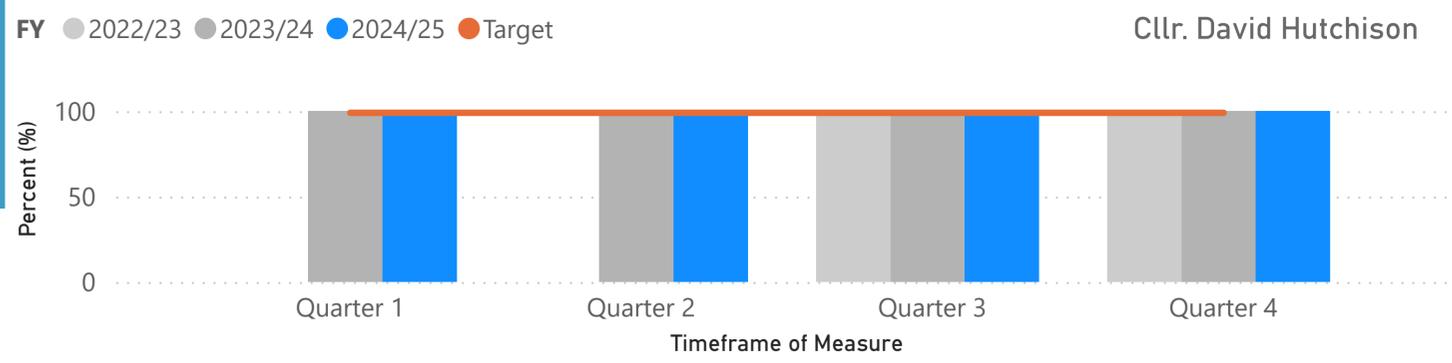
**100.00** ✓

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** ✓

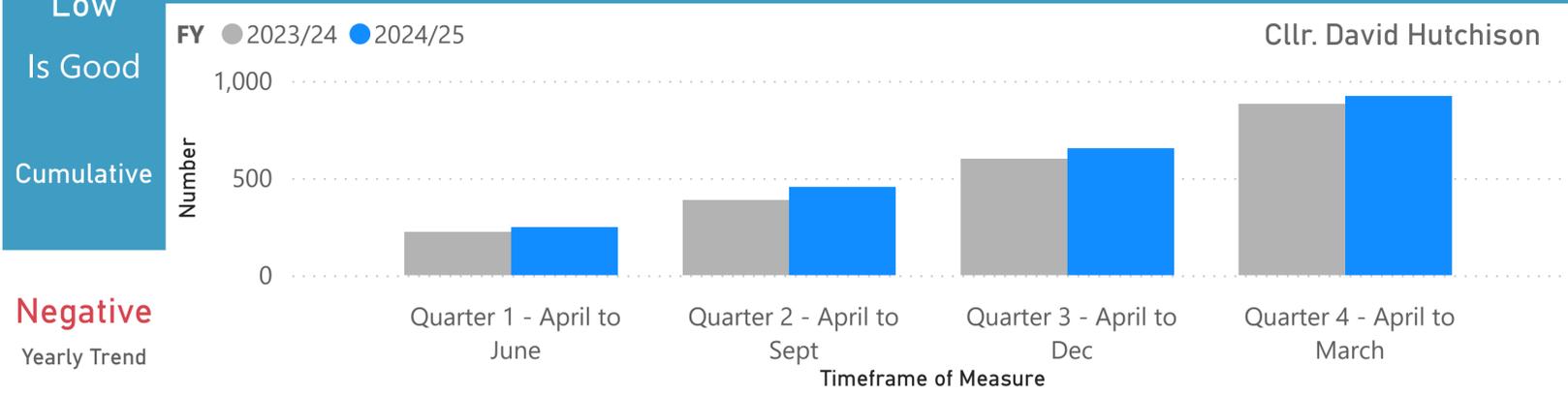
Target: 99.00

Not Required as Target Met

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



Low Is Good Cumulative Negative Yearly Trend ID3.11 - Number of Fly-Tipping Incidents (as per national measure) Current Status SMART Actions if Off Target



Cllr. David Hutchison  
920

SMART Actions if Off Target  
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

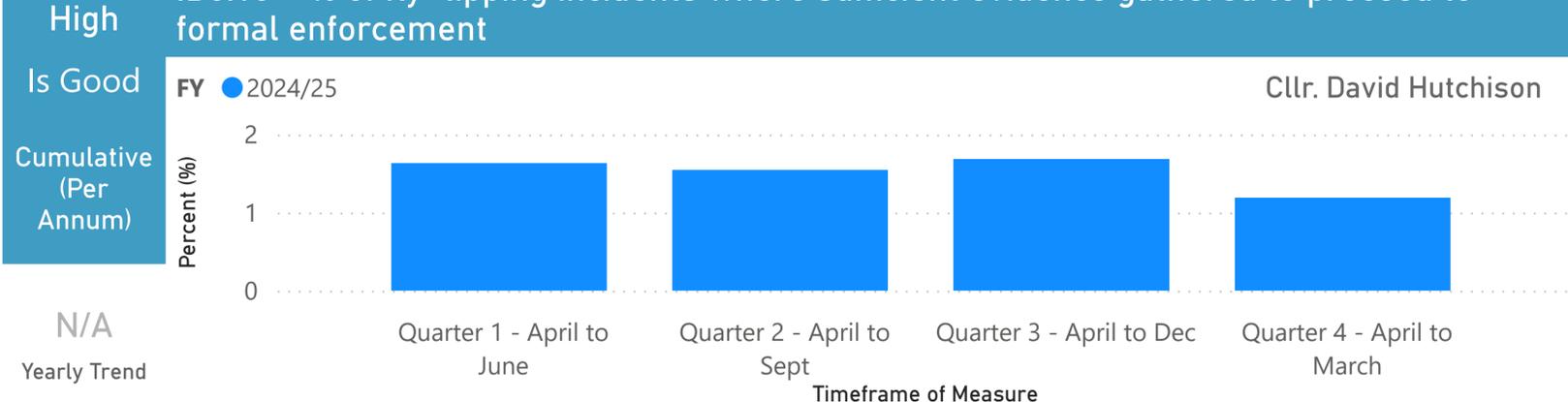
Low Is Good Cumulative (Per Annum) N/A Yearly Trend ID3.12 - Average number of days from report of fly-tipping to clear-up (Case closed) Current Status SMART Actions if Off Target



Cllr. David Hutchison  
5.46

SMART Actions if Off Target  
Measure has dropped from Quarter 3 and remained under the average for the year.

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

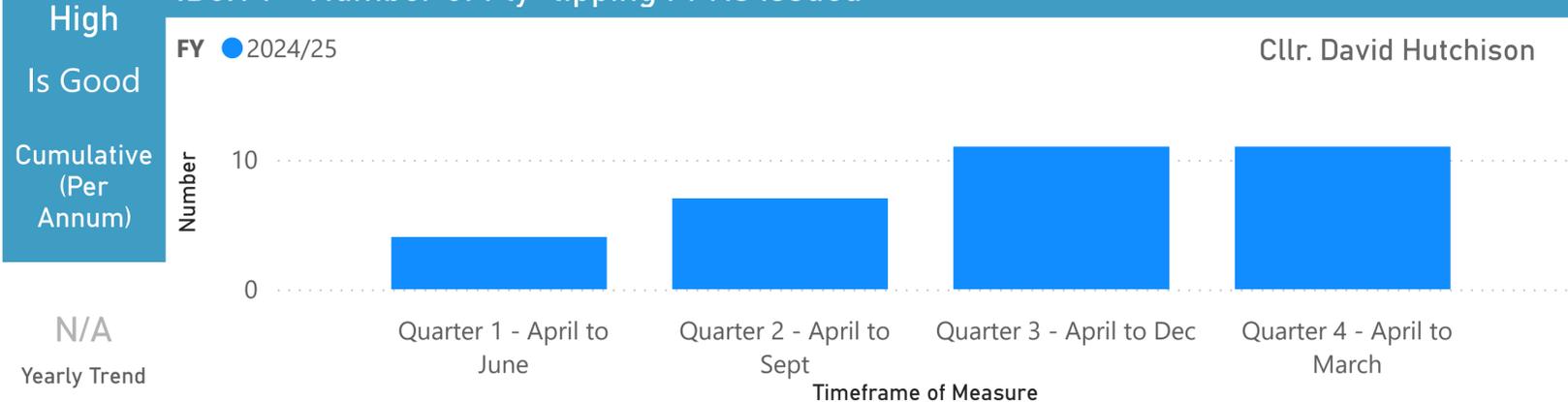


Cllr. David Hutchison  
1.19

SMART Actions if Off Target  
Data from past quarters has been updated to now present a year to date picture throughout the year. 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.

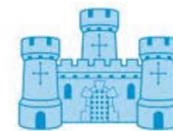
Reduce anti-social behaviour and crime in our communities

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



Cllr. David Hutchison  
11

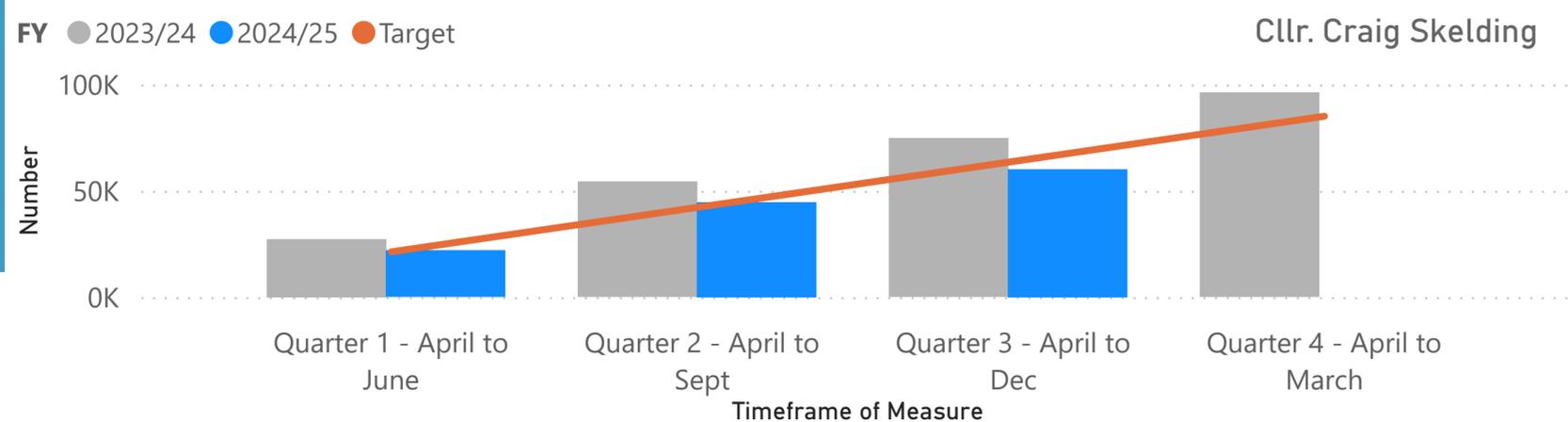
SMART Actions if Off Target  
Total number of FPN's served against those cases where evidence has been seized. This includes offences such as fly tipping and duty of care offences. Data amended now incorporating DOC + Flytipping offences



**ID3.3 - Number of People Accessing the Museum's collections in person only** Current Status SMART Actions if Off Target

High  
Is Good  
Cumulative  
(Per Annum)

N/A  
Yearly Trend



N/A

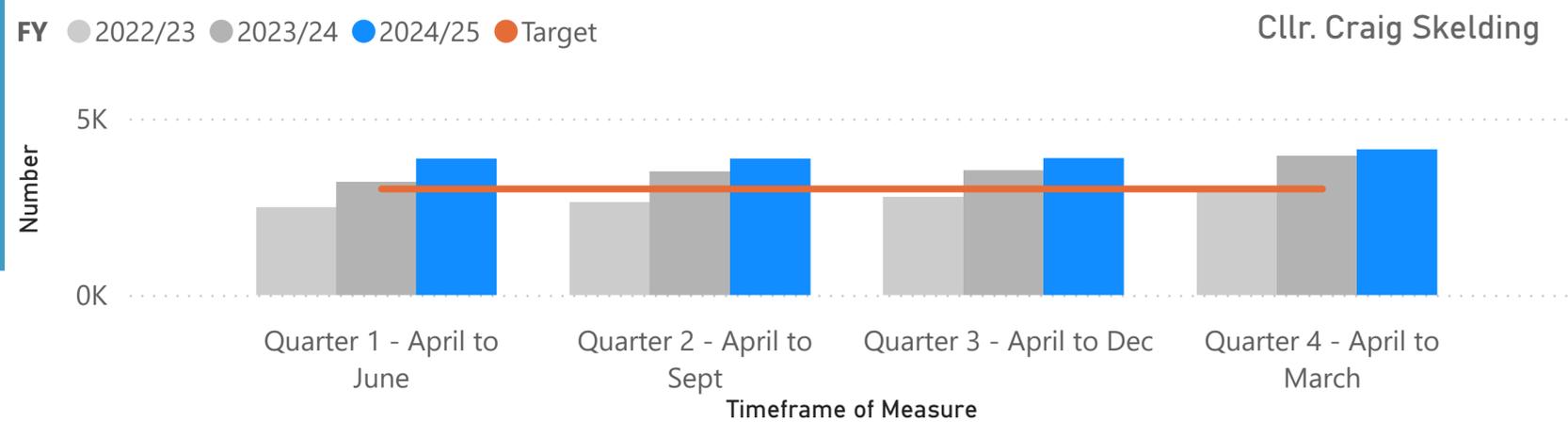
Previous targets were based on an electronic door counting system that was later found to have a margin of error. As a result, data for Quarter 4 has been omitted. A new, more accurate door counting system is scheduled for installation within the next couple of months

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

**ID3.4 - J2 Membership growth** Current Status SMART Actions if Off Target

High  
Is Good  
Cumulative  
(Per Annum)

Positive  
Yearly Trend



4,119 ✓

Target: 3,000

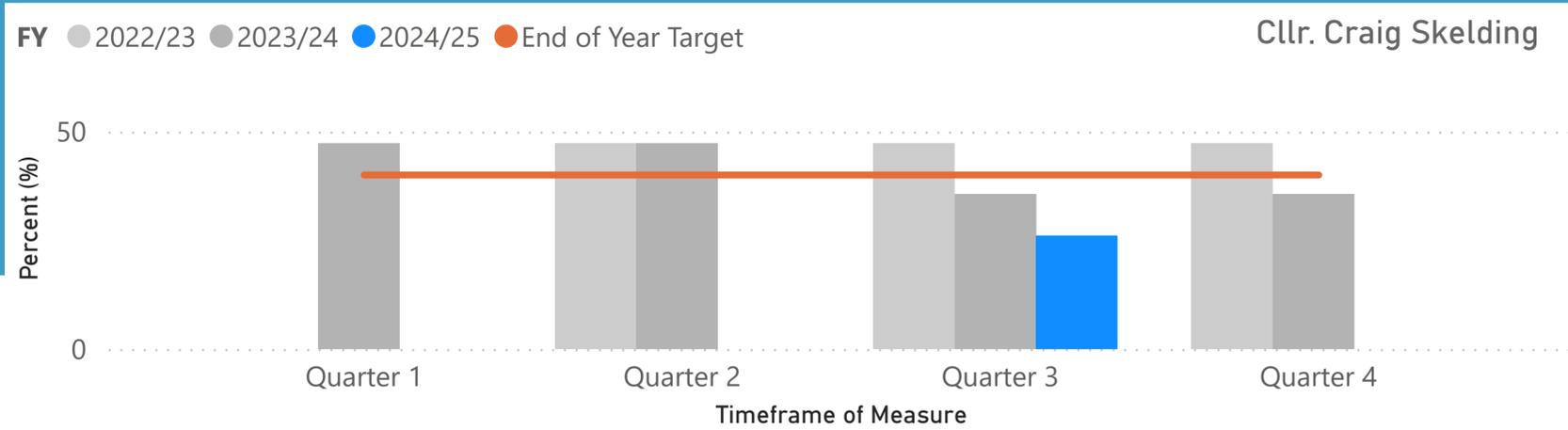
Not Required as Target Met

Support the development of community solutions to local problems

**ID3.5 - Jubilee 2 Customer Satisfaction – Net Promoter Score** Current Status SMART Actions if Off Target

High  
Is Good  
Per Quarter  
(Snapshot)

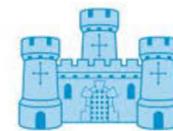
N/A  
Yearly Trend



N/A

End of Year Target: 40.00

Whilst the Net Promoter Score (NPS) did not meet the target the of NPS 26 score is in comparable with the national picture provided by Sport England NPS average 28 in 2024. Sport England also recognises that the NPS score reached a peak in 2021 of NPS 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)

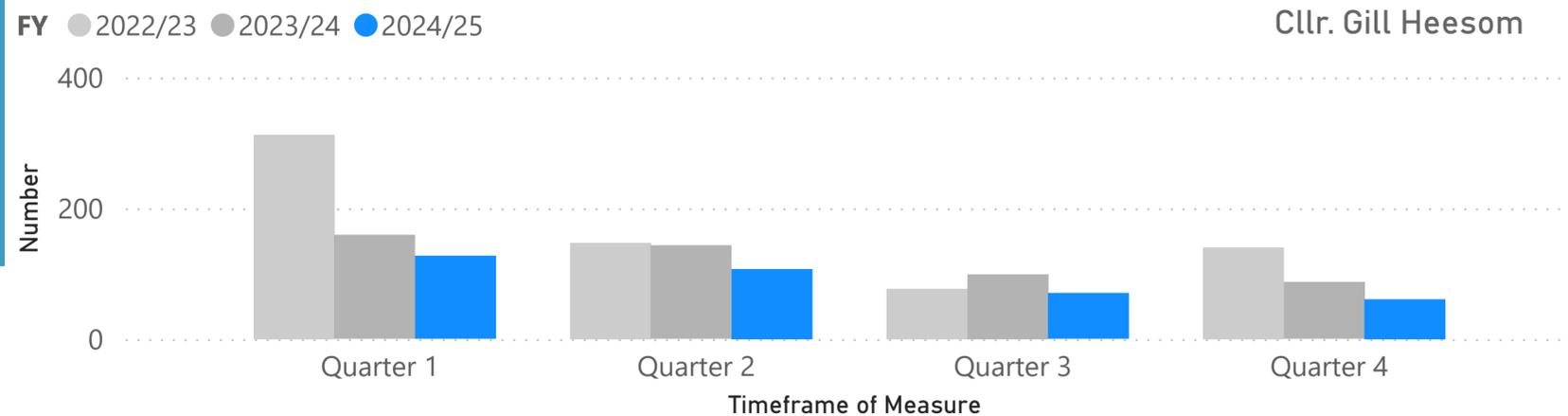
Positive

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)

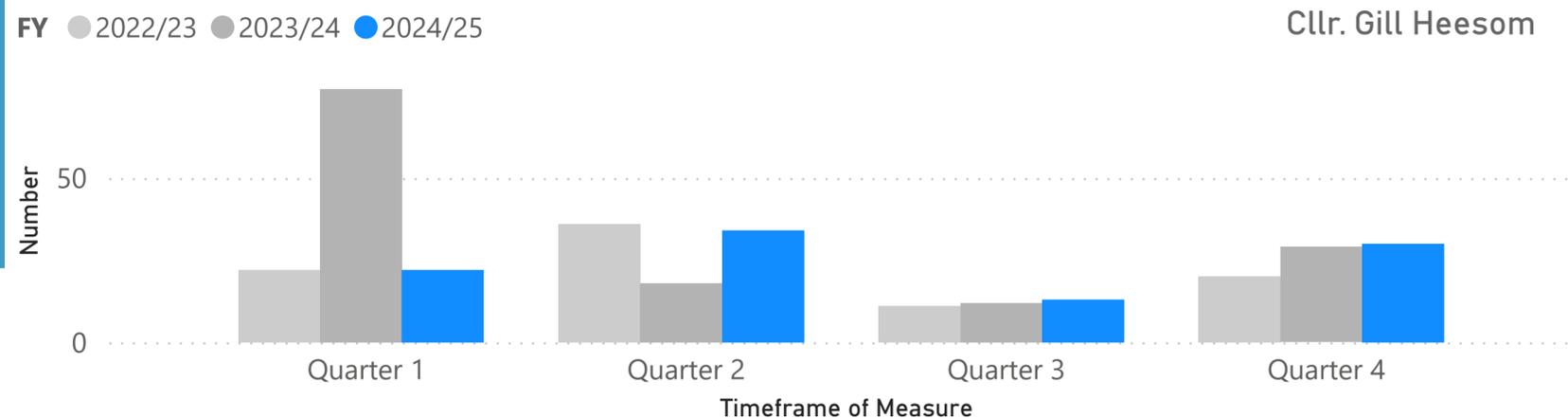
Negative

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)

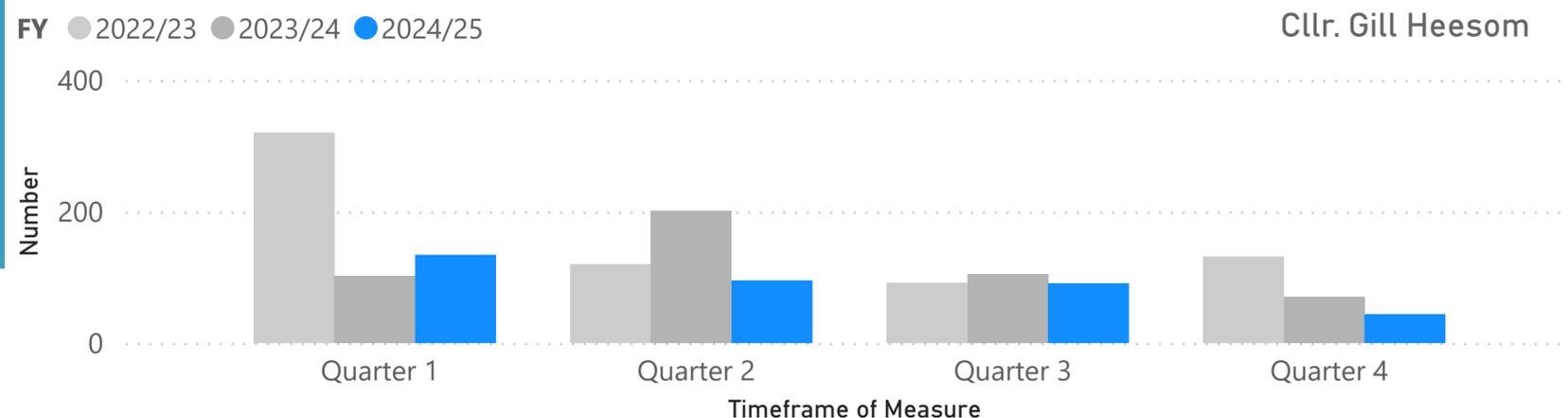
Negative

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

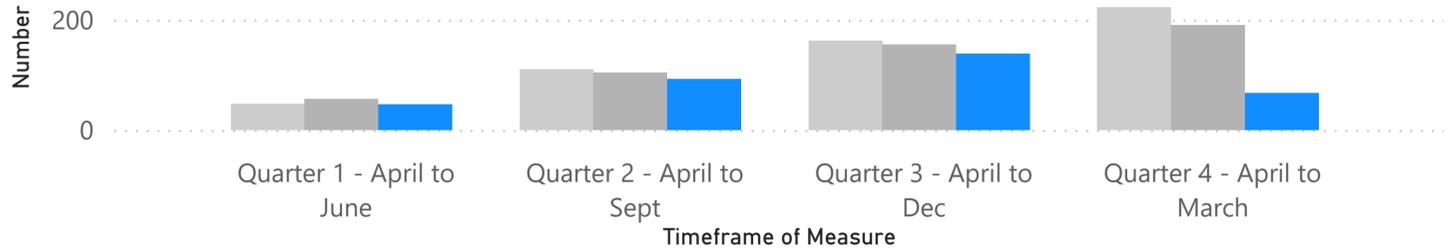


Low  
Is Good  
Cumulative  
(Per Annum)

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

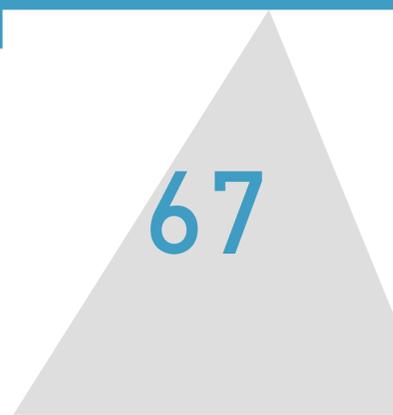
FY ● 2022/23 ● 2023/24 ● 2024/25

Cllr. Gill Heesom



Positive  
Yearly Trend

Current Status



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.

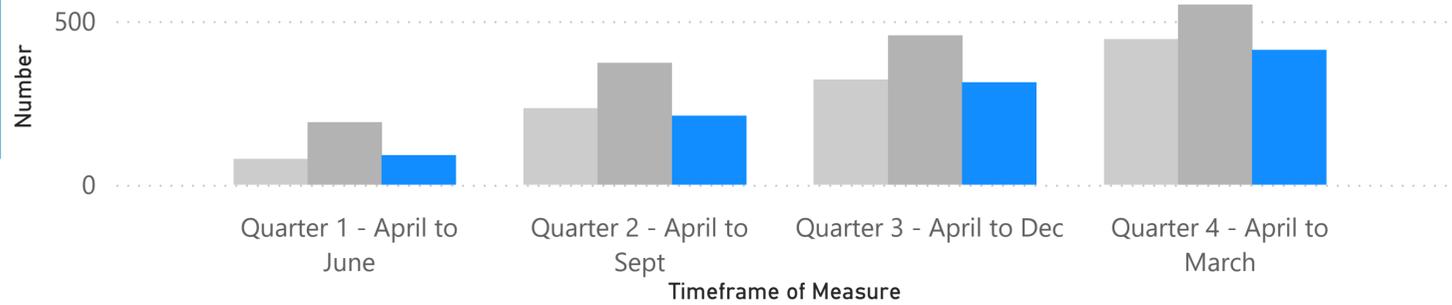
Ensure that our most vulnerable residents are supported through the impact of the rising cost of living.

Low  
Is Good  
Cumulative  
(Per Annum)

### ID3.8 - Emergency homeless presentations

FY ● 2022/23 ● 2023/24 ● 2024/25

Cllr. Gill Heesom



Positive  
Yearly Trend

Current Status



SMART Actions if Off Target

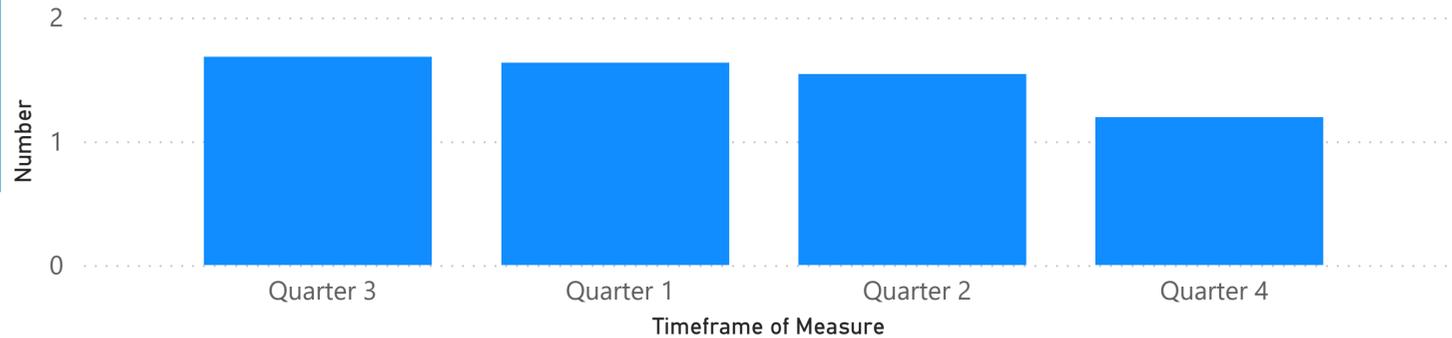
Homeless tonight presentations dropped from previous year. A focus has been on prevention and earlier intervention.

Low  
Is Good  
Per Quarter  
(Snapshot)

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

FY ● 2024/25

Cllr. Gill Heesom



N/A  
Yearly Trend

Current Status



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.

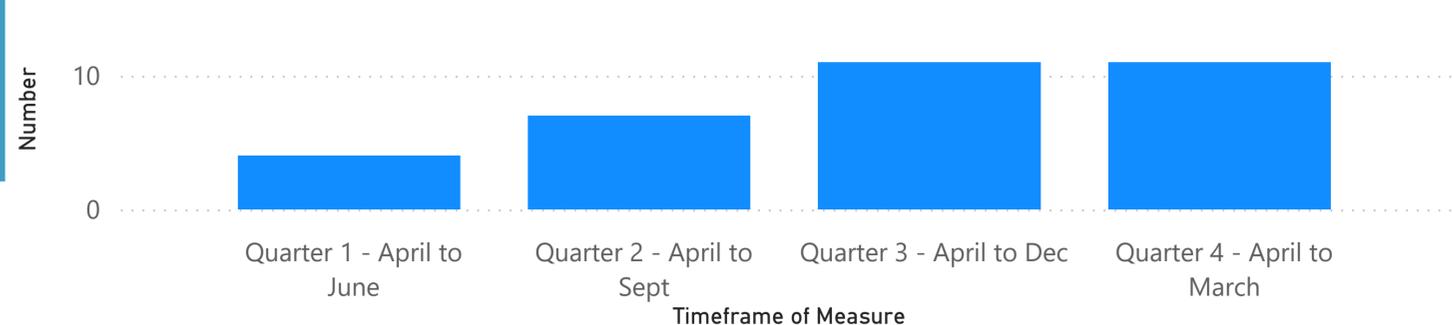
Ensure that there are good homes for everyone and that every citizen has a safe and secure place to live

High  
Is Good  
Cumulative  
(Per Annum)

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

FY ● 2024/25

Cllr. Gill Heesom



N/A  
Yearly Trend

Current Status



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 i.e. a through floor lift and a level access shower.



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

Low Is Good Cllr. Gill Heesom

Per Quarter (Snapshot)

Positive Yearly Trend

FY ● 2022/23 ● 2023/24 ● 2024/25

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	~1,700	~2,100	~2,100

Timeframe of Measure

2,252

Trend increasing, data will be compared against previous year as we progress, new review module implemented to ensure applications are active

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

High Is Good Cllr. Gill Heesom

Per Quarter (Snapshot)

Negative Yearly Trend

FY ● 2022/23 ● 2023/24 ● 2024/25

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	~450

Timeframe of Measure

485

Nominations are monitored through 1/4ly Lettings Forum meetings. Nomination targets (75% for Aspire / 50% other providers) have been met.

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

Low Is Good Cllr. Gill Heesom

Per Quarter (Snapshot)

No Change Yearly Trend

FY ● 2022/23 ● 2023/24 ● 2024/25

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	~10

Timeframe of Measure

7

In November 2024 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:

**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 ...

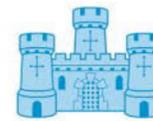
Timeframe of Measure	1. Prevented 1 - New Rough Sleepers	2. Non-Recurring 1 - Returning Rough Sleepers	3. Brief 1 - Entrenched Rough Sleepers	4. Prevented 2 - Rough Sleepers after ...
Quarter 1	2	2	4	0
Quarter 2	0	1	2	2
Quarter 3	0	2	3	1
Quarter 4	3	0	4	0

Timeframe of Measure

Our figures have decreased by 3 from 2023

- 2024 - 7
- 2023 - 10
- 2022 - 6
- 2021 - 7
- 2020 - 9

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



Project Status Split for Priority 3.

Project/Action is Progressing as Expected

4

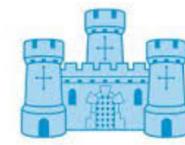
Project/Action is Completed

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	Joint working with the Local Policing Team is continuing successfully and resulting in a reduction in crime and ASB. Focus on Newcastle Town Centre is continuing with additional CCTV cameras installed and enforcement of the PSPO.
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	Project/Action has been completed.
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	With the confirmation of the Governments Simpler Recycling legislation, the Council is in a good position to fulfill all the requirements of the legislation. working with our material recovery processor, the Council is now rolling out collections to all householders to collect flexible plastics and films, along with cartons 2 years ahead of the mandatory requirement.
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	Prevent and Protect agendas are embedded in ways of working to support community safety and confidence. Better Health Programme is working to directly positively impact the physical health of our communities. Partnership Board brings a variety of partners together to share and collaborate on core community goals.
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 programme is in progress with successful events delivered in Kidsgrove, Chesterton and Holditch and Crackley and Red Street in partnership with Staffordshire County Council, Aspire Housing and Staffordshire Police.



## Priority 4: Town Centres for All



NEWCASTLE·UNDER·LYME  
BOROUGH COUNCIL

### Priority 4: Performance Indicators Current Status

Contextual

1

Off Target - Negative Trend

1

Target Met

1

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.
- 50% met their targets within Quarter Four with that one indicator also showed improvement from the previous year. The one Off Target measure showed a negative trend.
- 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, 3 and 4 with no data provided for Quarter 1. This has meant the measure did not have any historic data to compare against therefore 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

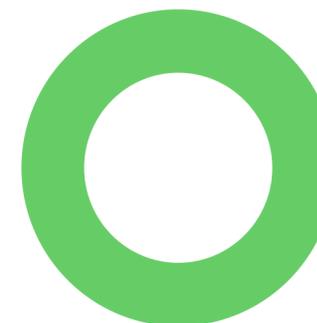
● Project/Action is Completed ● Project/Action is Progressing as Expected

Aim

Priority 4: Town ...

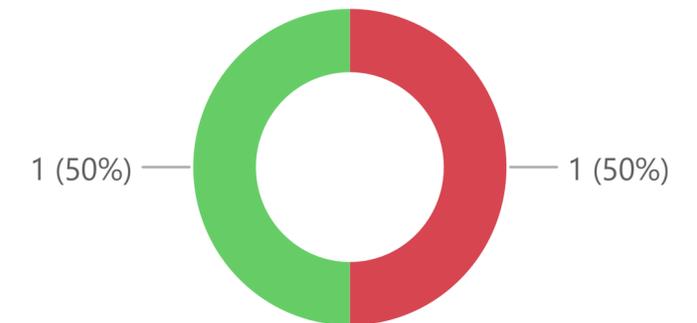


### Priority 4: Qtr.4 Trend Direction of PI's Compared to Previous Quarter



● Positive

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



● Deterioration of Previous Year ● Improvement of Previous Y...



### ID4.1 - Car parking usage:-Number of tickets purchased

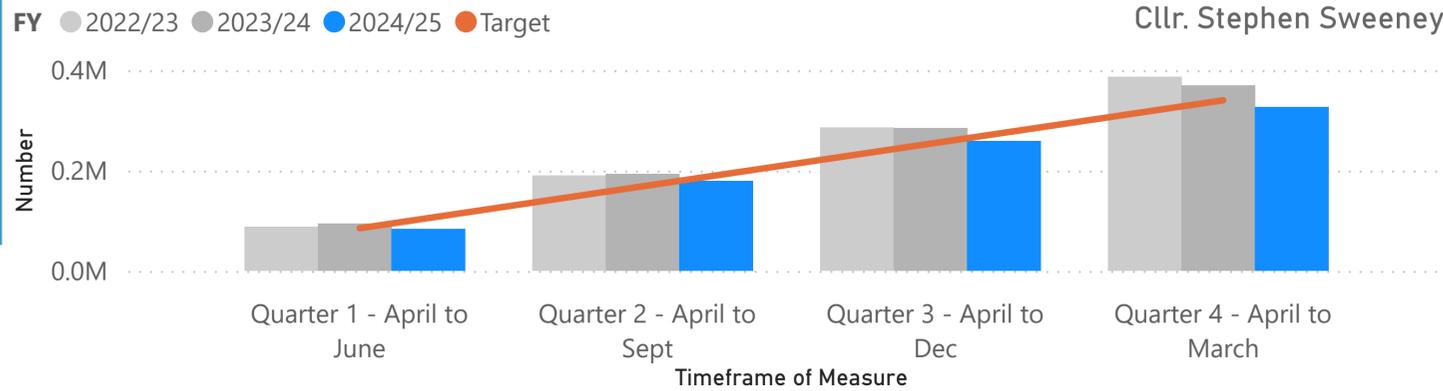
Current Status

SMART Actions if Off Target

High  
Is Good

Cumulative  
(Per Annum)

Negative  
Yearly Trend



326,847!

Target:  
340,000

Figures are slightly off target for the year (under 4% variance) - numbers are being monitored as new use patterns and permit sales establish.

### ID4.2 - Town Centre Footfall - Newcastle

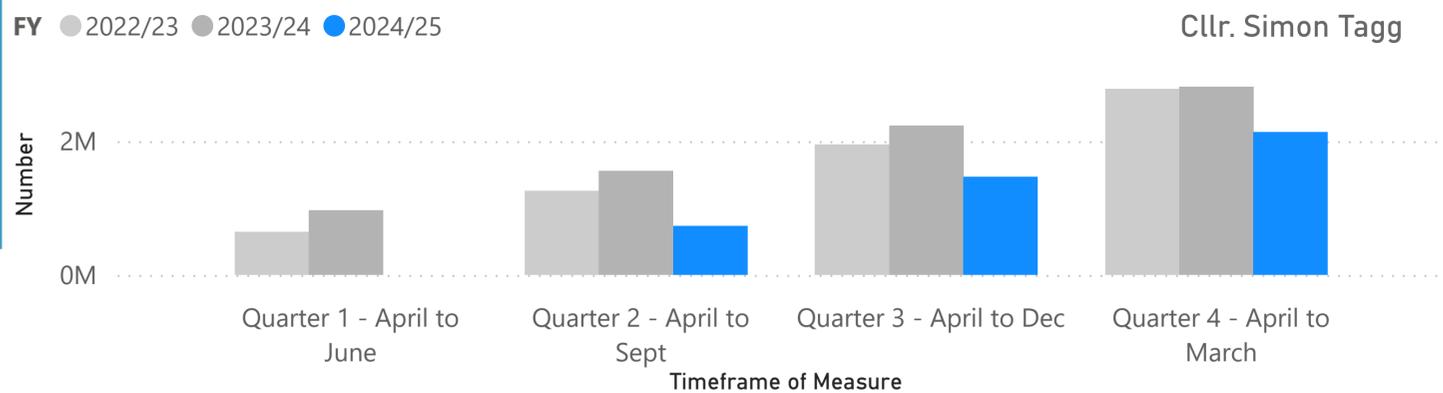
Current Status

SMART Actions if Off Target

High  
Is Good

Cumulative  
(Per Annum)

N/A  
Yearly Trend



2,135,531

The data presented covers only Quarters 2, 3, and 4. Quarter 1 data was not provided by the BID. As a result, a full-year comparison across financial years is not possible. However, footfall in Quarter 4 has shown improvement when compared to the same period in 2023/24, despite the absence of a complete years worth of data.

### ID4.3 - Average stall occupancy rate for markets - Overall

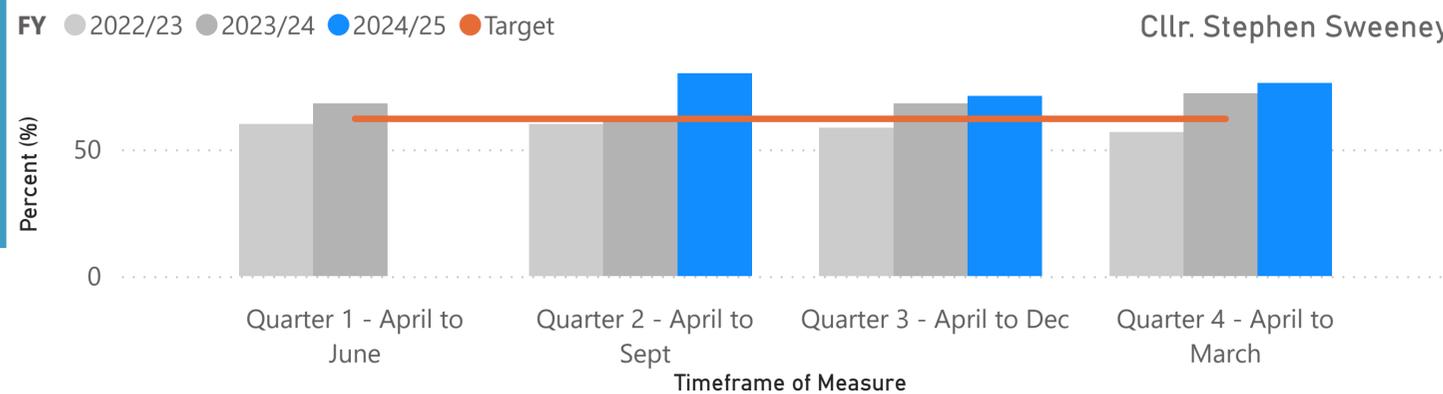
Current Status

SMART Actions if Off Target

High  
Is Good

Cumulative  
(Per Annum)

Positive  
Yearly Trend



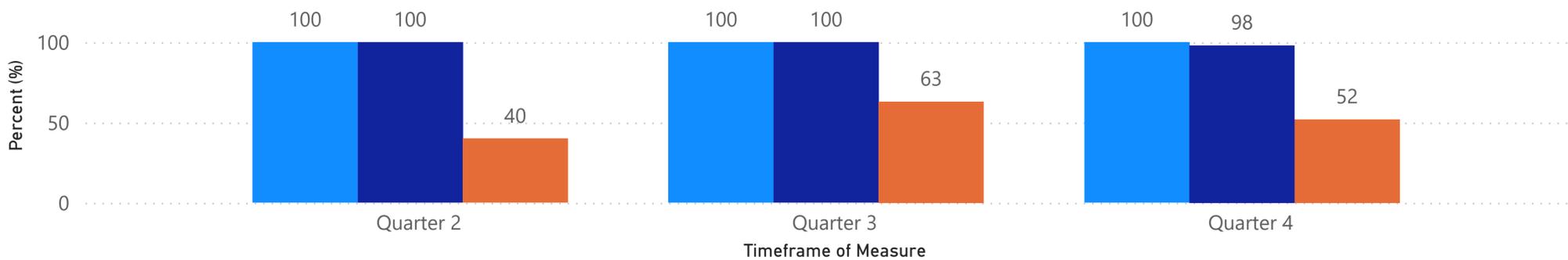
76.00✓

Target:  
62.00

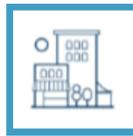
Average stall occupancy has met target for quarter and year. Target not met for General Market but significantly higher occupancy achieved than previous year due to rationalisation of market stalls.

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

● 1. Specialist event markets - Average stall occupancy rate for markets ● 2. Antique Forum Group Licensed Market - Average st... ● 3. General market - Average stall occu...



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



## Priority 4: Town Centres for All



NEWCASTLE-UNDER-LYME  
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### 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	Capital & Centric is delivering against a pre-construction services agreement for redevelopment of the Midway. The redevelopment scheme is due for consideration by Planning Committee and full Council in April 25.
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	Castle Car Park is complete and open to the public although some service snagging issues remain. A sale of part of the site, subject to planning permission, has been agreed with McCarthy Stone. Capital & Centric continue to deliver against the current pre-development agreement to take a residential led scheme forward for development. This has a mixed delivery of their own residential development and also an area on behalf of Aspire Housing. Next stage is to be considered at full Council in April and also at Planning Committee in April.
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	Demolition is substantially complete. Capital & Centric is currently delivering against a pre-construction services agreement to RIBA3 planning permission. the redevelopment of York Place is due for consideration by Planning Committee and full Council in April 25.
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	A programme of market and other events is in progress for 2025, and the public realm project will be completed in spring 2025