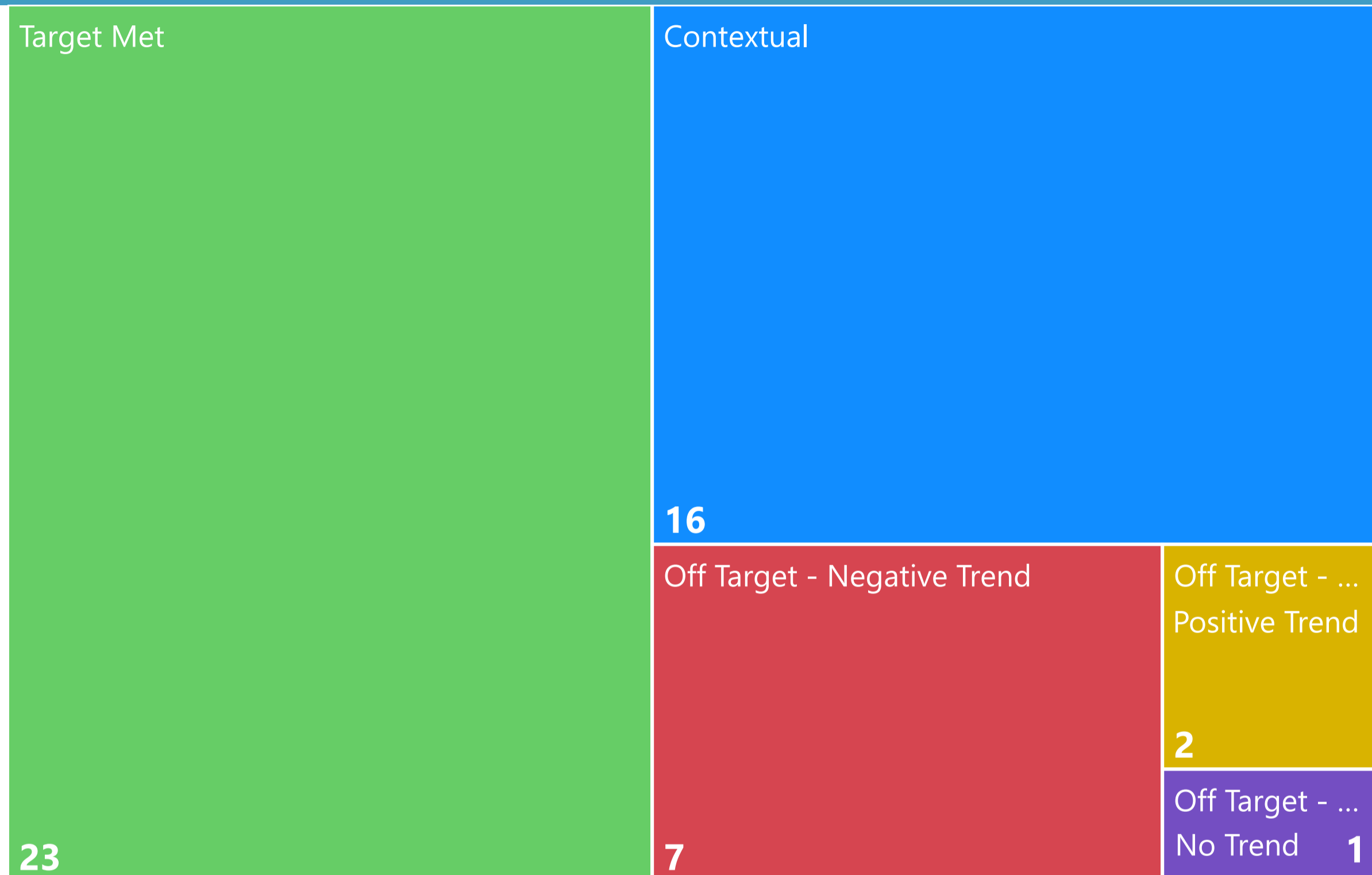


# Quarter 4 - April 2025 to March 2026

## 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	7
Priority 3: Healthy, Active and Safe Communities	24
Priority 4: Town Centres for All	2
<b>Total</b>	<b>49</b>

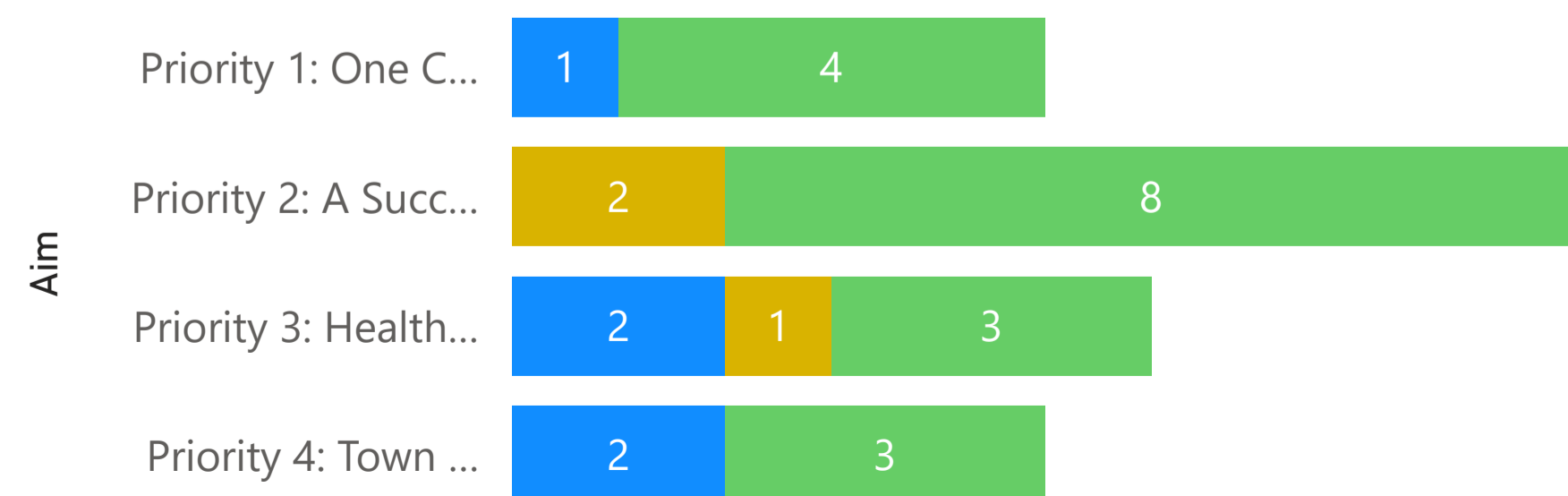
## Smart Narrative

- A total of **33** measures were assigned targets this quarter. Of these, **70% achieved their targets**.
  - 12** measures not only met their targets but also showed improvement compared to the same period last year. **2** met their targets but showed a negative year-on-year trend. **3** showed no change. **6** had no historical data available for comparison.
- The remaining **30%** did not meet their set targets this quarter.
  - Of these, **7** demonstrated a negative trend compared to the same period last year, **2** showing improved or maintained performance and **1** measure didn't have any historical data to compare against.
- An additional **16 measures were contextual** and therefore did not have set targets.
  - 8** showed improvement. **5** showed a decline. **3** lacked historical data for comparison.

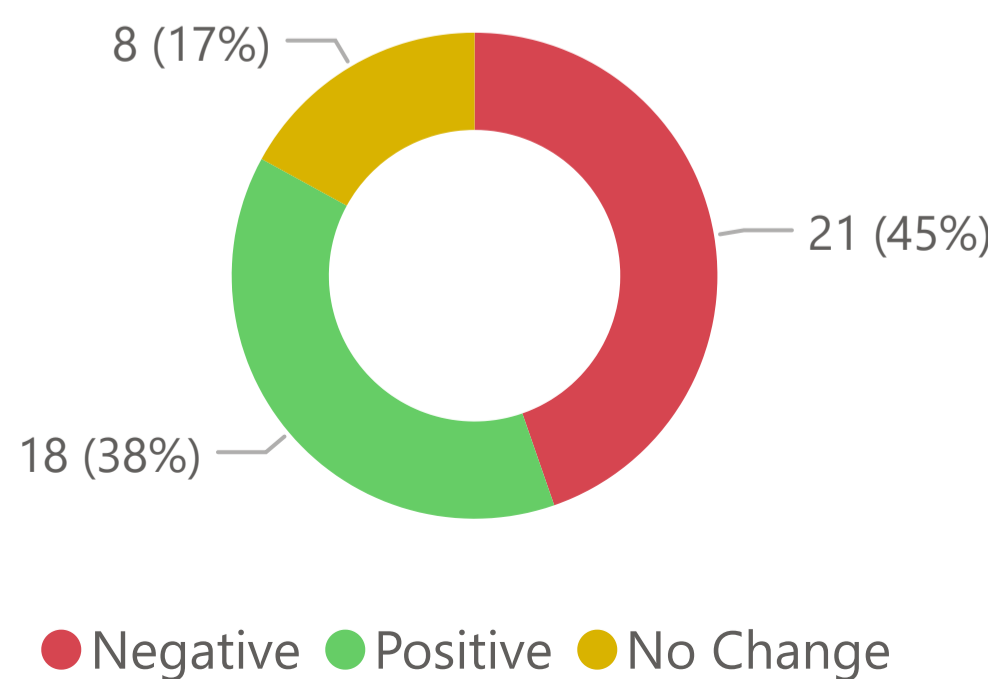
**Five** projects/actions have been completed across **Priorities 1, 3 and 4**. **Priority 2** has **two** projects/actions, and **Priority 3** has **one** project/action identified as not progressing as expected, with further details provided within this report.

## Summary Project Status Split

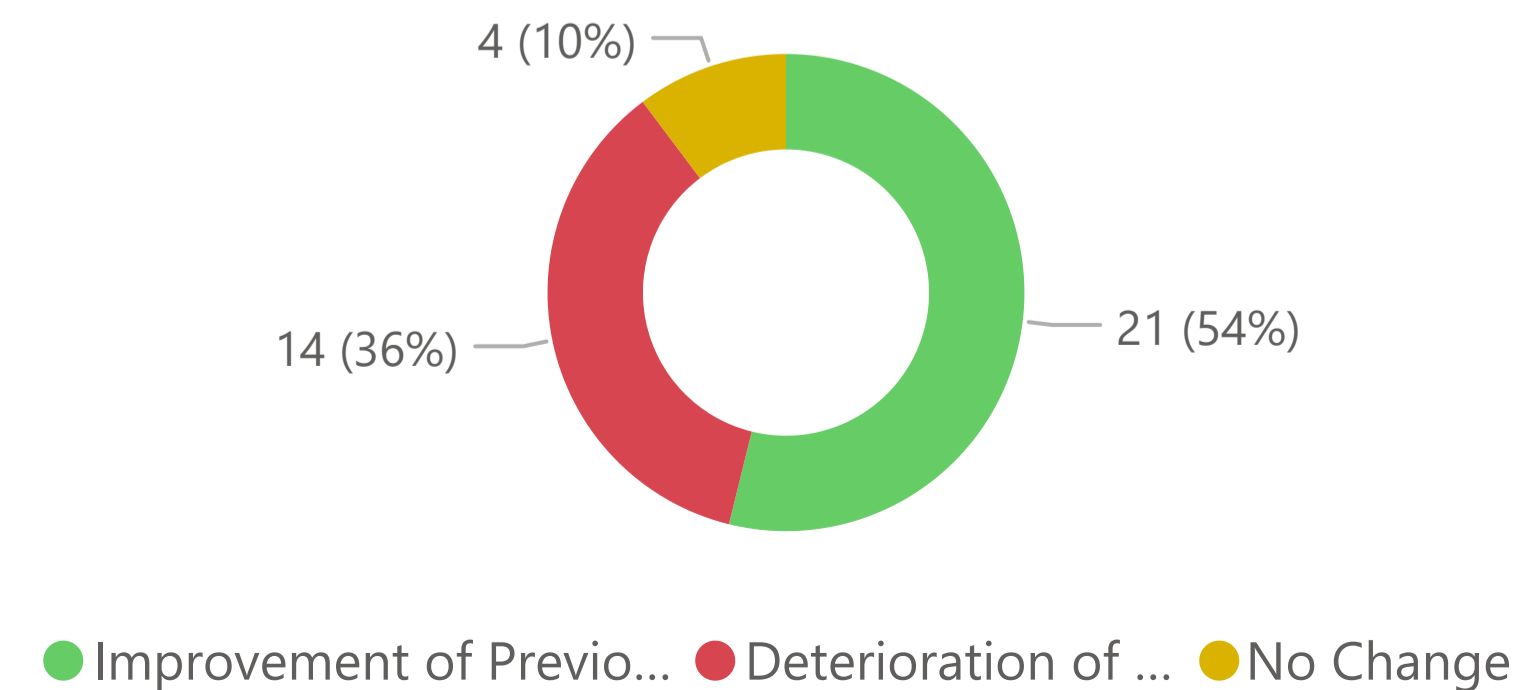
● Project/Action is Completed ● Project/Action is Not Progr... ● Project/Action is Progr...

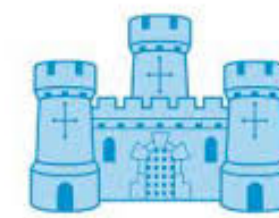


## All Qtr.4 Trend Direction of PI's Compared to Previous Quarter

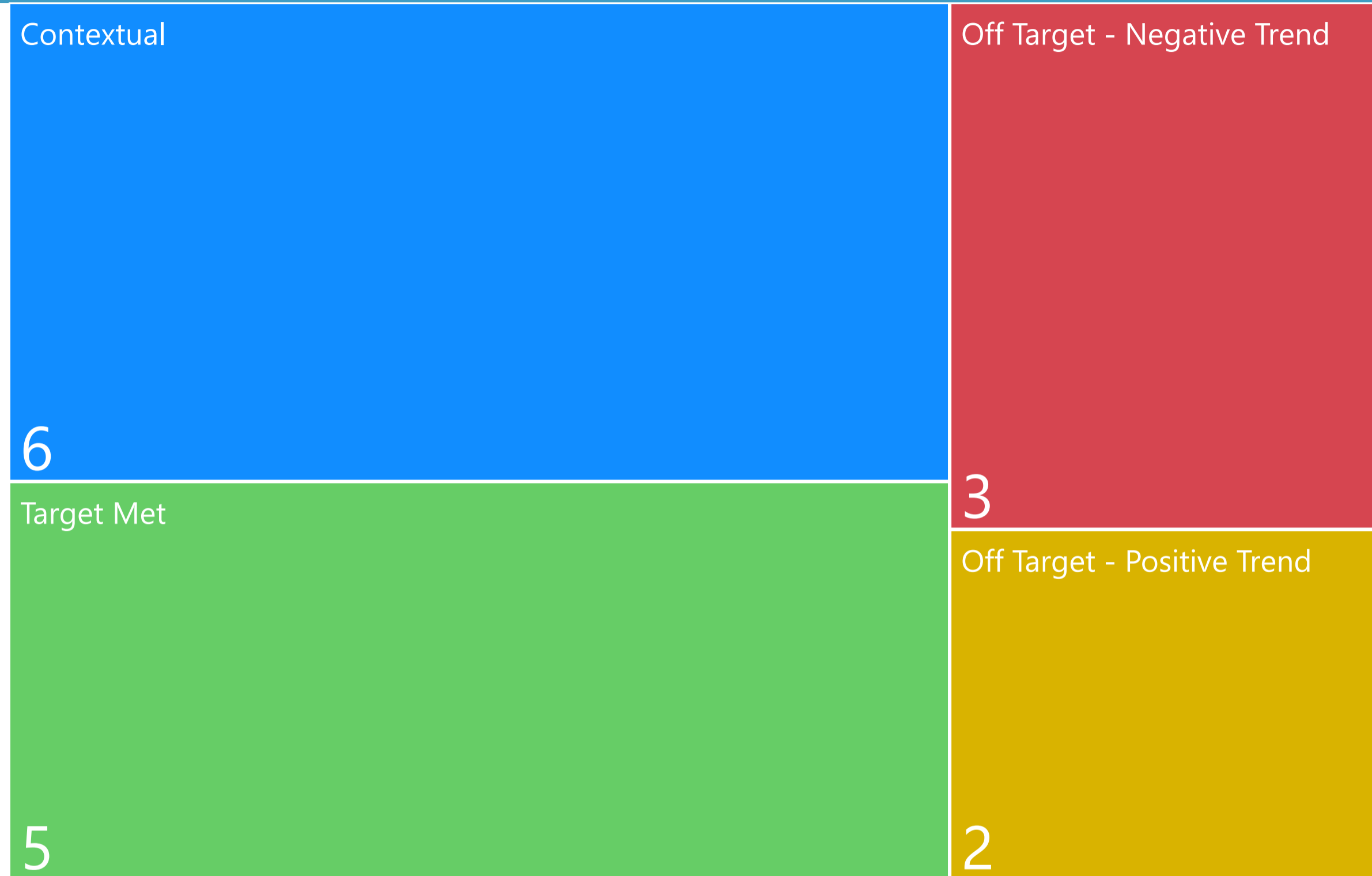


## All Qtr.4 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year





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	5
Ensure our services are efficient and accessible	6
Ensure strong financial discipline across the Council	2
<b>Total</b>	<b>16</b>

Smart Narrative

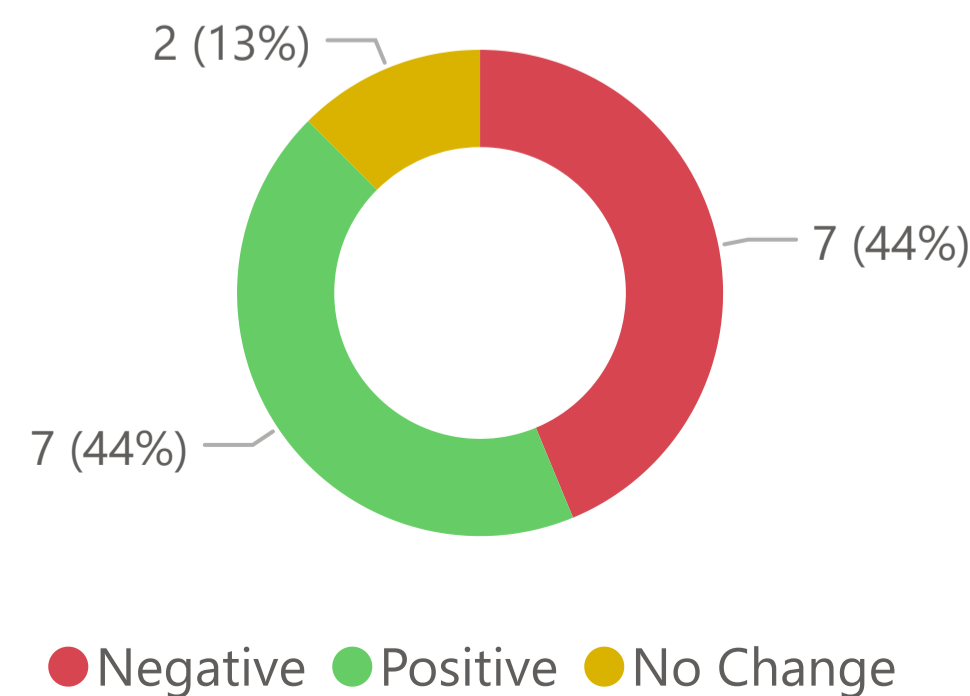
- A total of **10** measures were assigned targets this quarter. Of these, **50% achieved their targets.**
  - **5** measures not only met their targets but also showed improvement compared to the same period last year.
- The remaining **50%** did not meet their set targets this quarter.
  - **3** of these measures showed year-on-year negative trend compared to the same period last year.
  - **1** of the measures showed a positive trend when comparing year-on-year performance.
- An additional **6 measures were contextual** and therefore did not have set targets.
  - **2** showed improvement and **1** measure showed a decline in performance. **3** lacked historical data for comparison.
- **1 projects/actions** has been completed, with all other project/actions progressing as expected this quarter, with further details provided within this report.

Priority 1: Summary Project Status Split

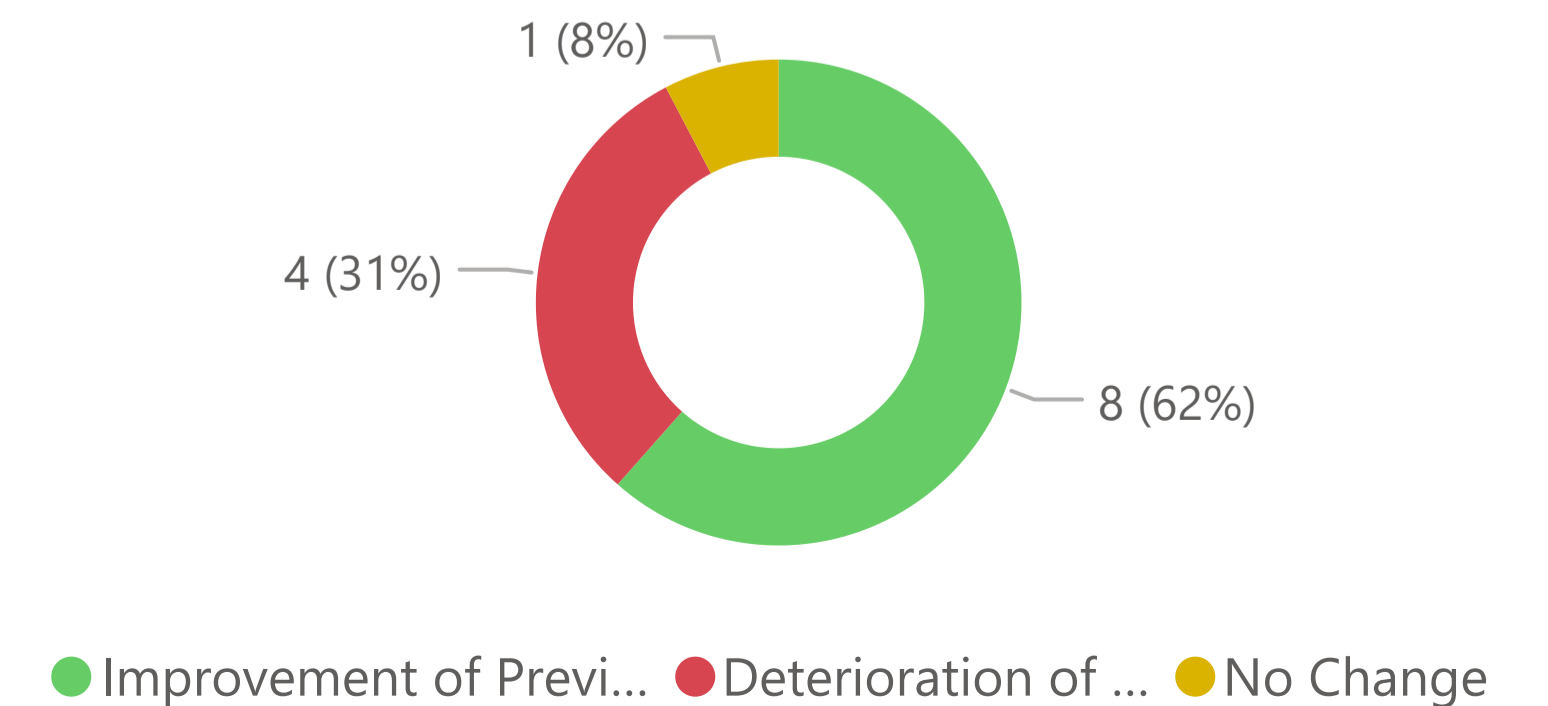
● Project/Action is Completed ● Project/Action is Progressing as Expected



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





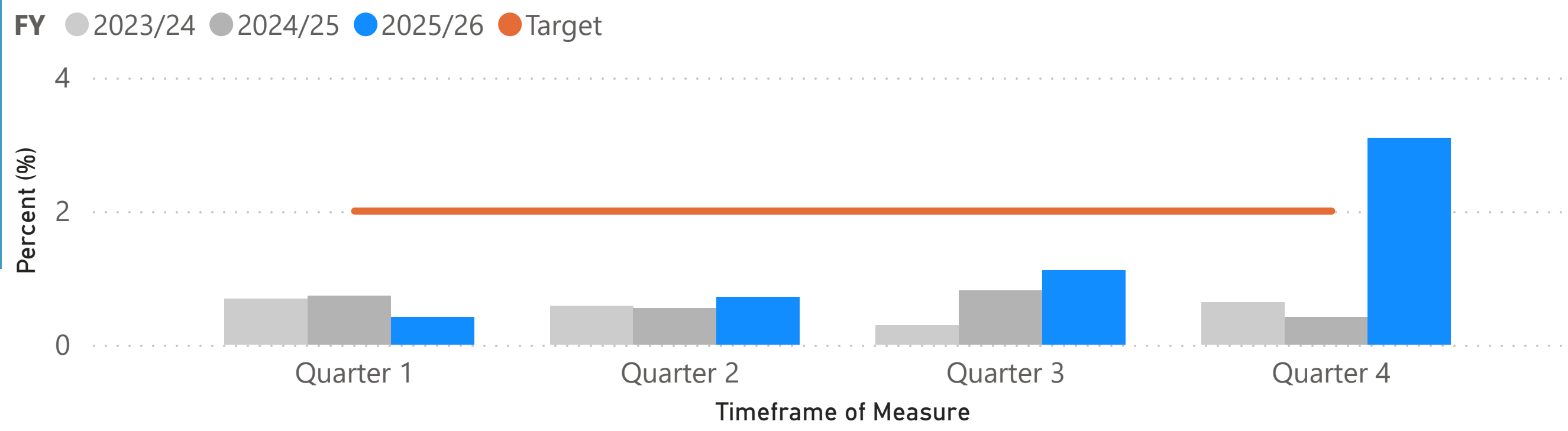
Low  
Is Good  
Per  
Quarter  
(Snapshot)

ID1.1 - Percentage of food premises that have a zero or one national food hygiene rating

Current Status

SMART Actions if Off Target

Negative  
Yearly Trend



Officers have revisited low-rated businesses, offering advice and guidance, and taken formal action where needed in line with the Food Standards Agency Code of Practice and the Council's Enforcement Policy. Fourteen Hygiene Improvement Notices have been issued, all leading to improved compliance. Three voluntary closures were also secured due to serious issues such as lack of hot water, dirty premises, and rodent infestations; all have since improved significantly.

Deliver services to a high standard every day

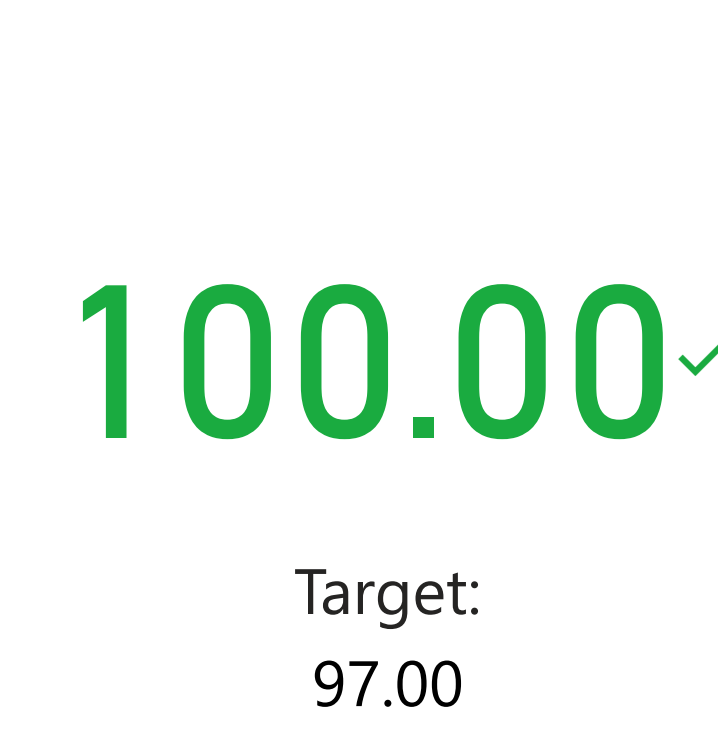
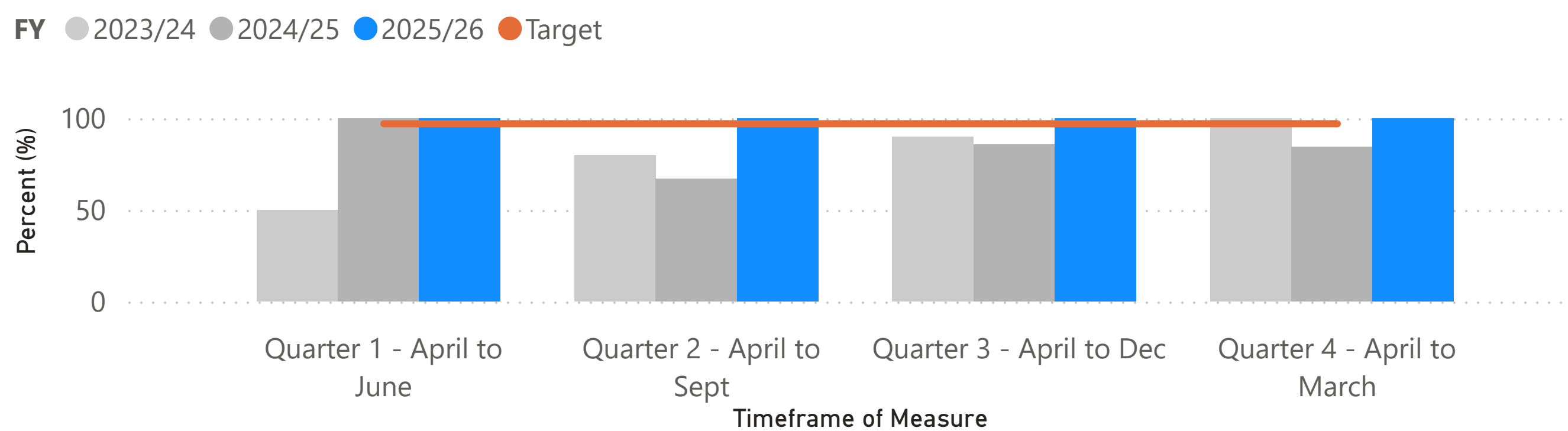
High  
Is Good  
Cumulative  
(Per Annum)

ID1.2 - Percentage of category A and B food business inspections completed on time

Current Status

SMART Actions if Off Target

Positive  
Yearly Trend



Not Required as Target Met

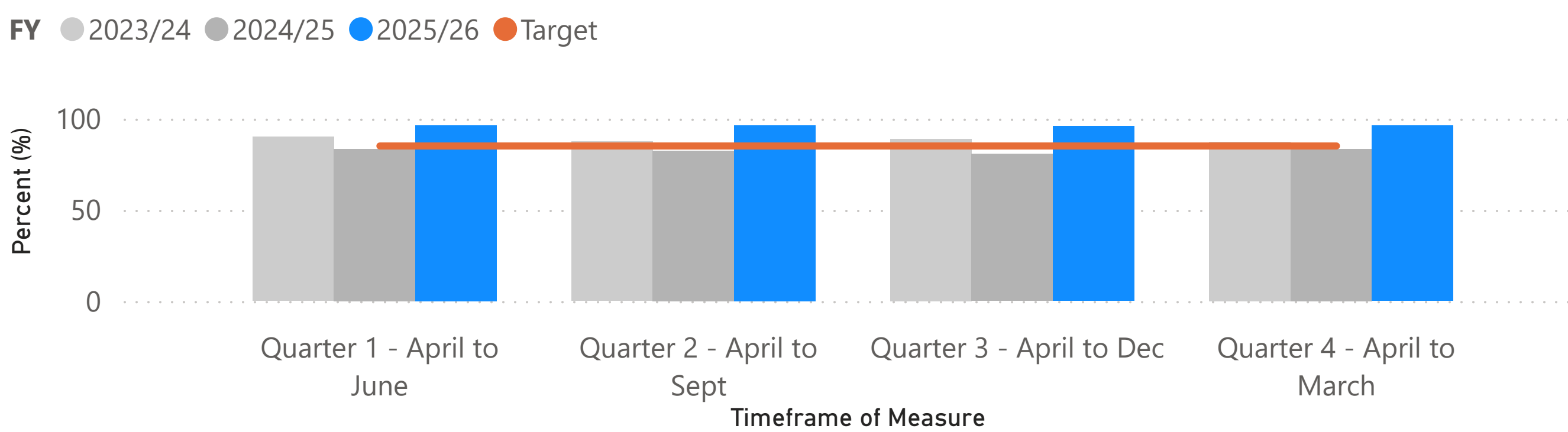
High  
Is Good  
Cumulative  
(Per Annum)

ID1.16 - Percentage of Stage 1 complaints processed in time being 20 working days

Current Status

SMART Actions if Off Target

Positive  
Yearly Trend



Target Met - (APR) 7 responses were due and 7 were processed on time. (MAY) 9 responses were due and 8 were processed on time, 1 (Leisure) was processed 3 days over SLA date. (June) All responses were processed in time. (July) All responses were processed in time. (Aug) All responses were processed in time. (Sept) 7 responses were due 6 were processed on time, 1 (Housing) was processed 2 days over SLA date. (Oct) 4 responses were due and 4 were processed on time. (NOV) 5 responses were due and 5 were processed on time. (DEC) 8 responses were due and 7 were processed on time, 1 (Legal) 6 days over SLA date. (JAN) 8 responses were due and 8 were processed on time. (FEB) 13 responses were due and 12 were processed on time, 1 (Asset Management) is still outstanding. (MAR) 13 responses were due and 13 were processed on time.

Ensure our services are efficient and accessible

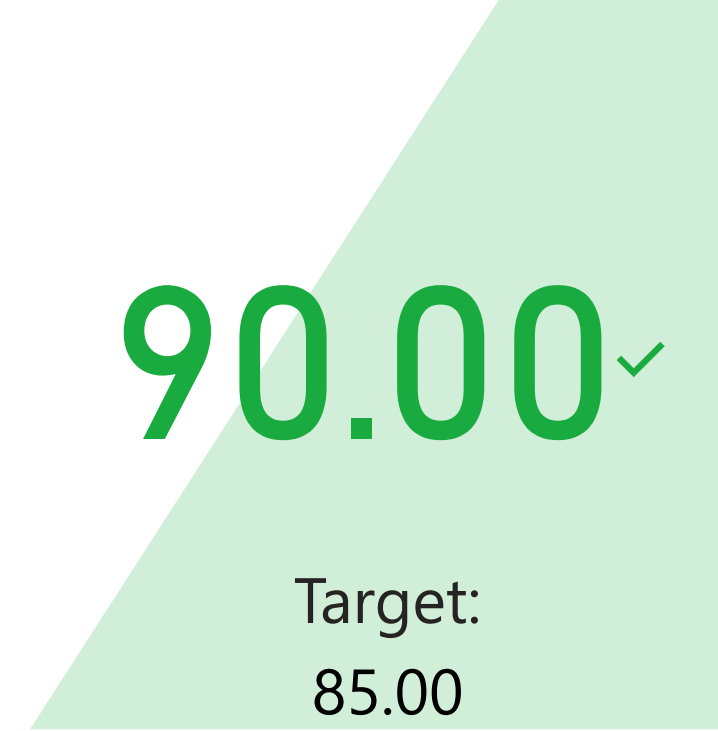
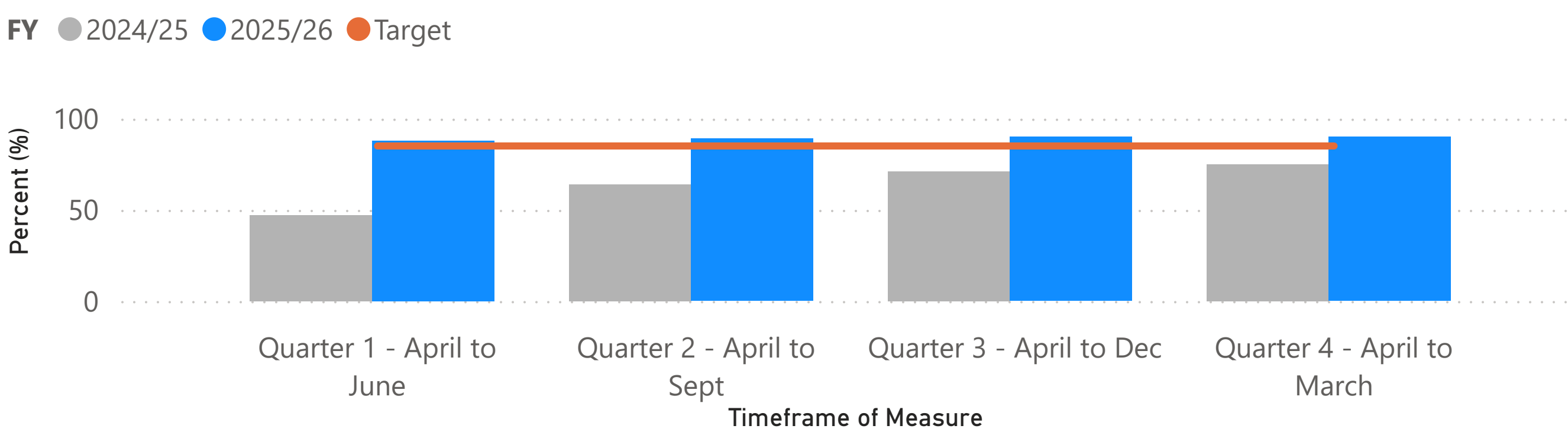
High  
Is Good  
Cumulative  
(Per Annum)

ID1.17 - Percentage of FOI's dealt with in time being 20 working days

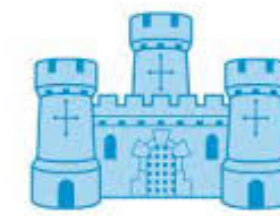
Current Status

SMART Actions if Off Target

Positive  
Yearly Trend



Target Met - continue to show strong commitment to completing FOI's within the Statutory timeframe 90% achieved



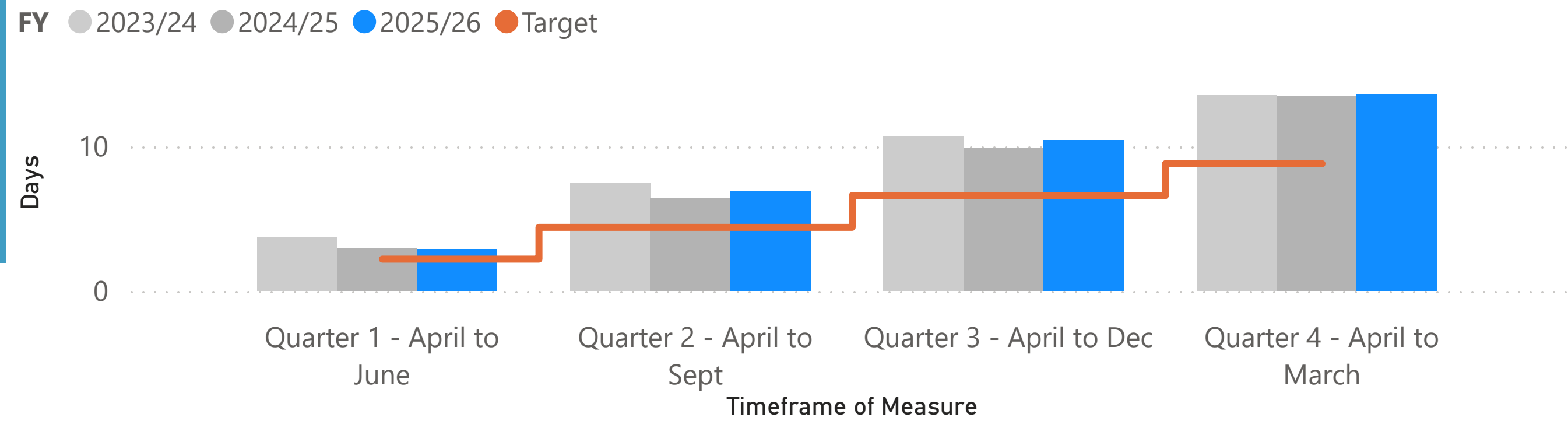
Low  
Is Good  
Cumulative (Per Annum)

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

Current Status

SMART Actions if Off Target

Negative  
Yearly Trend



13.55!  
Target: 8.80

Sickness reduced again in March to the lowest level in several months after remaining high since Summer 2025. The main reduction this month was in short term absence with a small increase in long term absence. At year end sickness is only marginally higher than last year, which contradicts the national picture of increasing absence figures across all sectors.

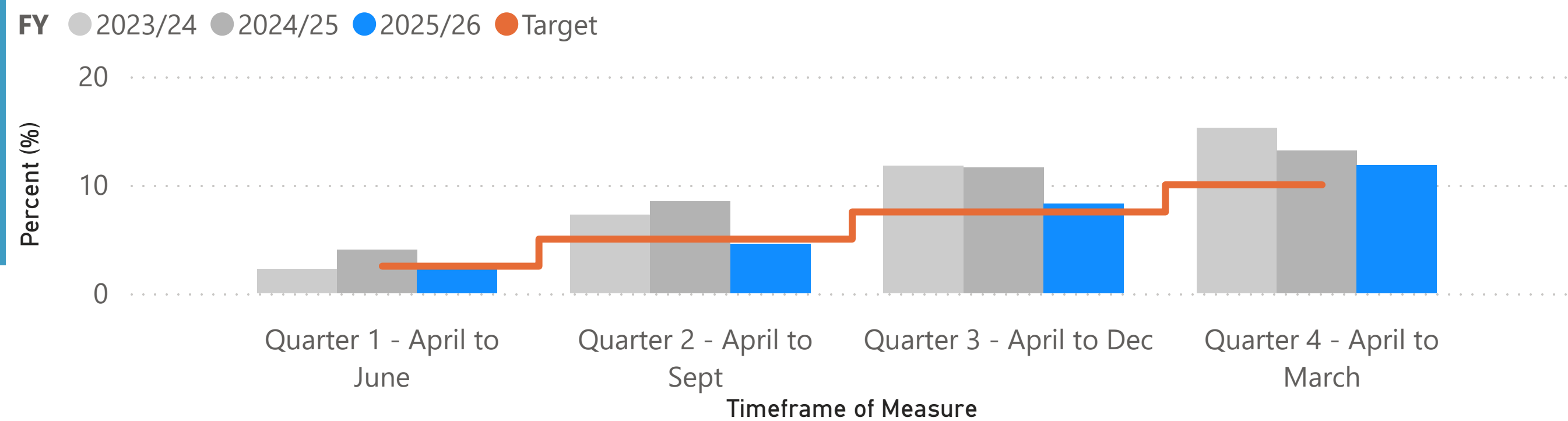
Low  
Is Good  
Cumulative (Per Annum)

### ID1.14 - Staff Turnover

Current Status

SMART Actions if Off Target

Positive  
Yearly Trend



11.79!  
Target: 10.00

Turnover for March was relatively low. In year turnover for 25-26 was lower than 24-25. Please see below information on adjusted turnover to account for natural leavers.

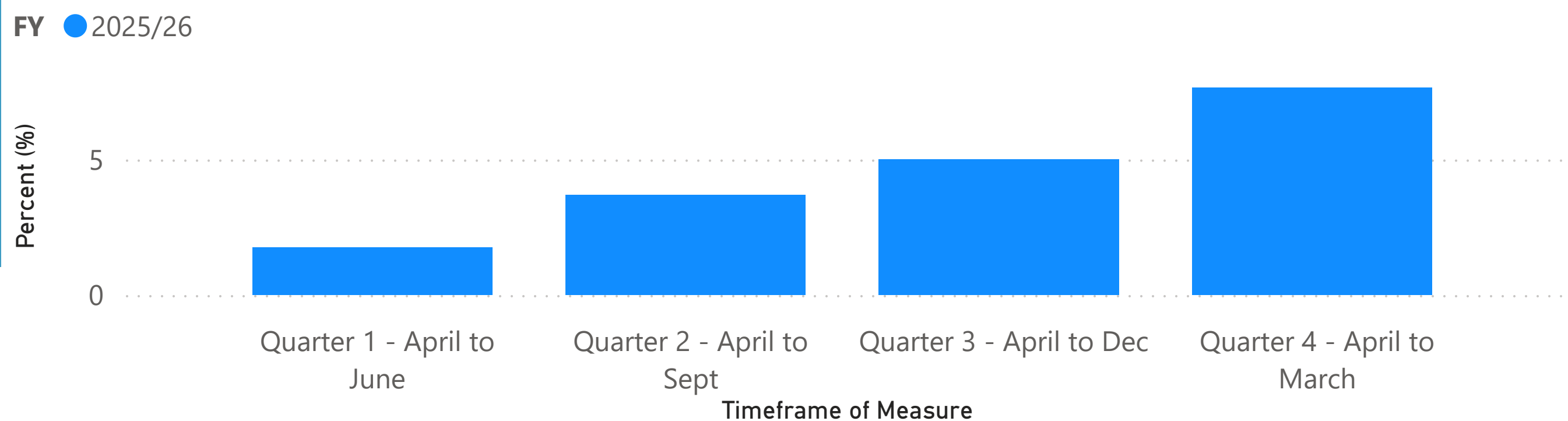
Low  
Is Good  
Cumulative (Per Annum)

### ID1.14b - Voluntary Staff Turnover

Current Status

SMART Actions if Off Target

N/A  
Yearly Trend



7.64

Voluntary turnover removes leavers who left due to end of FTC, dismissal or TUPE. This is a new measure designed to give context to the turnover figure by showing which of the leavers have left by choice (resigned/retired) so that a more rounded view of retention can be obtained.

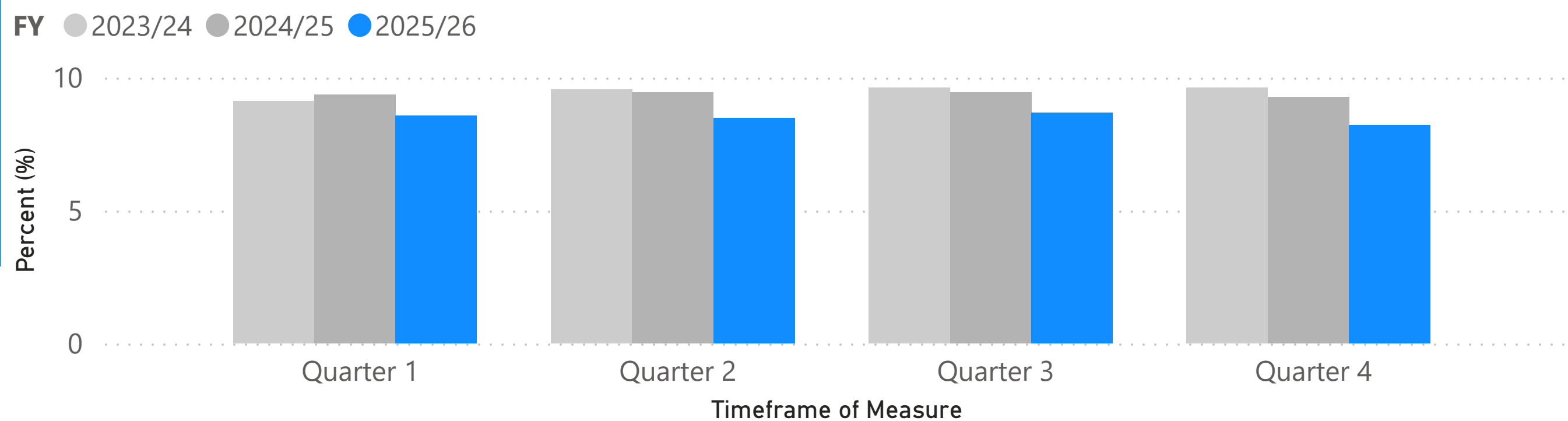
Low  
Is Good  
Per Quarter (Snapshot)

### ID1.15 - Staff Vacancy Rate

Current Status

SMART Actions if Off Target

Positive  
Yearly Trend



8.22

Vacancy rates remain consistent, with regular reviews of vacant posts to ensure efficiency. Very few posts remain hard to fill

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

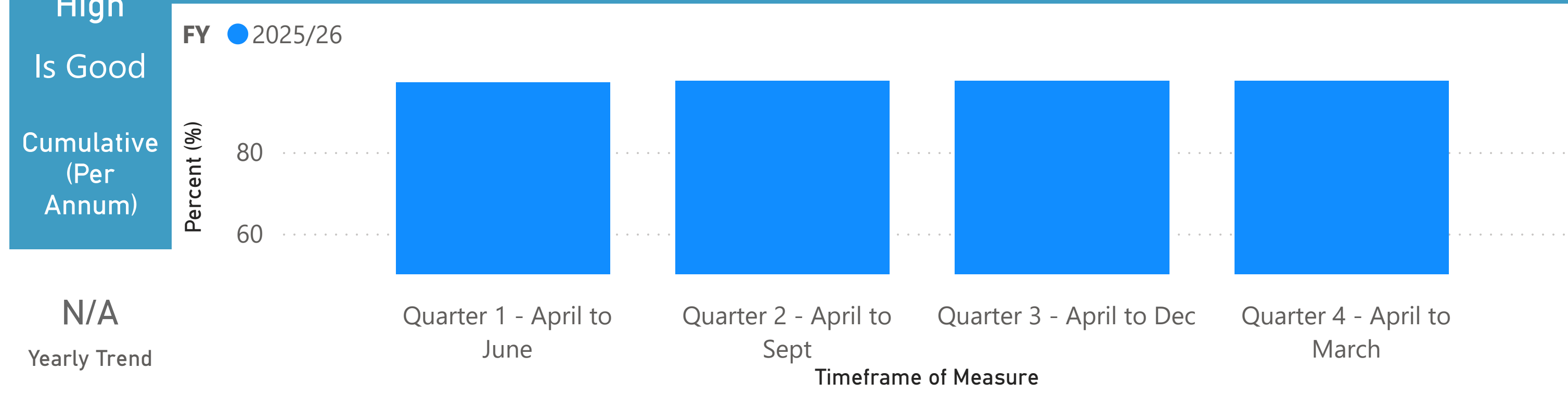


Priority 1: One Council delivering for Local People



NEWCASTLE UNDER LYME BOROUGH COUNCIL

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

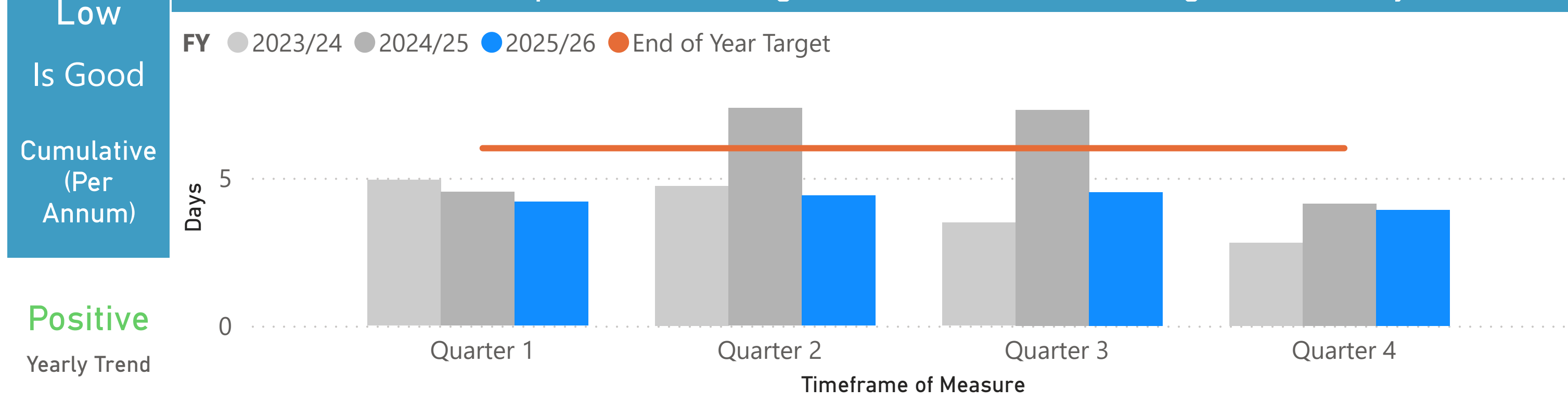


97.40

Officers will continue to support low-rated businesses, take proportionate enforcement action, and protect public health.

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

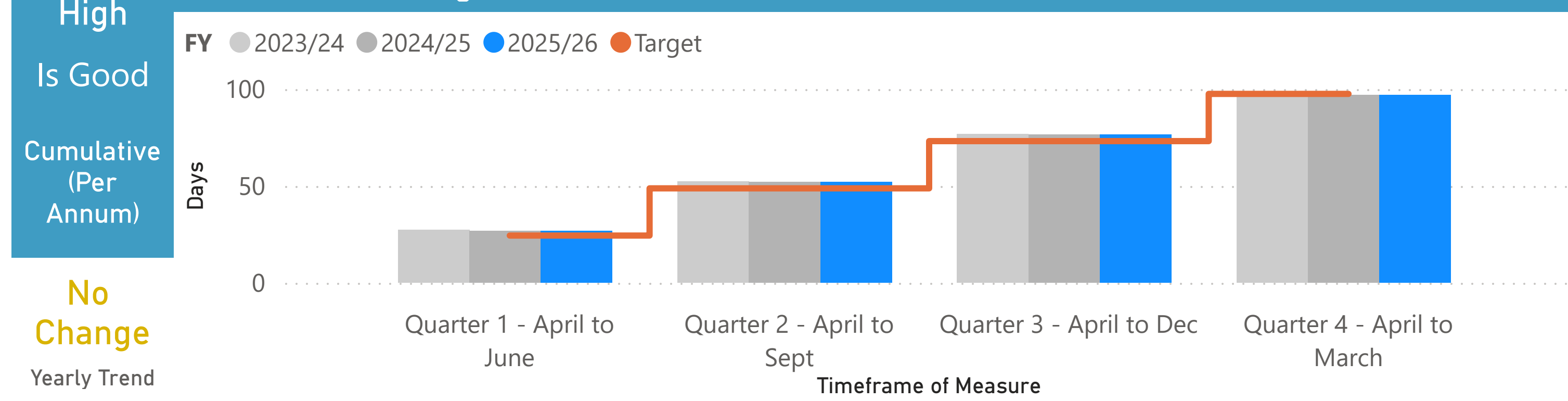


3.92 ✓  
Target: 6.00

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

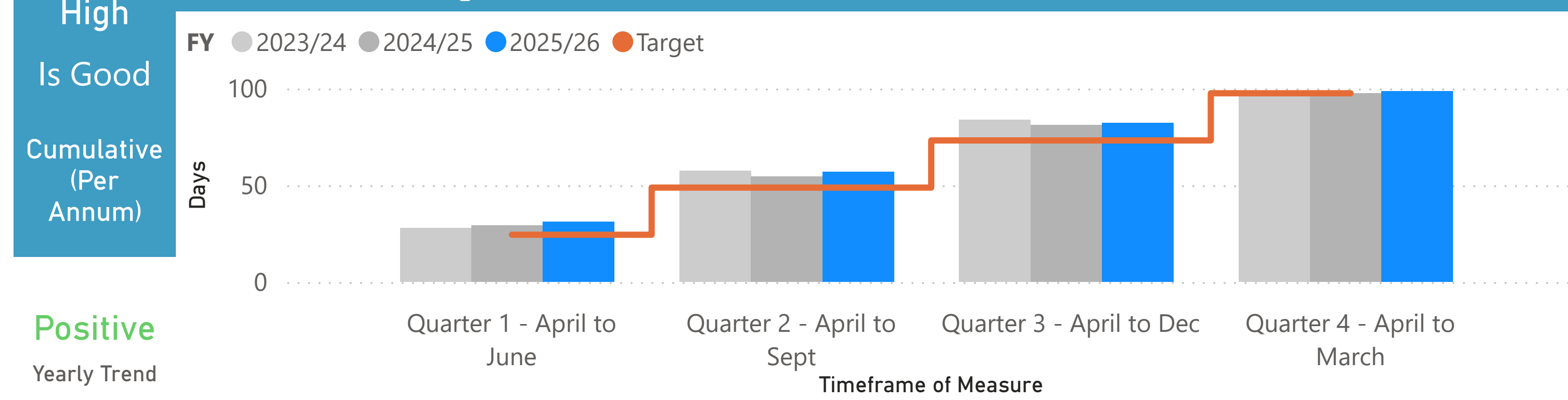


96.80 !  
Target: 97.50

The collection rate at 31st March 2026 is 0.7% short of the target of 97.5%. However, council tax arrears for 2025/26 continue to be collected during the 2026/27 financial year and if the previous year trend continues, the target is likely to be met and exceeded. The 2024/25 outturn was 96.8%, but ultimately it reached 98.1% when arrears had been collected.

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



98.60 ✓  
Target: 97.50

Not required as target met and exceeded

Ensure strong financial discipline across the Council

N/A Yearly Trend

Low Is Good

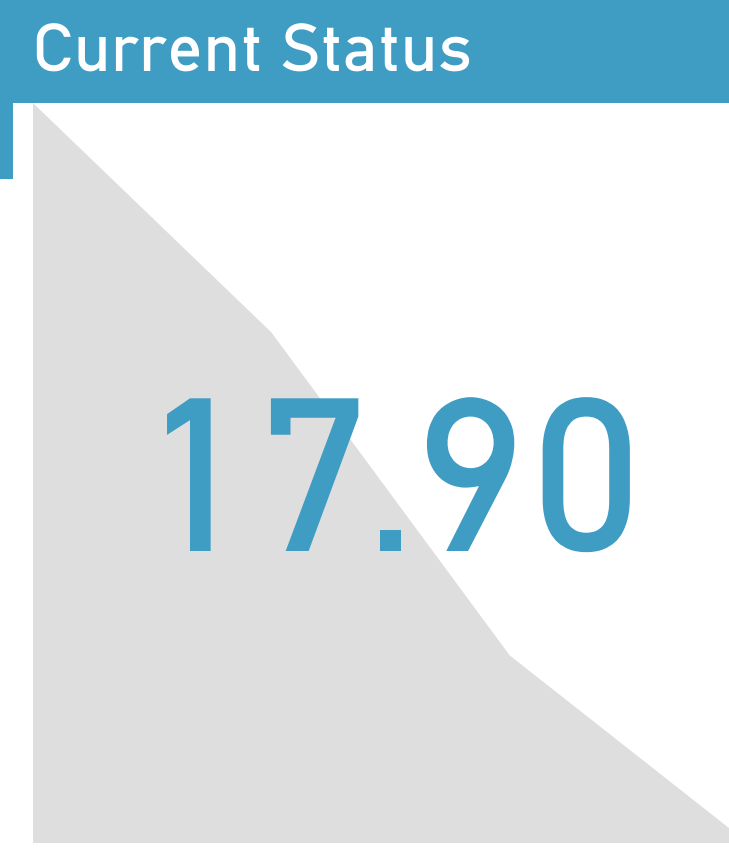
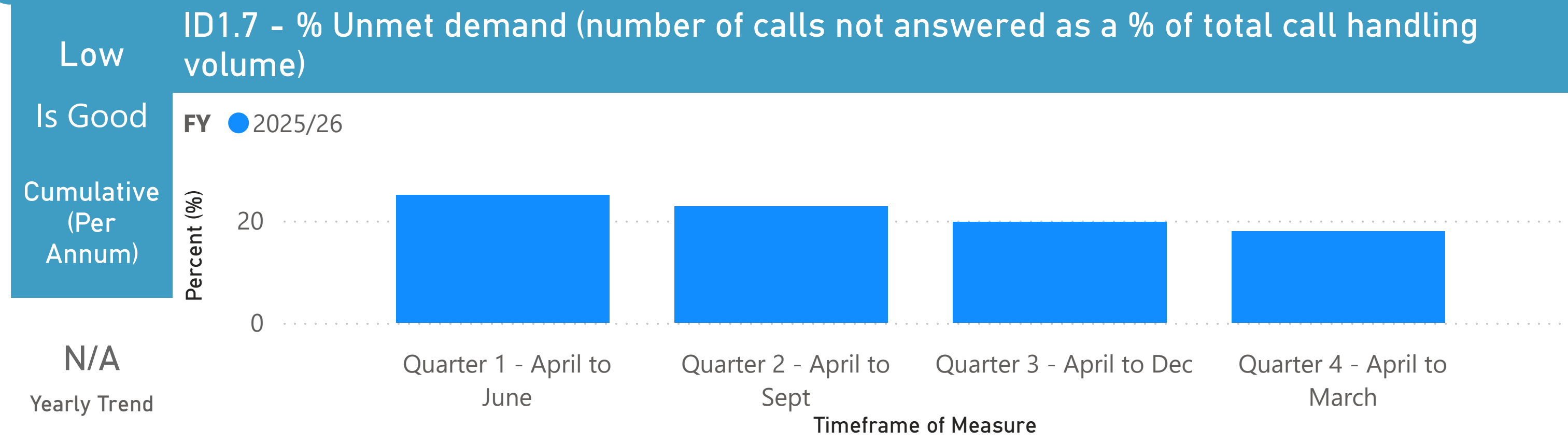
Positive Yearly Trend

High Is Good

No Change Yearly Trend

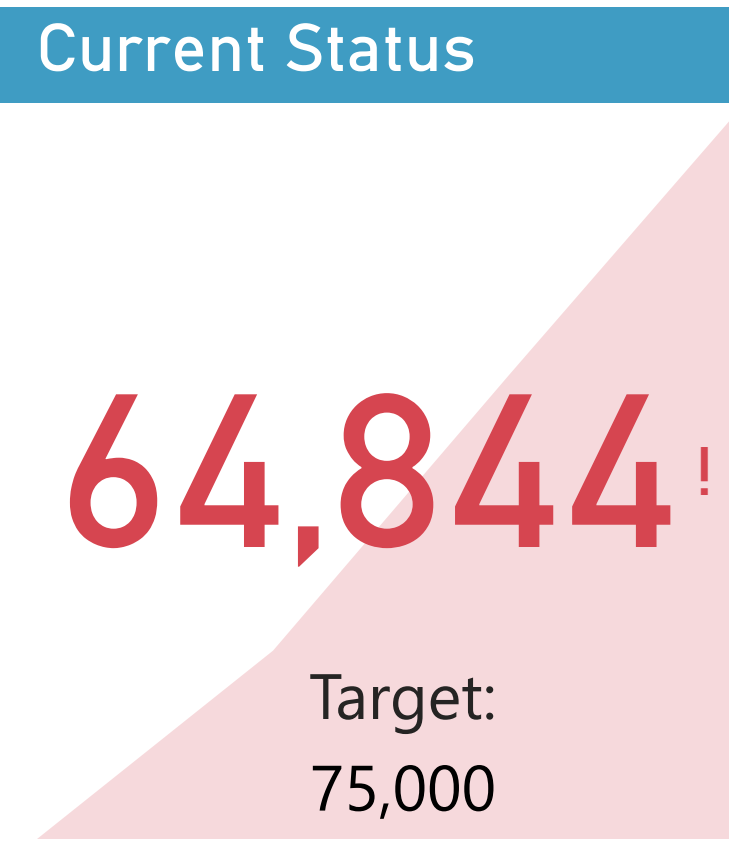
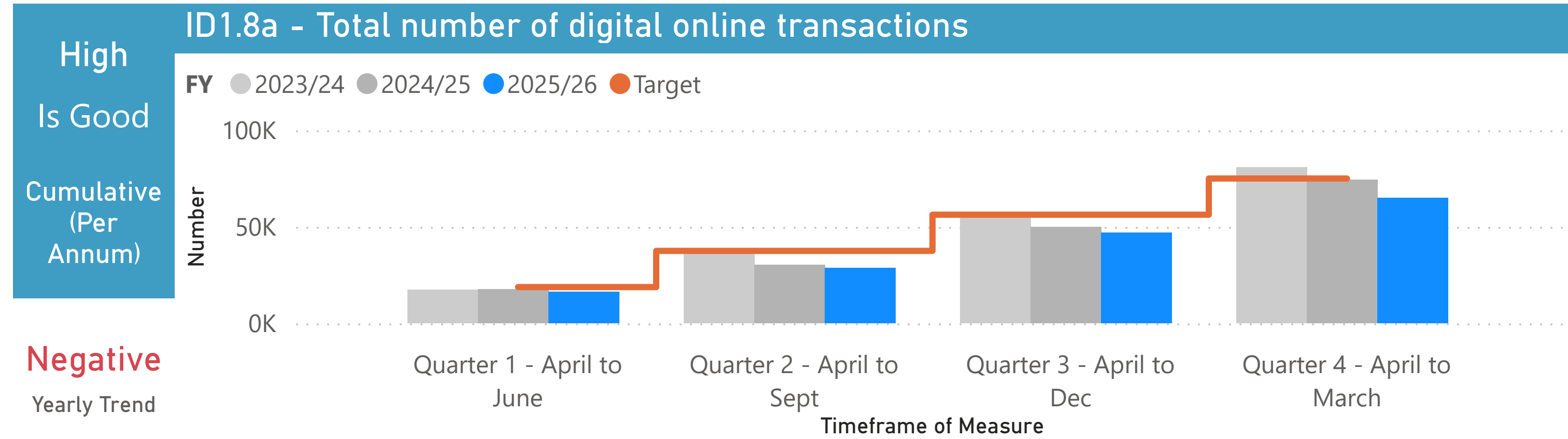
High Is Good

Positive Yearly Trend



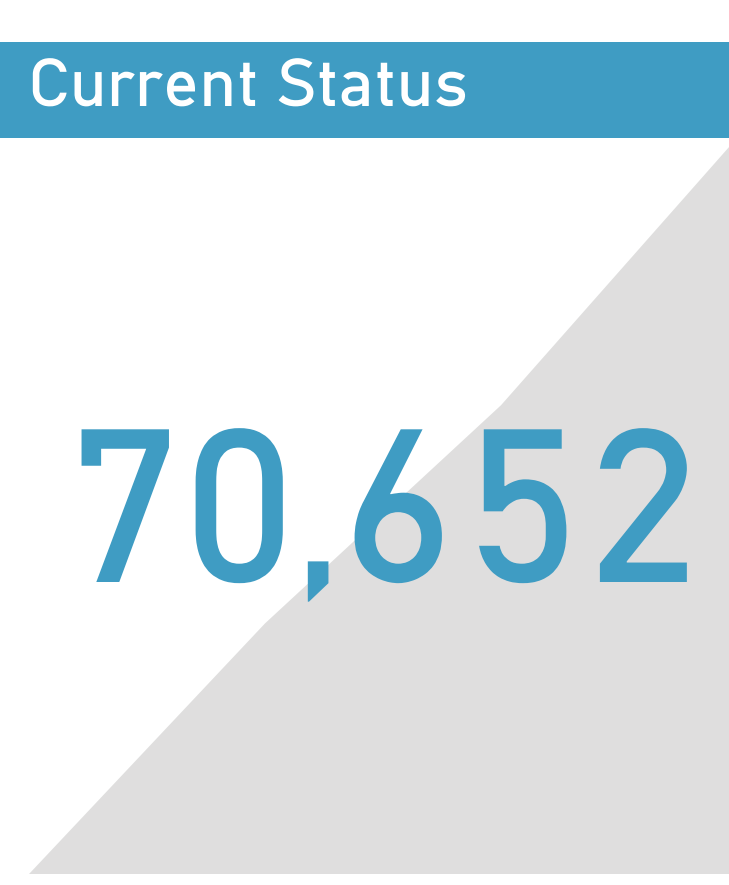
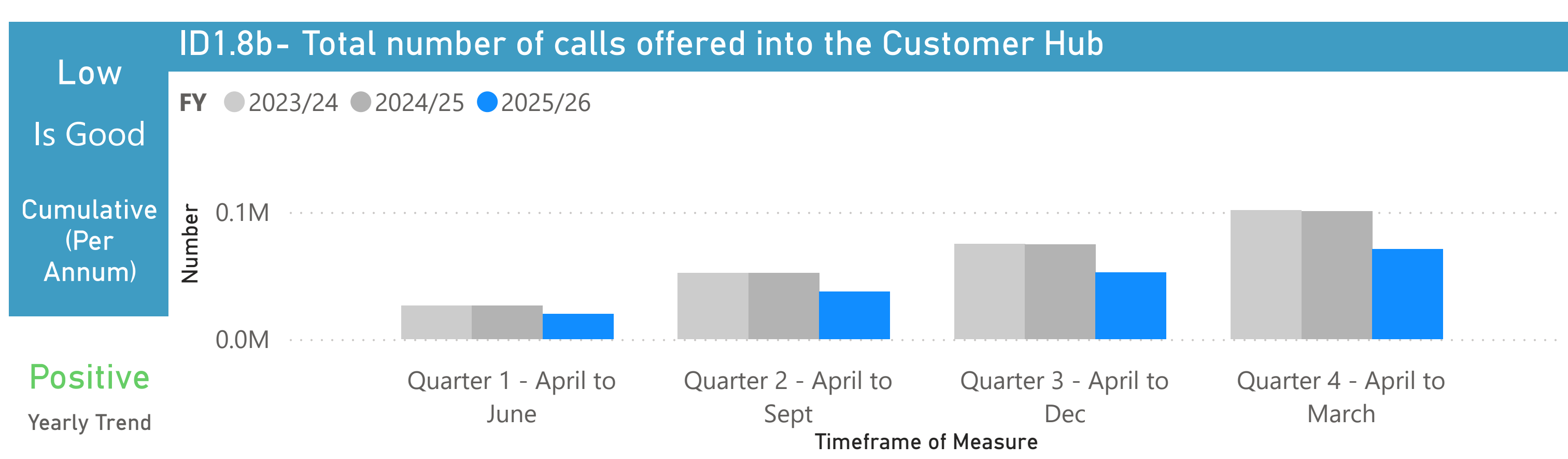
**SMART Actions if Off Target**

Since the beginning of the financial year, all data has been collected exclusively via Anywhere 365. Quarter 4 has continued the positive trend seen in the previous 3 Quarters with unmet demand decreasing from the start of the financial year, indicating the team's growing effectiveness in responding to incoming calls. The year end outturn of 17.9% has improved from the 2024/5 year end outturn of 19.2%



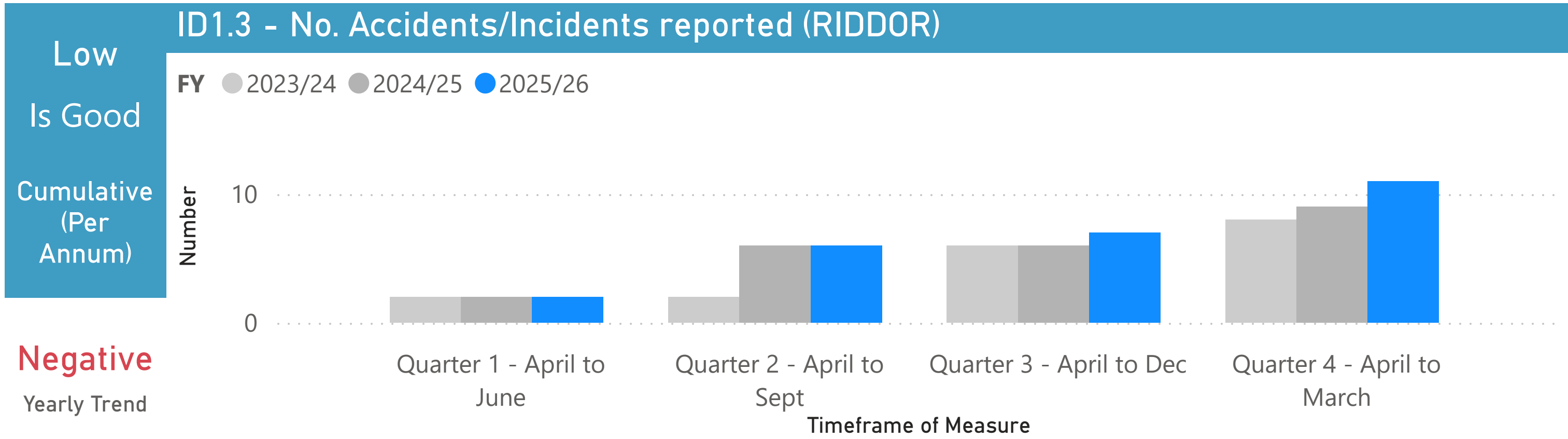
**SMART Actions if Off Target**

Increase in Jadu form usage which aligns with the new Garden Waste subscriptions as expected. Year to date totals for Jadu remain below 2025 levels, with a deficit of 849 submissions. The most likely explanation is that the website's IAG is successfully directing enquiries to the appropriate services, and the forms themselves are now more effective.



**SMART Actions if Off Target**

Call volumes have continued to reduce again this month. This reduction may be attributed to a combination of factors, including enhanced system functionality, improved service delivery, and evolving customer demand patterns.



**SMART Actions if Off Target**

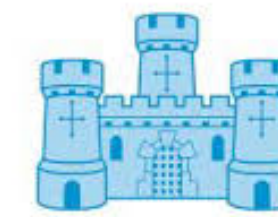
Businesses can request a re-score inspection. Since September 2025, officers have completed 13 unannounced re-scores, all resulting in ratings of 4 or 5.

Ensure our services are efficient and accessible

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



Priority 1: One Council delivering for Local People



NEWCASTLE·UNDER·LYME  
BOROUGH COUNCIL

Project Status Split for Priority 1.

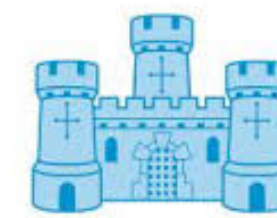
Project/Action is Progressing as Expected

4

Project/Action is Completed

1

Service Area	Action	Corporate Objective	Status report	Commentary on progress
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	ongoing work towards the people strategy progresses well. Staff survey data is reassuring and will be taken forward as action plans around recognition, positive values and support
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.
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	Pet Cremation scheme is progressing with a preferred cremator contractor selected following tendering, a planning application is planned for next quarter alongside a Cabinet update. The water charges review has had 2 charges reduced to date with a further 11 appeals now in process. The changes to the Parking Enforcement device SIMS charges has saved £1,761. The Council Tax and NNDR billing has been successfully delivered via Gov.Notify making a saving of £5k with a further £2k saving on printing. A new supplier for the cash collections service has been commissioned saving £2,200 on banking charges. Plans are now in place for Scan on Demand which will now reduce future off-site storage costs.
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	Work to progress the council plan and impact on residents and businesses continues well as we look to 26/27. Services have developed delivery plans to map resident need against service performance and priority.
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 work progresses well and positively



Priority 2: Performance Indicators Current Status

Target Met



6

Off Target ...



1

Corporate Objective

Count

A strong and sustainable economy where everyone benefits	1
Protecting our communities by improving how we use our enforcement powers.	2
Support the sustainable development of our towns and villages	4
<b>Total</b>	<b>7</b>

Smart Narrative

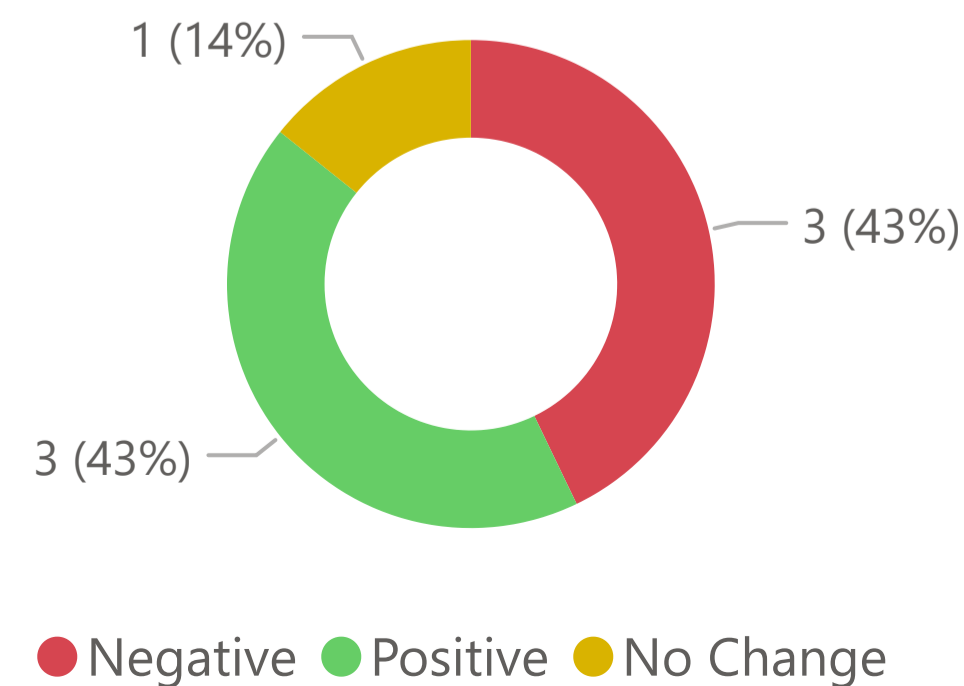
- A total of **7** measures were assigned targets this quarter. Of these, **85% achieved their targets**.
  - **3** measures not only met their targets but also showed improvement compared to the same period last year. **3** met their targets but showed a negative year-on-year trend
- The remaining **15%** did not meet their set targets this quarter.
  - This measure also showed year-on-year negative trend compared to the same period last year.
- There are no **contextual** measures within this priority.
- There are **two** project/actions identified as not progressing as expected, with further details provided within this report, with all other project/actions being classed as progressing as expected.

Priority 2: Summary Project Status Split

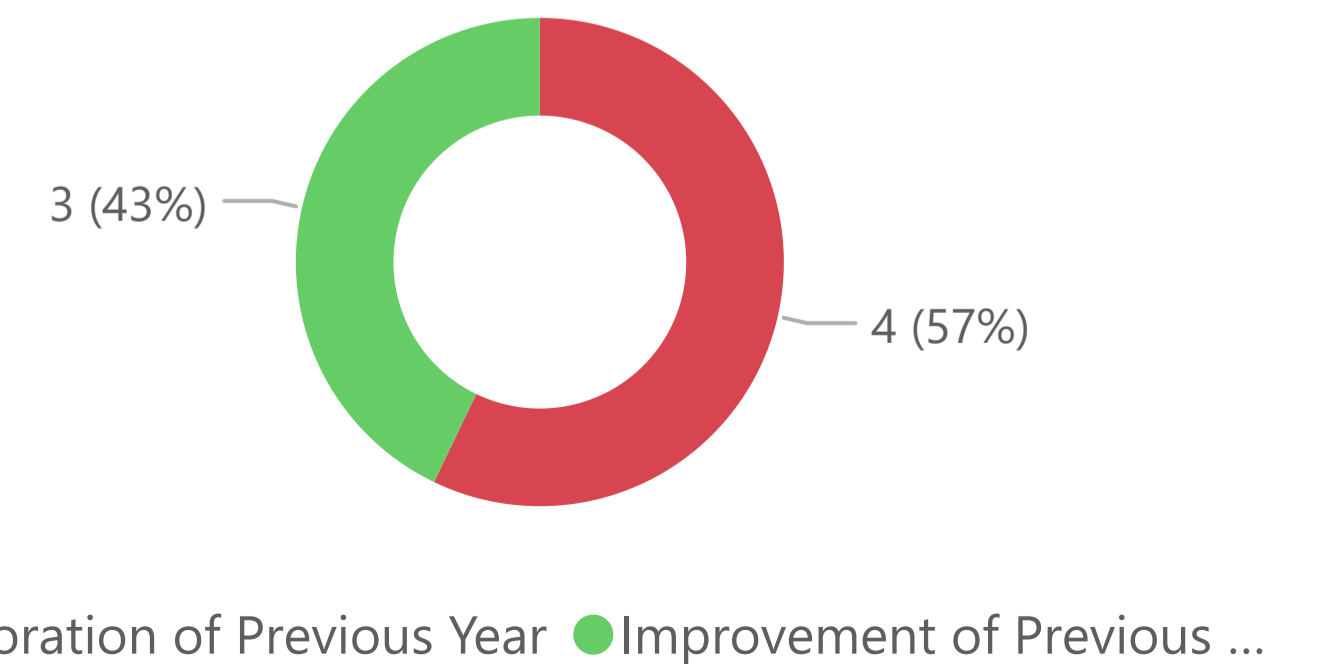
● Project/Action is Not Progressing as Expected ● Project/Action is Progressing as Expe...

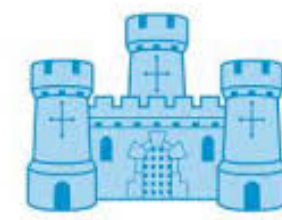


Priority 2: Qtr.4 Trend Direction of PI's Compared to Previous Quarter



Priority 2: Qtr.4 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year





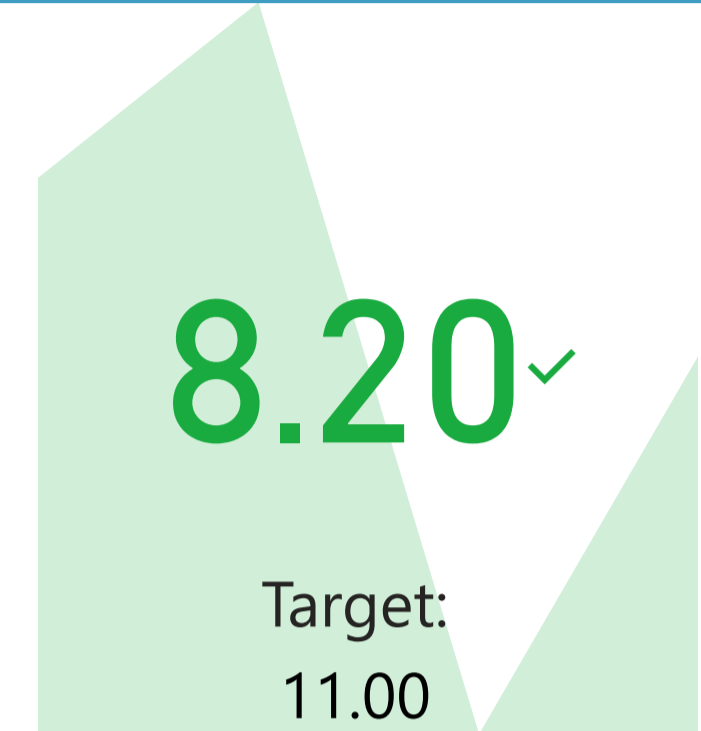
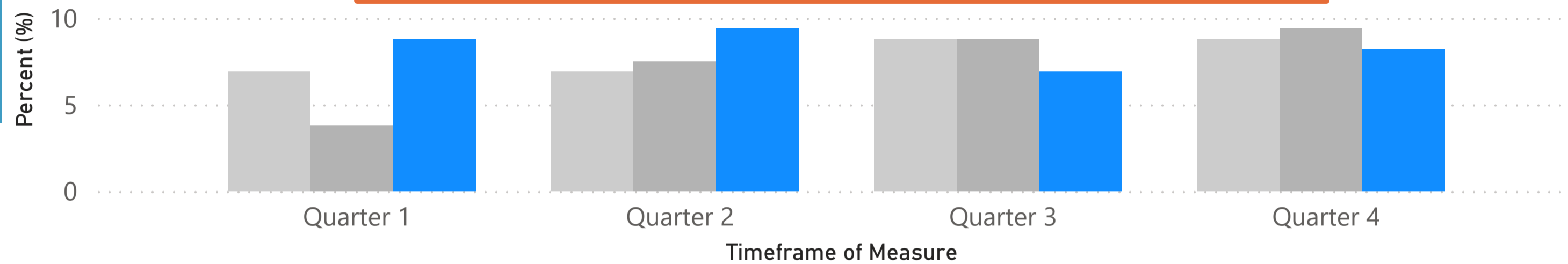
Low  
Is Good  
Per Quarter  
(Snapshot)

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

Current Status

SMART Actions if Off Target

FY ● 2023/24 ● 2024/25 ● 2025/26 ● Target



Not Required as Target Met

A strong and sustainable economy where everyone benefits

Positive  
Yearly Trend

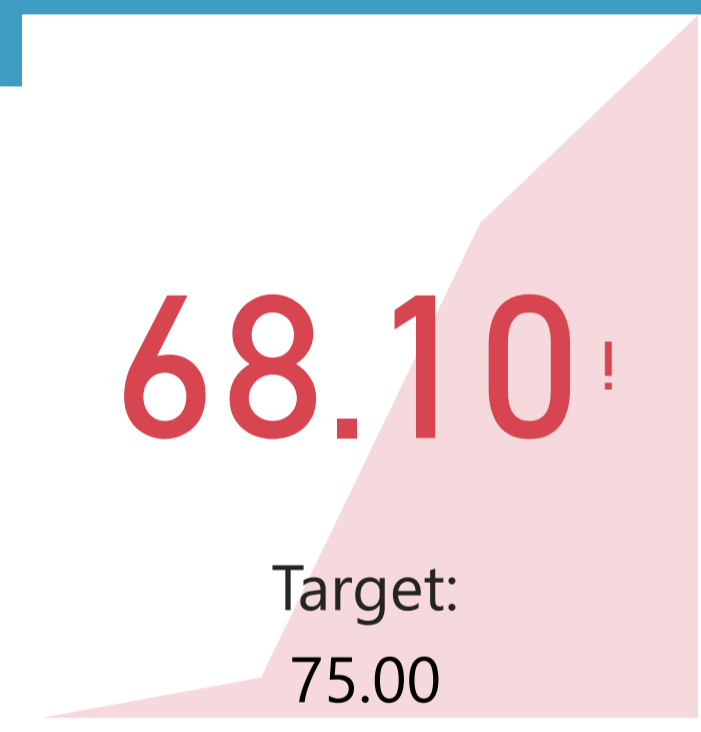
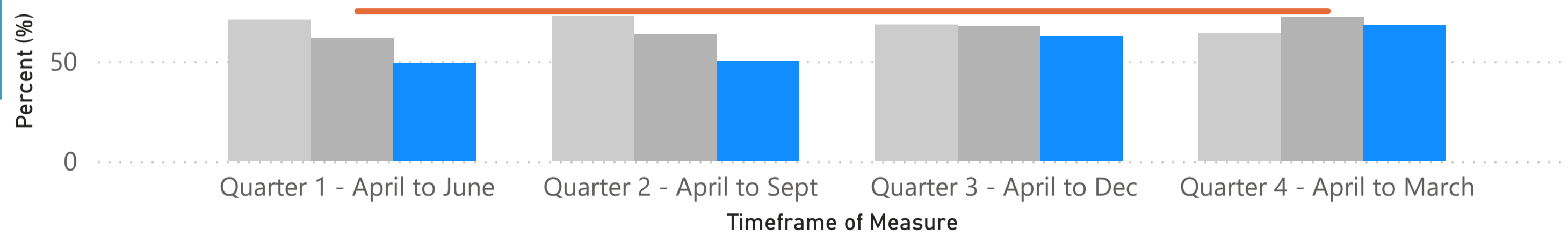
High  
Is Good

ID2.6a - Year to Date - 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

FY ● 2023/24 ● 2024/25 ● 2025/26 ● Target



Performance in this quarter has improved substantially from the previous quarter due to new processes implemented by Management and officers becoming more proficient in those procedures. Although performance for the year is below target, it is anticipated that recent improvements will continue and that the target will be met next year.

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

Cumulative  
(Per Annum)

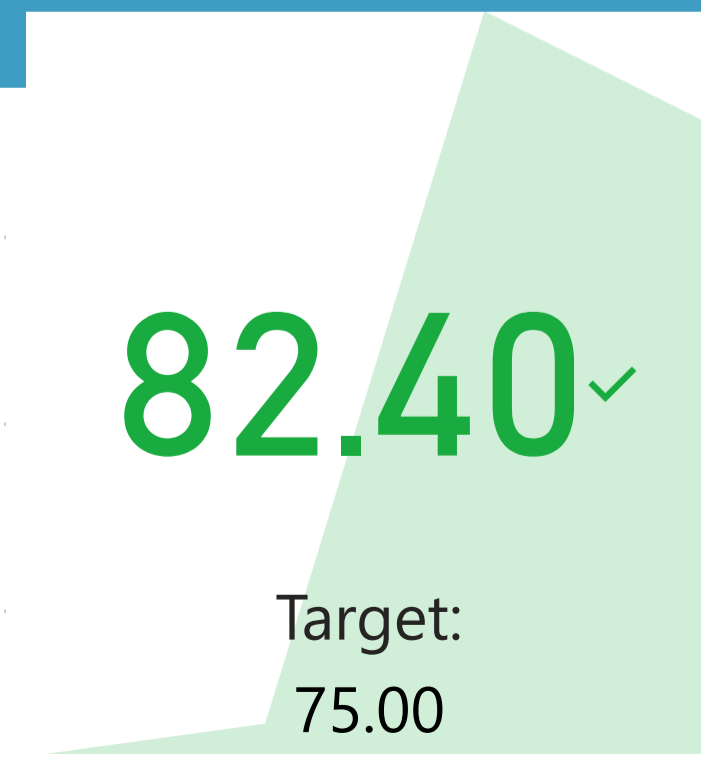
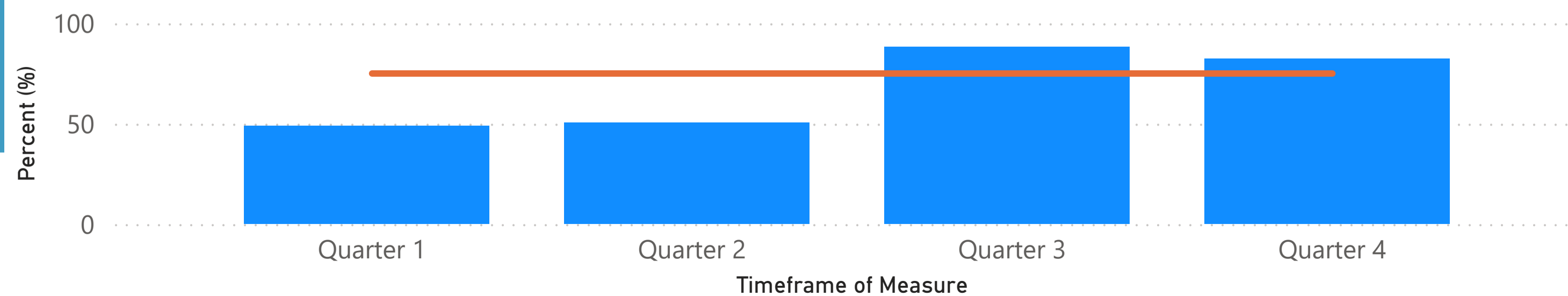
Negative  
Yearly Trend

High  
Is Good  
Per Quarter  
(Snapshot)

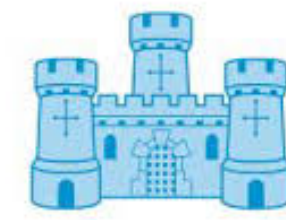
ID2.6b - Quarter in Isolation - Percentage of complainants informed within the required timescales of any action to be taken about alleged breaches of planning control

Current Status

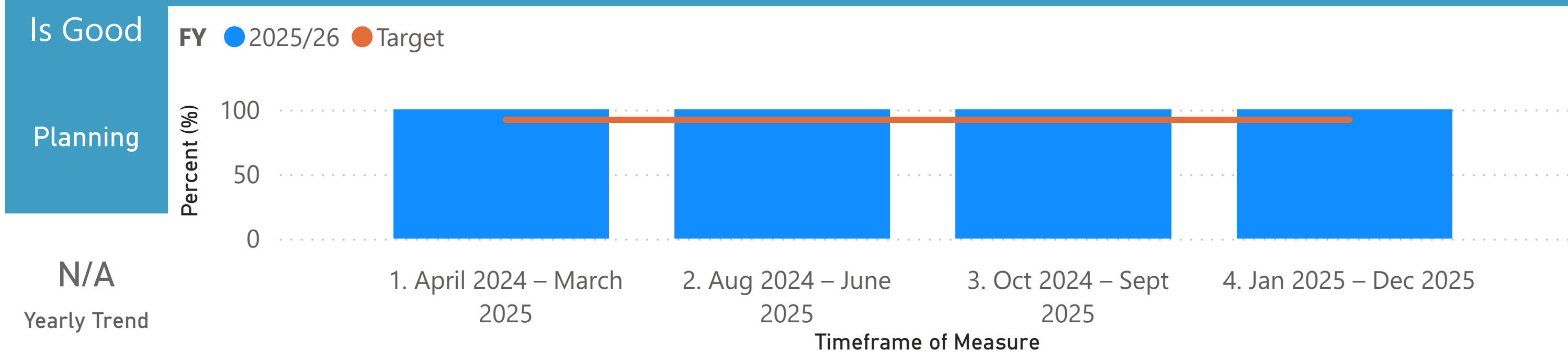
FY ● 2025/26 ● Target



N/A  
Yearly Trend



**High**  
ID2.2 - Speed of major development applications (P151a - 12 Month Rolling Period up to End of Each Quarter)



Current Status

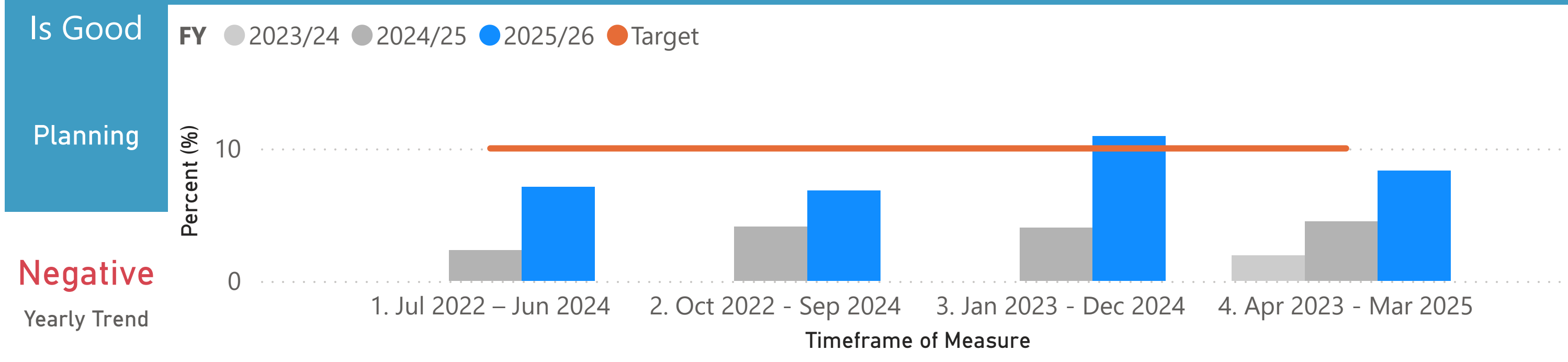
100.00 ✓

Target: 92.00

SMART Actions if Off Target

The updated "Improving Planning Performance: Criteria for Designation" document has changed the assessment period for speed of decision-making for both major and non-major applications from 24 months to 12 months - because of this no annual comparison is available this year. Measure shown is the % within 13 weeks or within agreed time - Central Gov metric which measures a rolling time period of 12 months - Newest metric showing up until the end of March 2026

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



Current Status

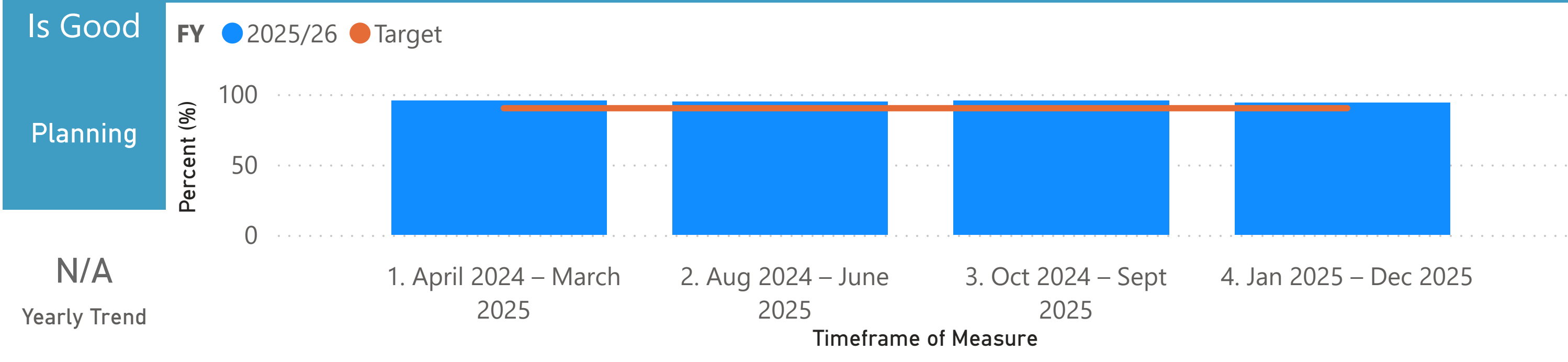
8.30 ✓

Target: 10.00

SMART Actions if Off Target

Given the relatively low number of major applications received, it only takes a very small number of decisions to be overturned at appeal for the threshold to be breached. - 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 2023 - March 2025

**High**  
ID2.4 - Speed of non-major development applications (P153 - 12 Month Rolling Period up to End of Each Quarter)



Current Status

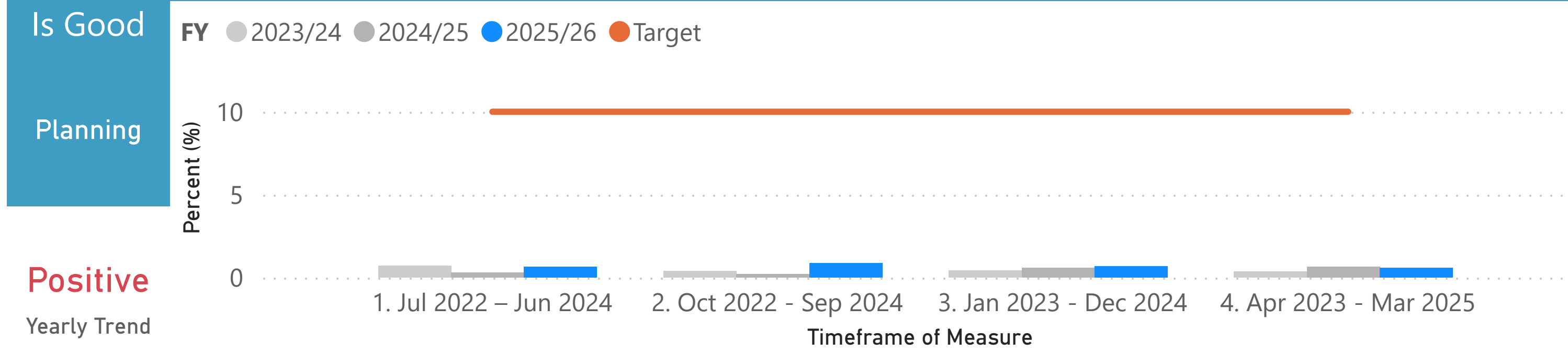
94.00 ✓

Target: 90.00

SMART Actions if Off Target

The updated "Improving Planning Performance: Criteria for Designation" document has changed the assessment period for speed of decision-making for both major and non-major applications from 24 months to 12 months - because of this no annual comparison is available this year. Measure shown is the % within 13 weeks or within agreed time - Central Gov metric which measures a rolling time period of 12 months - Newest metric showing up until the end of March 2026

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



Current Status

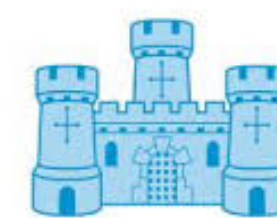
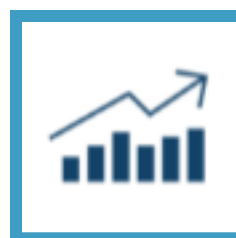
0.59 ✓

Target: 10.00

SMART Actions if Off Target

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 2023 - March 2025.

Support the sustainable development of our towns and villages



## Project Status Split for Priority 2.

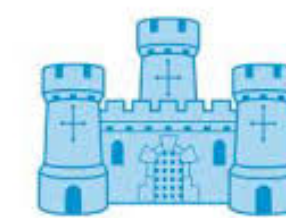
Project/Action is Progressing as Expected

8

Project/Action is Not Progressing as E...

2

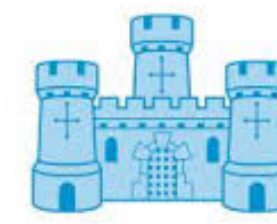
Service Area	Action	Corporate Objective	Status report	Commentary on progress
1. Neighbourhoods	Protect our parks and green spaces for future generations	Ensuring that the Council's operations are carbon neutral by 2030	✔ Project/Action is Progressing as Expected	Phase 7 of the Borough Tree Planting Strategy has been completed with a further 8 sites planted with trees to protect their status as green spaces for the future
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 Staffordshire Sustainability Board (SSB). The Council has recently taken the lead in employing the Staffordshire Waste Partnership Support Officer who works on behalf of the partnership completing projects and research which feed directly into the SSB
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	The SES is continuing to make positive progress in the journey to deliver its outcomes.
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>Walleys Quarry entered into liquidation in February 2025. This process is ongoing.</p> <p>In Q4 the data shows:</p> <ul style="list-style-type: none"> <li>- odour complaints reported to NULBC remain at a low level with the month of February 2026 reporting 0 complaints, March 2026 reporting 4 complaints.</li> <li>- there has been no weekly exceedance of the World Health Organisation [WHO] odour annoyance guideline level with the exception of the week 12 - 18 January 2026 which reported 3.9% at MMF Maries Way.</li> </ul> <p>The Environment Agency continue to use their discretionary powers under Regulation 57 of the Environmental Permitting Regulations to arrange for steps to be taken to remove a risk of serious pollution.</p> <p>The Environment Agency report that work on the Leachate Treatment Plant (LTP) is almost complete. As the LTP throughput gradually increases, the number of tankers removing leachate off site will reduce. Leachate can affect the amount of gas produced from the waste. The gas contractor will continue to monitor the amount of gas produced and the efficiency of the gas collection system.</p> <p>EA contractors are continuing to assess defects in capping and related infrastructure across the site and carrying out repairs as appropriate.</p> <p>The EA reported that Walleys Quarry Ltd (WQL) deposited a single discrete pile of waste in the northwestern corner of the site, outside the landfill cells, in November 2024. Since February 2025, when the permits were disclaimed, the EA instructed their contractors to maintain a clay covering on the waste to prevent odorous emissions and rainfall ingress.</p> <p>Samples were taken from the waste to determine its composition and the most appropriate method for managing any risk of serious pollution it may present. The EA updated their webpage with the sample results and confirmed that the waste must be treated as hazardous waste and will need to be removed and sent to an appropriately authorised facility.</p> <p>These results are specific to this isolated and controlled waste pile. This pile will be removed, and the EA will be reviewing offsite pre-treatment and subsequent disposal options in the coming months. Their contractors will continue to take steps to minimise the impact of the waste outside the site boundary.</p>



Service Area	Action	Corporate Objective	Status report	Commentary on progress
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	Action is ongoing, with the most recent application for Town of Culture.
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 Progressing as Expected	Two of the projects are complete (Sports centre and Chatterley Valley). Canal improvement works are substantially complete, remaining works are signage and interpretation around the Brindley tunnel alongside reinstatement of limewash at the tunnel entrance. Plans for highway improvement works are progressing to schedule. Planning consent gained for enterprise units at Meadows Road, and associated car park improvements and also public realm improvements at King Street. Both of these projects are at procurement stage. Work on the community hub continues.
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	A substantial number of project elements are complete or are on schedule to complete in 2026. Delivery of fibre infrastructure is substantially complete. WiFi at community centres will be complete in Q2. The majority of sustainable transport works are complete, with a new bus entrance at Keele University, town centre wayfinding and refurbishment of the bus station still in delivery. Work on the key gateway sites is underway and housing delivery in Knutton and Chesterton are well under way.
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	UKSPF Supporting Local Businesses provision overachieved its target on the number of businesses recorded as having adopted new or improved products or services; the number of organisations engaged in knowledge transfer activity following support, the number of research and development active enterprises, and the number of innovation active SMEs. Keele University as part of the Flourish and Moving Ahead projects, were designed to boost innovation. The Work Innovation programme was highly successful in matching local businesses together through networking. It featured five days of entrepreneurship, innovation, women in business, and community networking, attracting nearly 100 people a day. The Community Connector, Volunteer for All and Aspire Housing were key projects supporting economically inactive individuals. These projects offered bespoke services to support beneficiaries re-enter the jobs market. Support was provided for CV writing, interview skills, job search strategies and volunteering opportunities. Qualitative evidence from delivery partners interviewed and case studies illustrated how these helped to upskill economically inactive individuals to prepare for job interviews and working culture. This helped to boost confidence amongst economically inactive beneficiaries, that received support, to enter the jobs market.
1. Planning 2. Legal & Governance	Delivering the Newcastle Local Plan	Support the sustainable development of our towns and villages	⚠ Project/Action is Not Progressing as Expected	Following the Local Plan public examination hearings, held in May and June 2025, the Council consulted on a set of modifications that are necessary to make the Local Plan sound and legally compliant. The Council consulted on the set of modifications to the Plan from the 5th November until the 17th December 2025. The responses have been shared with the Inspector appointed to examine the Local Plan. The Council is expecting a final report from the Inspector shortly (April 2026) before the Council can consider the Local Plan for adoption.
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	The Housing and Homelessness Strategy 2026 was open for consultation during q4. Consultation responses will be analysed and incorporated into the final document. Navigation House building works were completed seeing the previous commercial unit being ready for residential use. Rooms will now be fitted out with it starting to be occupied from May onwards. Preparations have continued this quarter for the introduction of The Renters Right Act 2025, with many sections coming into force on May 1st 2026.

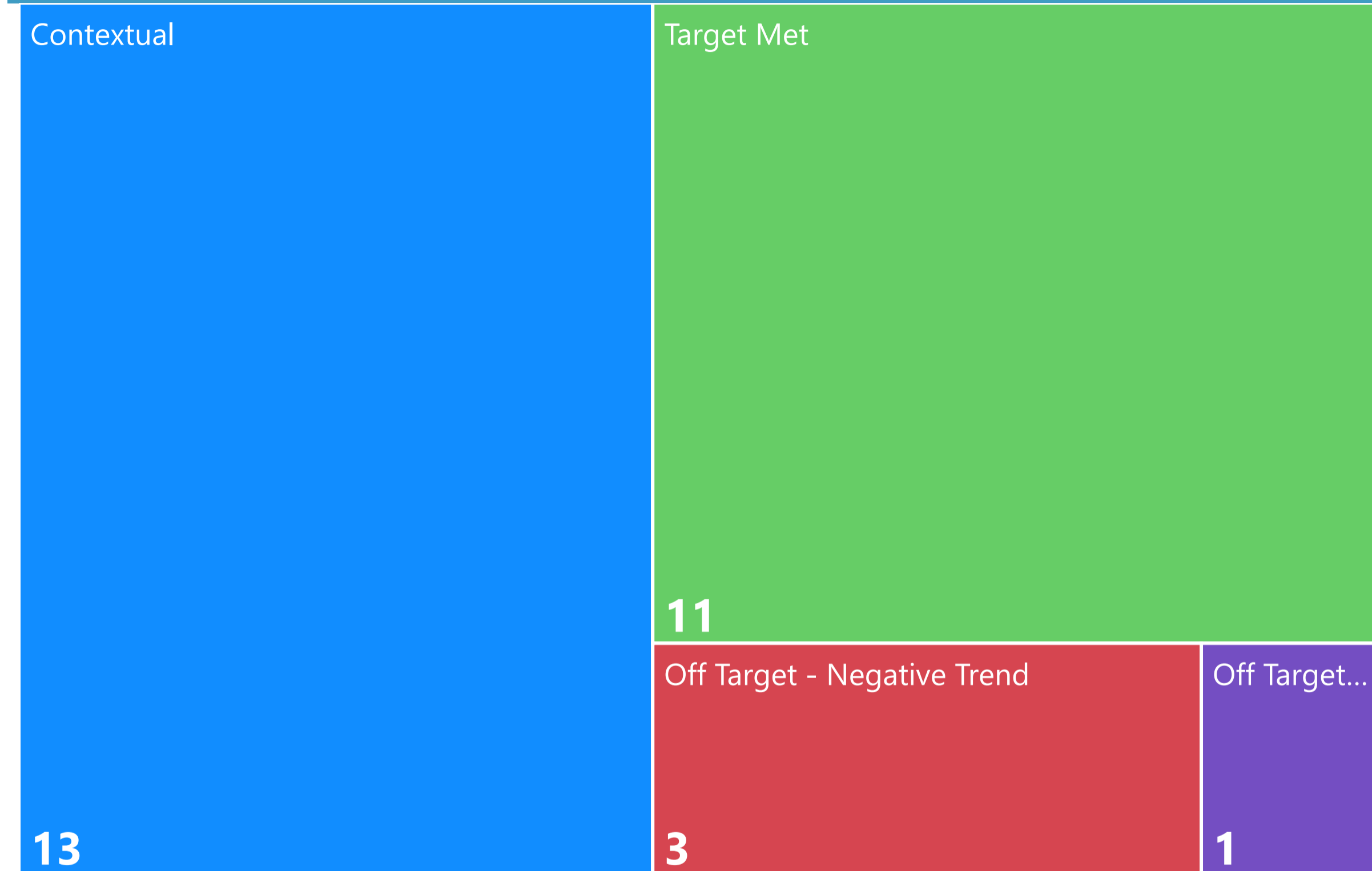


## Priority 3: Healthy, Active and Safe Communities



NEWCASTLE UNDER LYME  
BOROUGH COUNCIL

### 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	1
<b>Total</b>	<b>28</b>

### Smart Narrative

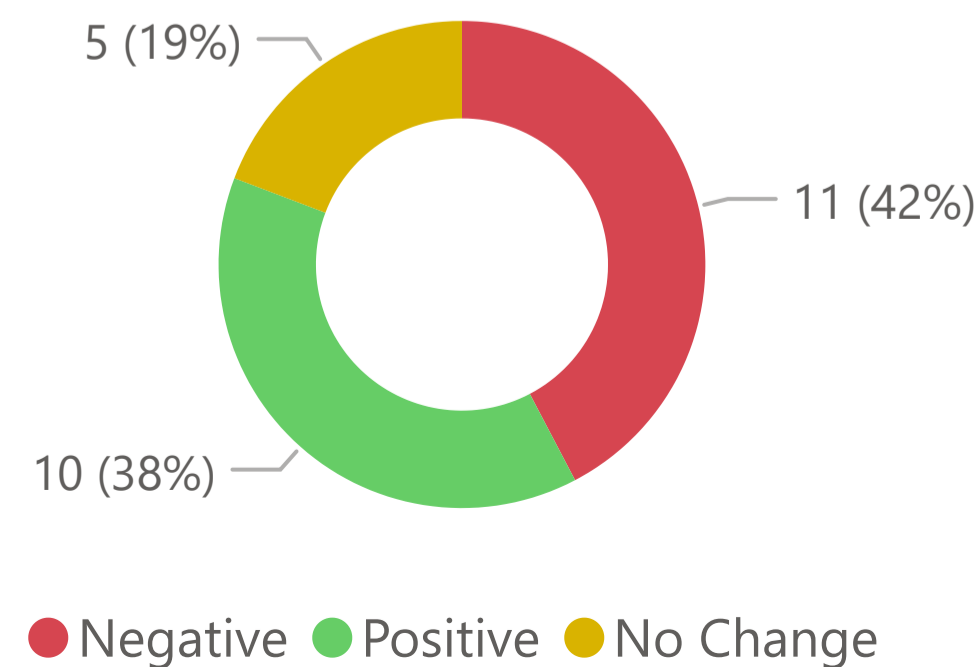
- A total of **14** measures were assigned targets this quarter. Of these, **79% achieved their targets**.
  - 4** measures not only met their targets but also showed improvement. **3** showed no change and **1** measure showed a negative trend. **3** had no historical data available for comparison.
- The remaining **21%** did not meet their set targets this quarter.
  - 3** measures also had a negative trend compared to the same period last year, with **1** measure having no trend data to compare against from the previous year.
- An additional **13 measures were contextual** and therefore did not have set targets. **7** showed improvement and **6** showed a decline to the previous yearly figure.
- 2 projects/actions** has been completed, **1 projects/actions** identified as **not progressing as expected**, with further details provided within this report. All other project/actions progressing as expected this quarter.

### Priority 3: Summary Project Status Split

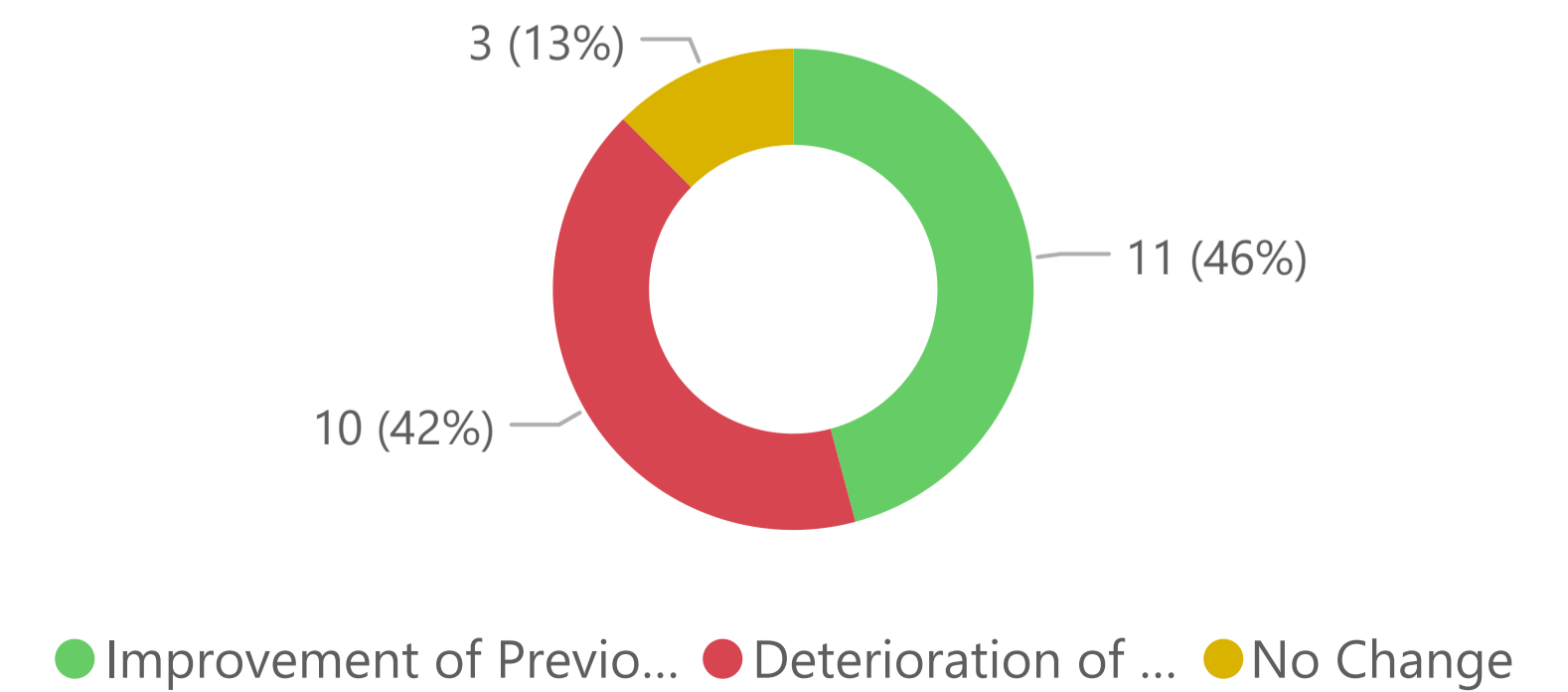
● Project/Action is Completed ● Project/Action is Not Progr... ● Project/Action is Pro...



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

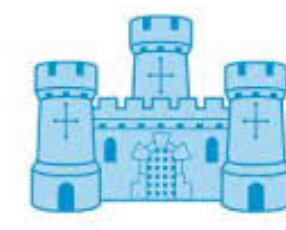


### Priority 3: Qtr.4 Trend Status of PI's Compared On Same Qtr in the Previous Financial Year





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



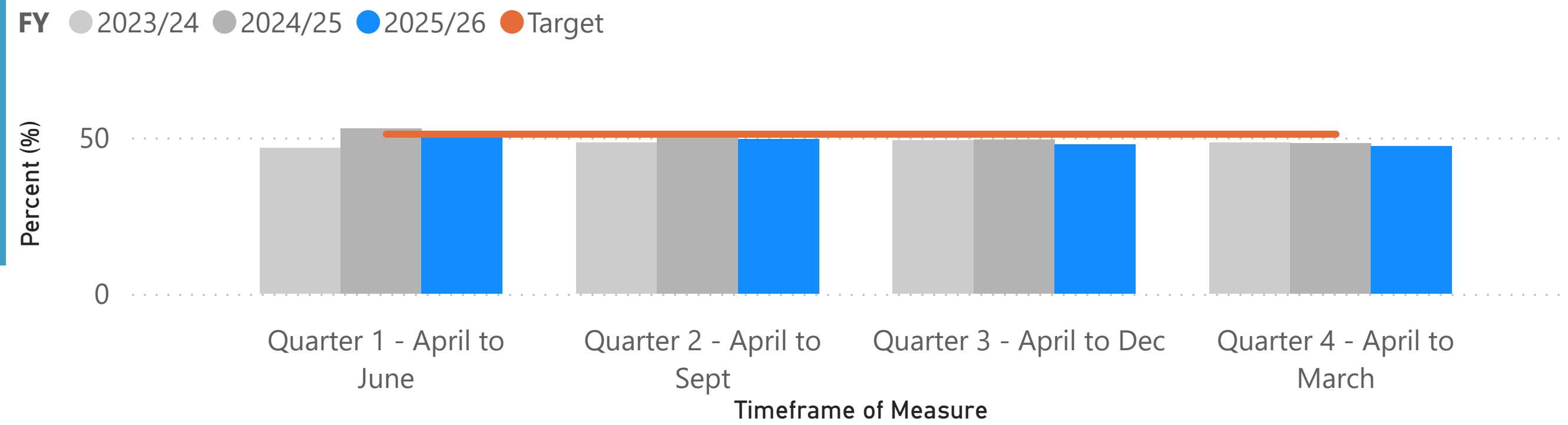
NEWCASTLE-UNDER-LYME  
BOROUGH COUNCIL

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



**47.09!**  
Target: 51.00

Continued decline in performance has been seen this month. Overall recycling has not hit its target mainly due to less garden waste (due to a hot summer) as stated in the last quarter. Garden waste collections dont take place in Jan. Food and dry recycling continue to perform well.

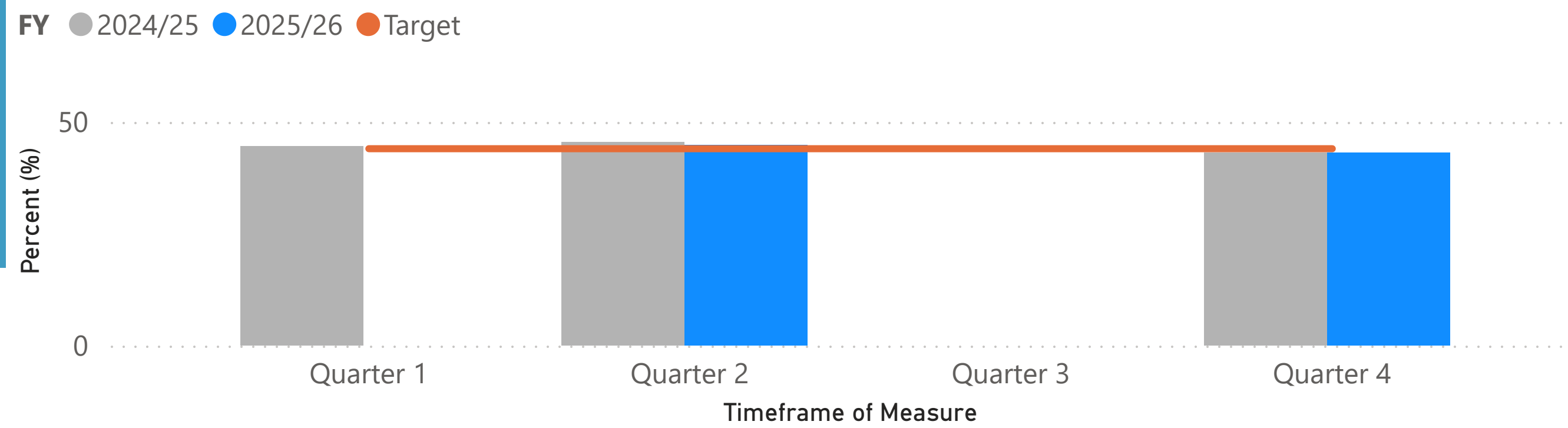
Negative  
Yearly Trend

High  
Is Good  
Per Quarter  
(Snapshot)

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

Current Status

SMART Actions if Off Target



**43.06!**  
Target: 44.00

Collected twice a year, most recent collection in Quarter 4 falling below the 44% target by 0.94%. However capture analysis is always at a point in time, and food waste tonnage has increased over the last year. A WRAP funded project centred on increasing participation in food waste collections will commence in a pilot area in May

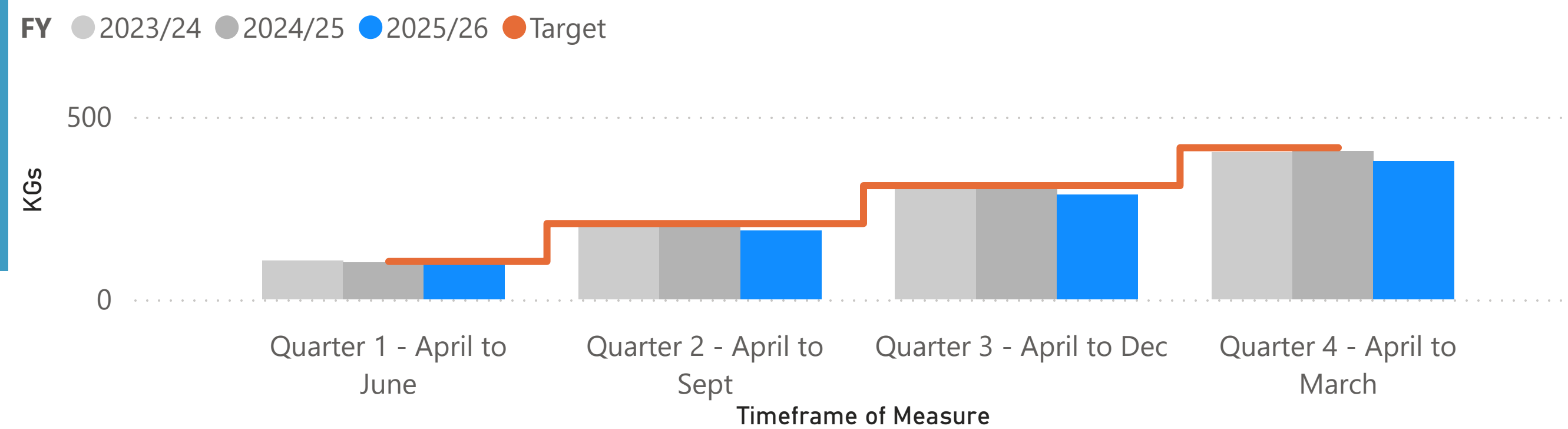
Negative  
Yearly Trend

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



**378.86✓**  
Target: 415.00

Not Required as Target Met

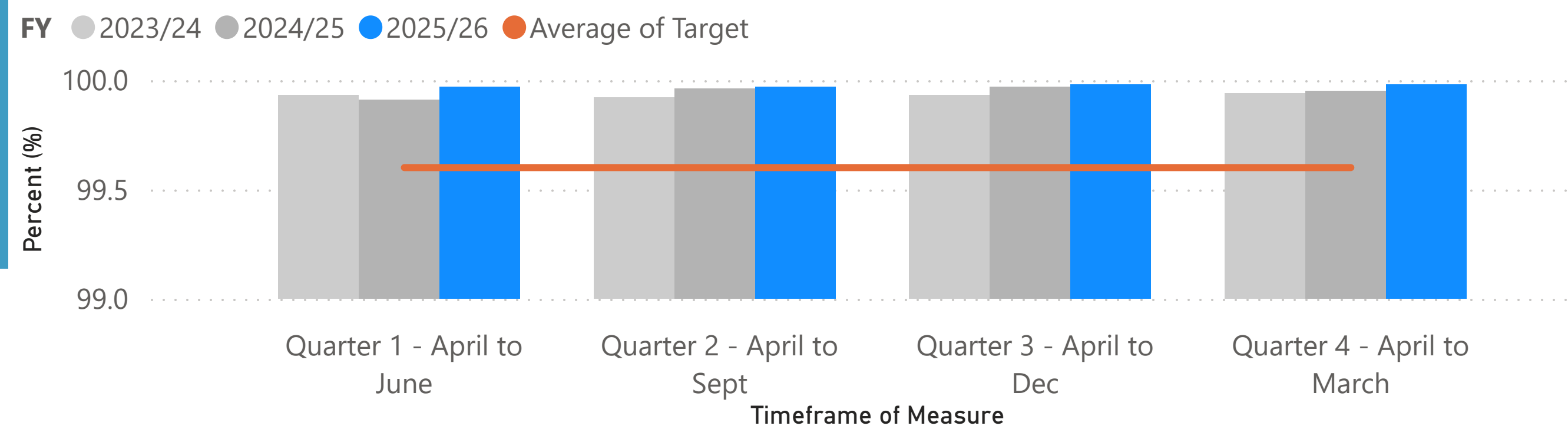
Positive  
Yearly Trend

High  
Is Good  
Cumulative  
(Per Annum)

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

Current Status

SMART Actions if Off Target

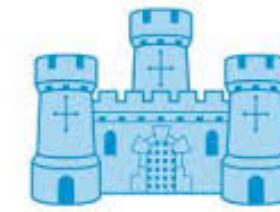


**99.98✓**  
Target: 99.60

Not required as target met - Figure only includes partial data for January as missed collections have not been recorded from this date whilst service disruption from bad weather and Christmas arrangements returns to business as usual.

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

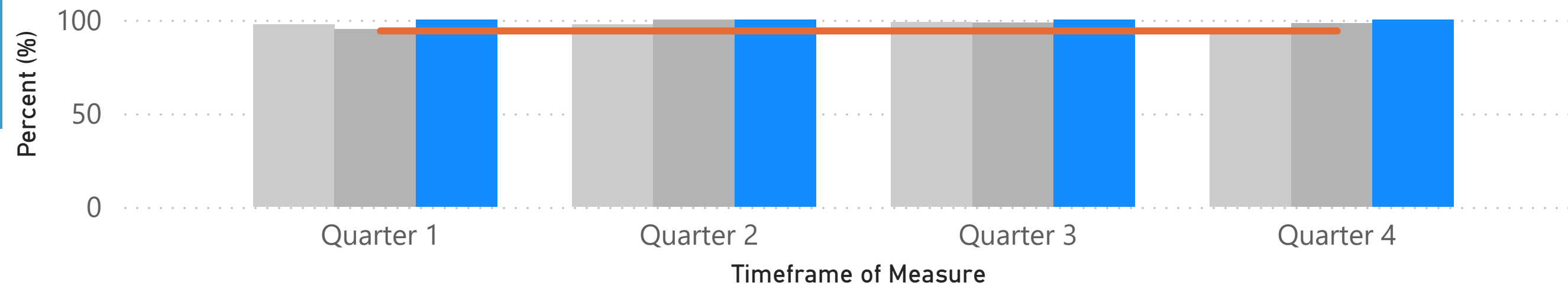
Is Good

Per Quarter (Snapshot)

Positive

Yearly Trend

FY ● 2023/24 ● 2024/25 ● 2025/26 ● Target



Current Status

SMART Actions if Off Target

100.00✓

Not Required as Target Met

Target:  
94.00

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

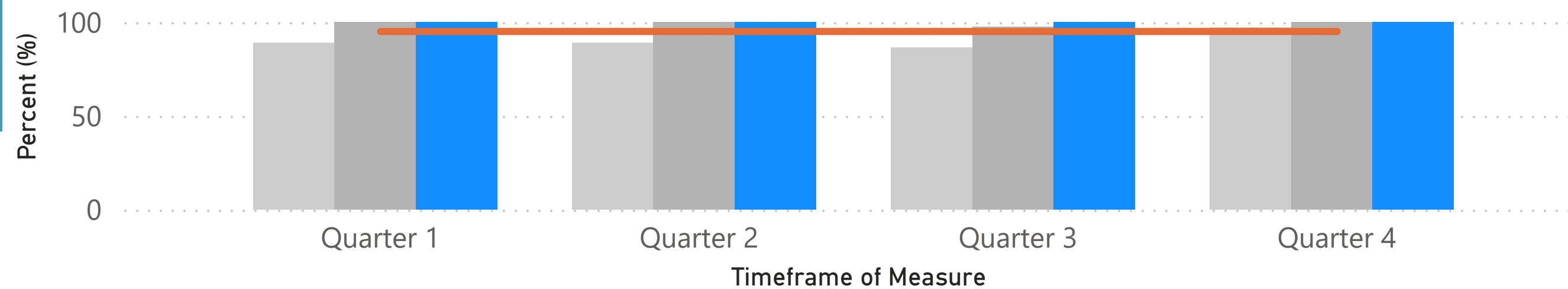
Is Good

Per Quarter (Snapshot)

No Change

Yearly Trend

FY ● 2023/24 ● 2024/25 ● 2025/26 ● Target



Current Status

SMART Actions if Off Target

100.00✓

Not Required as Target Met

Target:  
95.00

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

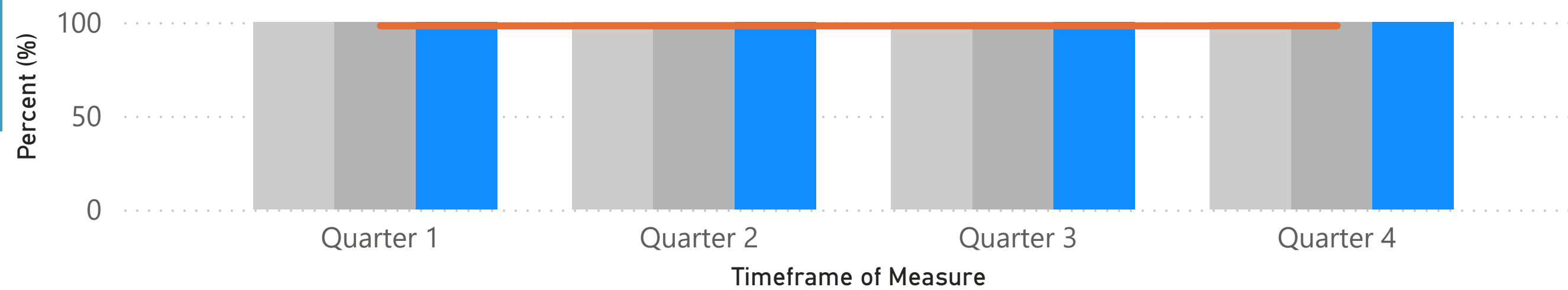
Is Good

Per Quarter (Snapshot)

No Change

Yearly Trend

FY ● 2023/24 ● 2024/25 ● 2025/26 ● Target



Current Status

SMART Actions if Off Target

100.00✓

Not Required as Target Met

Target:  
98.00

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

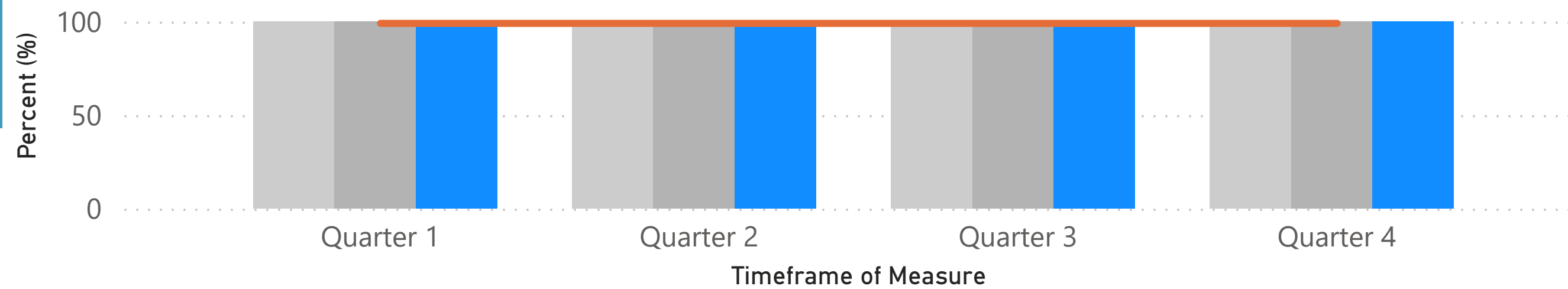
Is Good

Per Quarter (Snapshot)

No Change

Yearly Trend

FY ● 2023/24 ● 2024/25 ● 2025/26 ● Target



Current Status

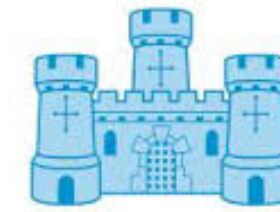
SMART Actions if Off Target

100.00✓

Not Required as Target Met

Target:  
99.00

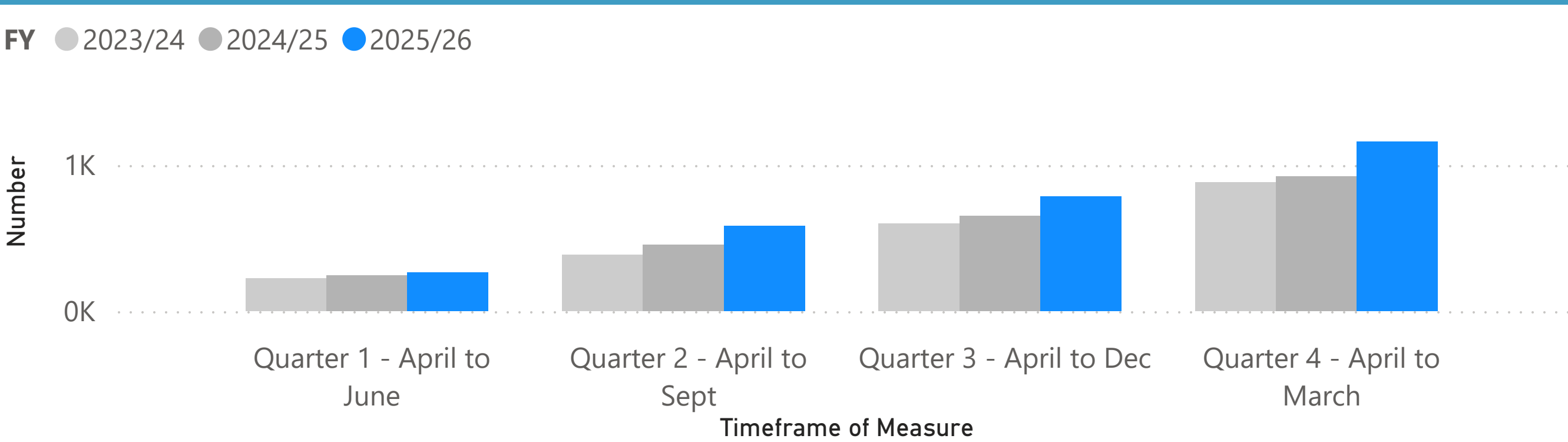
Secure a step change in street cleanliness and the quality of the public domain



**ID3.11 - Number of Fly-Tipping Incidents (as per national measure)** Current Status      SMART Actions if Off Target

Low  
Is Good  
Cumulative

Negative  
Yearly Trend



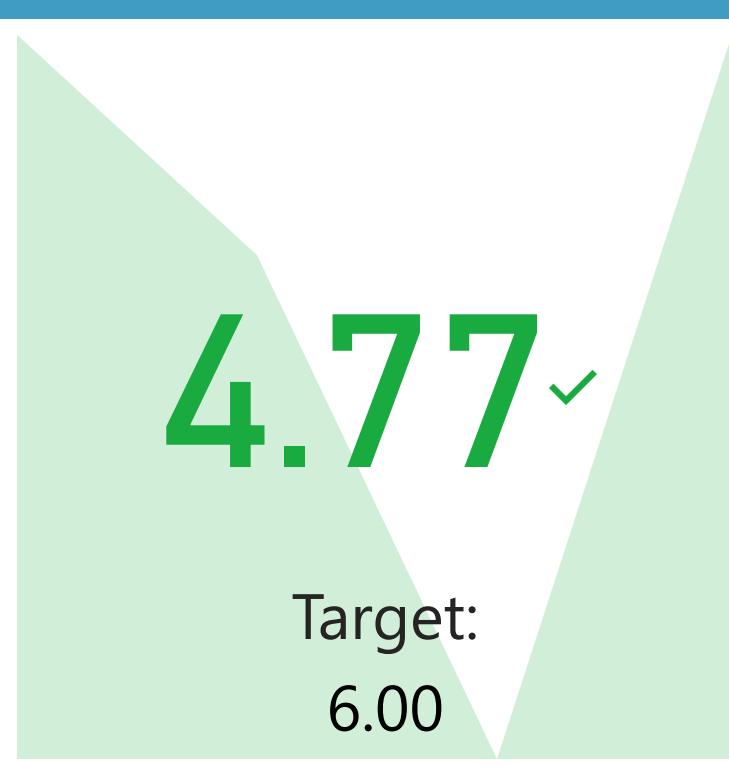
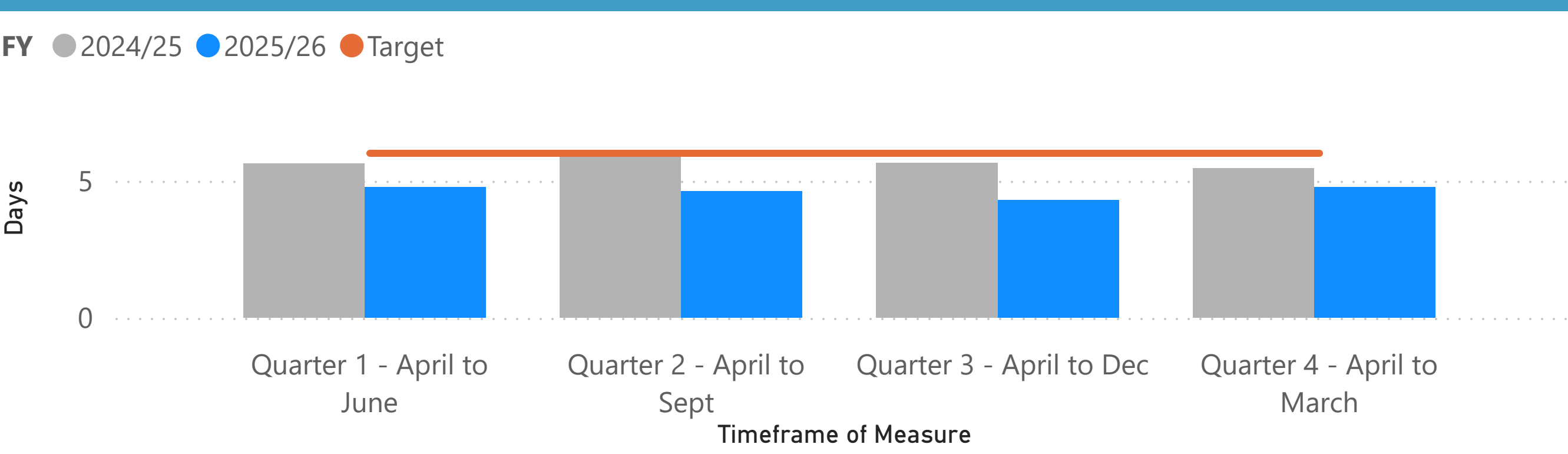
SMART Actions if Off Target  
Measure shows 241 more incidents than in 2024/25 financial, the increase is a trend that is being seen nationally.

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

**ID3.12 - Average number of days from report of fly-tipping to clear-up (Case closed)** Current Status      SMART Actions if Off Target

Low  
Is Good  
Cumulative (Per Annum)

Positive  
Yearly Trend

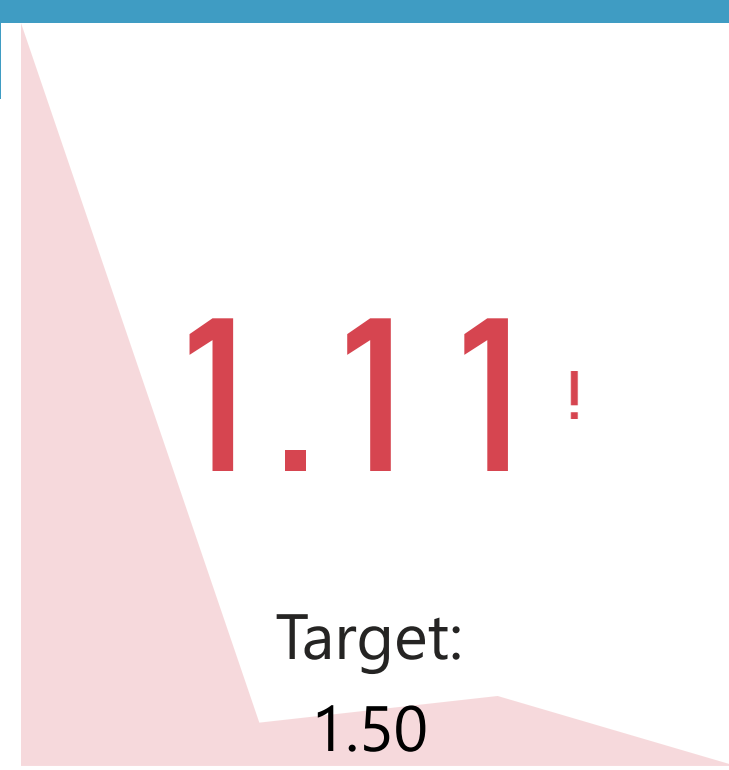
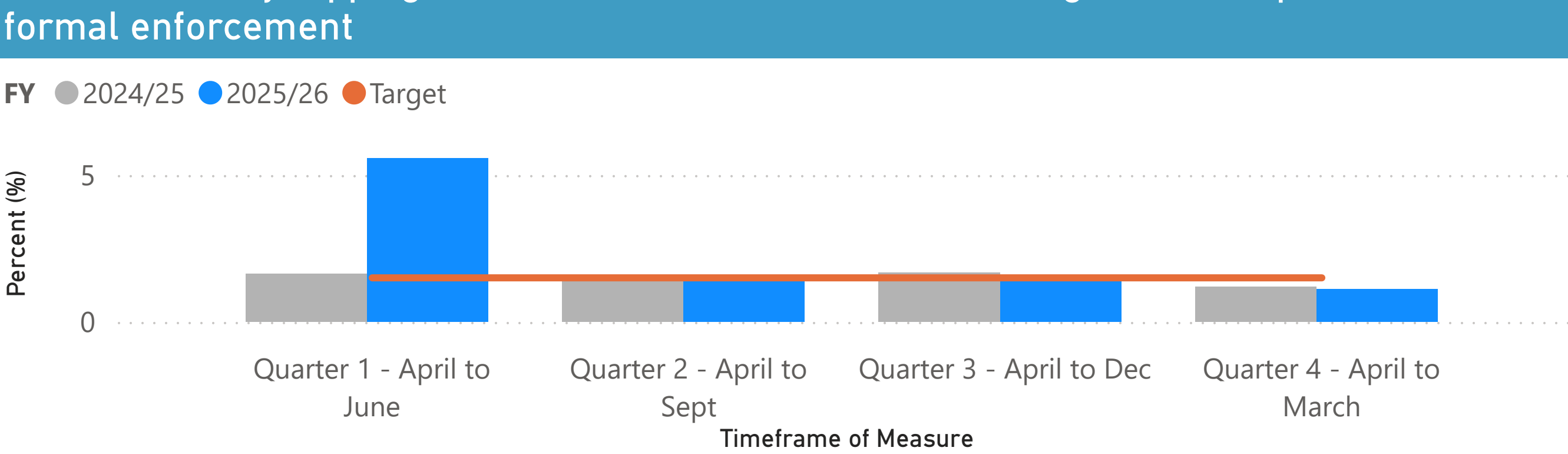


SMART Actions if Off Target  
Not Required as Target Met

**ID3.13 - % of fly-tipping incidents where sufficient evidence gathered to proceed to formal enforcement** Current Status      SMART Actions if Off Target

High  
Is Good  
Cumulative (Per Annum)

Negative  
Yearly Trend



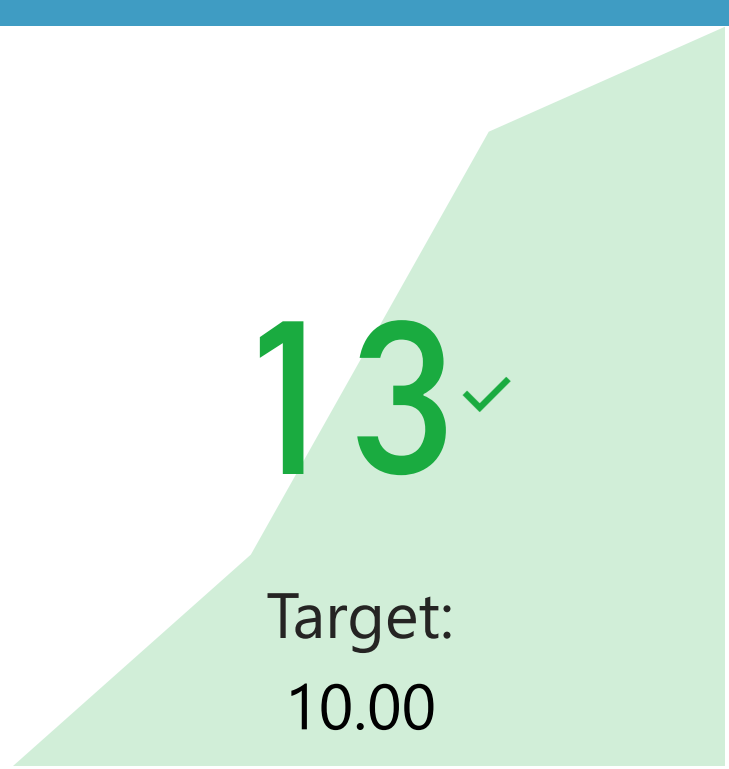
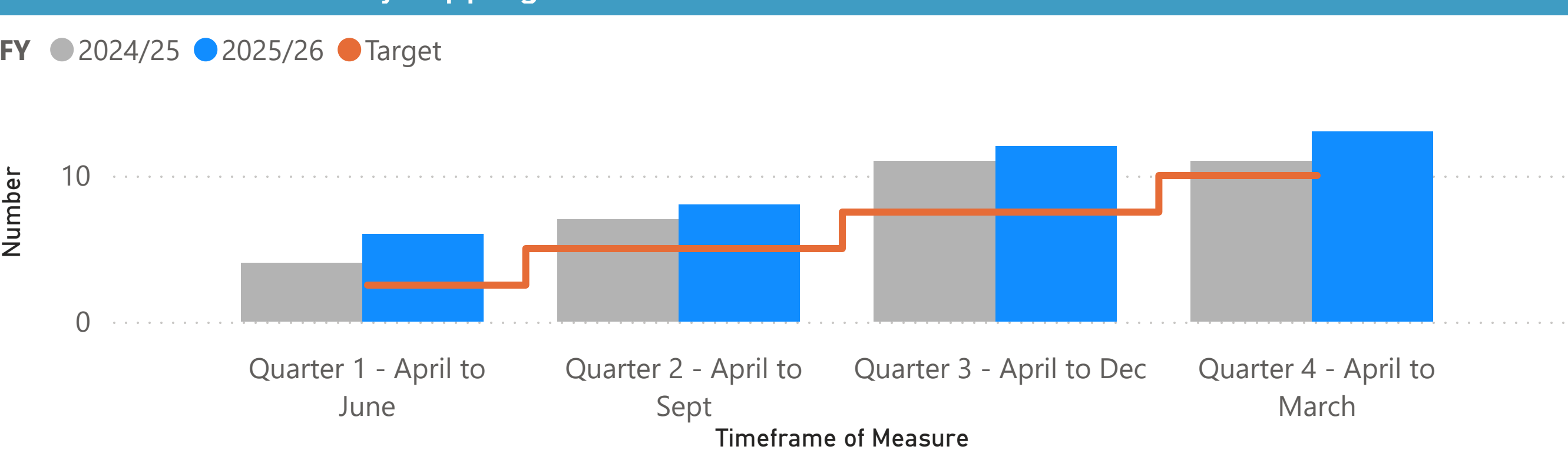
SMART Actions if Off Target  
All incidents of fly tipping are investigated at the point of clearing the waste. However, only a small proportion of fly-tips will have evidence in the waste that will allow Officers to proceed with enforcement. Where evidence is present within the waste or where an offence has been witnessed, officers will then proceed to formal enforcement.

Reduce anti-social behaviour and crime in our communities

**ID3.14 - Number of Fly-tipping FPNs issued** Current Status      SMART Actions if Off Target

High  
Is Good  
Cumulative (Per Annum)

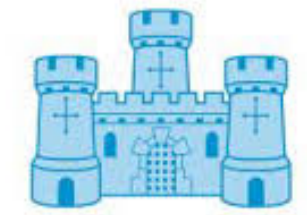
Positive  
Yearly Trend



SMART Actions if Off Target  
Target refers to the number of FPN's served for fly-tipping incidents but also incorporates Duty of Care offences. The measure is reliant on sufficient evidence being located as part of the investigation to enable enforcement to be undertaken.



# Priority 3: Healthy, Active and Safe Communities



NEWCASTLE·UNDER·LYME  
BOROUGH COUNCIL

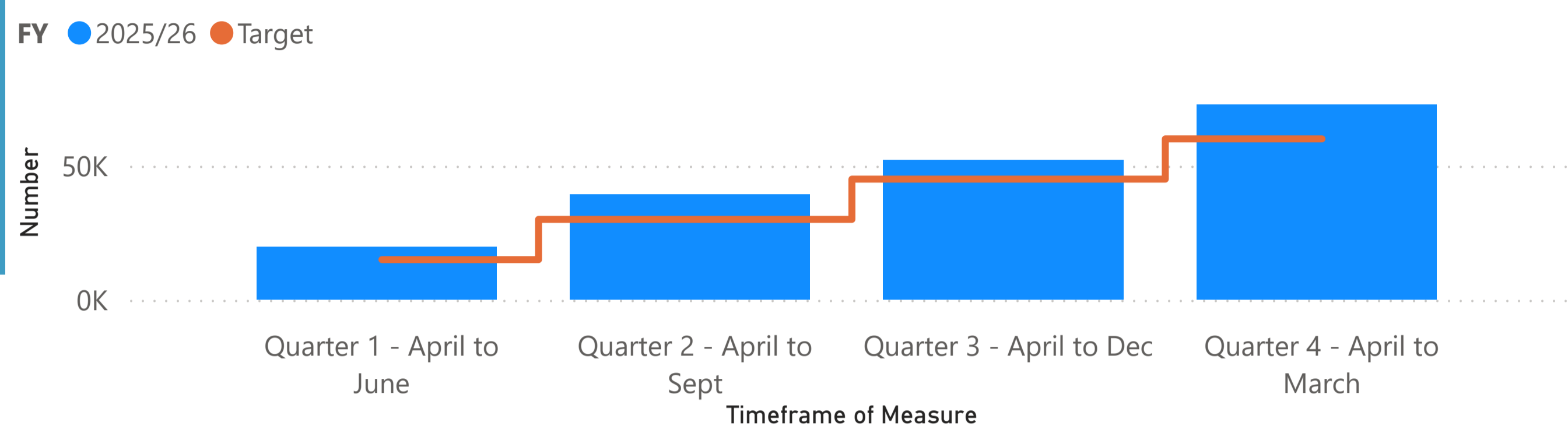
Multiple selections ▾

High  
Is Good  
Cumulative  
(Per  
Annum)

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

Current Status

SMART Actions if Off Target



72,732 ✓  
Target: 60,000

Not Required as Target Met

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

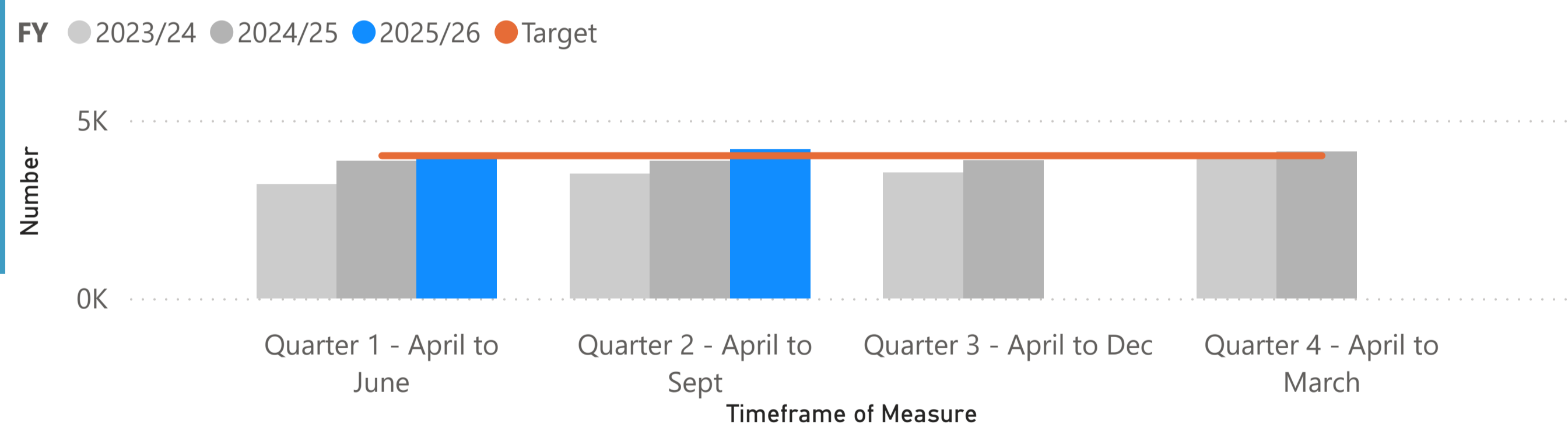
N/A  
Yearly Trend

High  
Is Good  
Cumulative  
(Per  
Annum)

## ID3.4 - J2 Membership growth

Current Status

SMART Actions if Off Target



N/A  
Target: 4,000

Measure not available due to the main pool closure for refurbishment which will re-open in March 2026. Measure will be reported again in Q1 2026/27

Support the development of community solutions to local problems

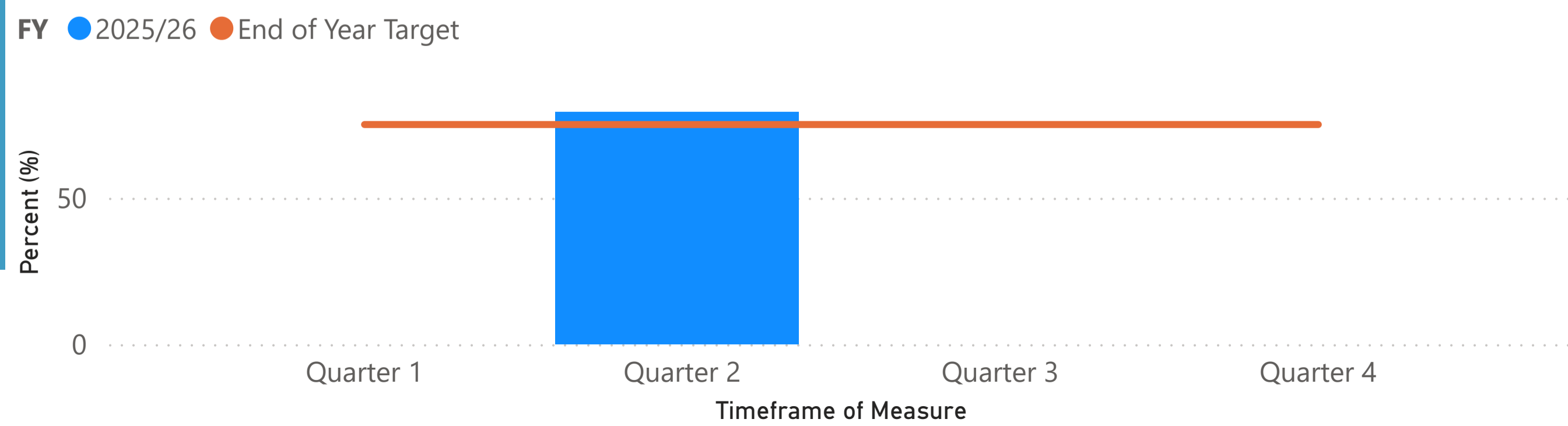
N/A  
Yearly Trend

High  
Is Good  
Per  
Quarter  
(Snapshot)

## ID3.5 - Jubilee 2 Customer Satisfaction – Overall Visitor Experience

Current Status

SMART Actions if Off Target



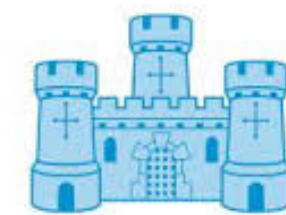
79.25 ✓  
End of Year Target: 75.00

Measure is collected annually with most recent measure being collected in Q2.

N/A  
Yearly Trend



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



NEWCASTLE·UNDER·LYME  
BOROUGH COUNCIL

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

Current Status

SMART Actions if Off Target

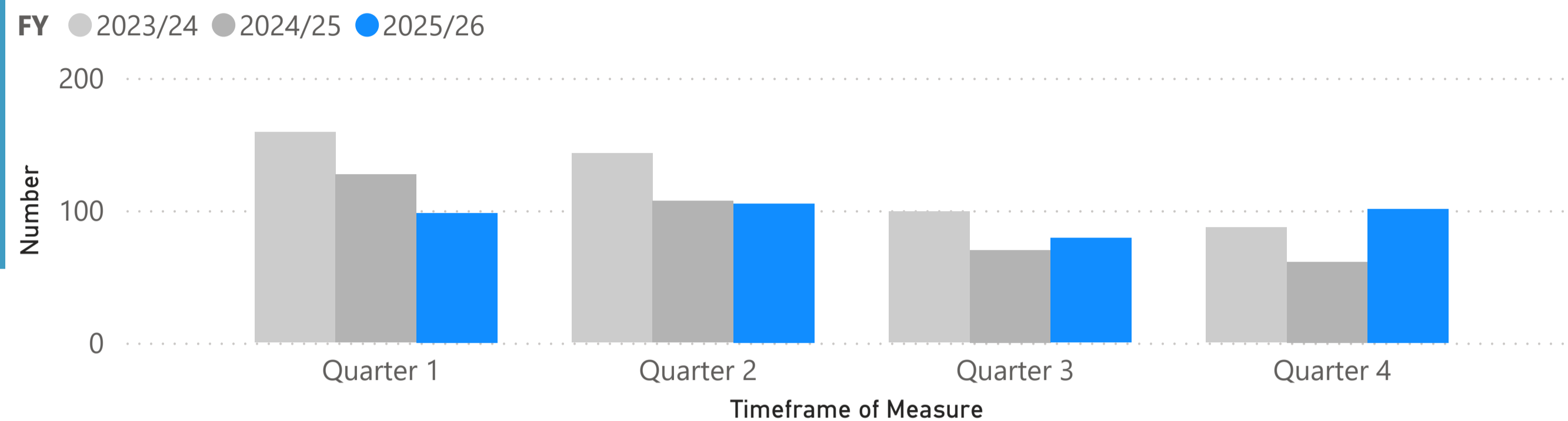
Low

Is Good

Per  
Quarter  
(Snapshot)

Negative

Yearly Trend



98

In Quarter 3, saw 2 more cases received compared to the same period in the previous financial year. Targeted training has recently been delivered to professionals to strengthen the triage and assessment of Anti-Social Behaviour (ASB) cases, improving both the quality and consistency of responses. Furthermore, we are actively involved in shaping a county-wide ASB policy that will establish clear expectations for the public and ensure alignment across all partner organisations.

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

Current Status

SMART Actions if Off Target

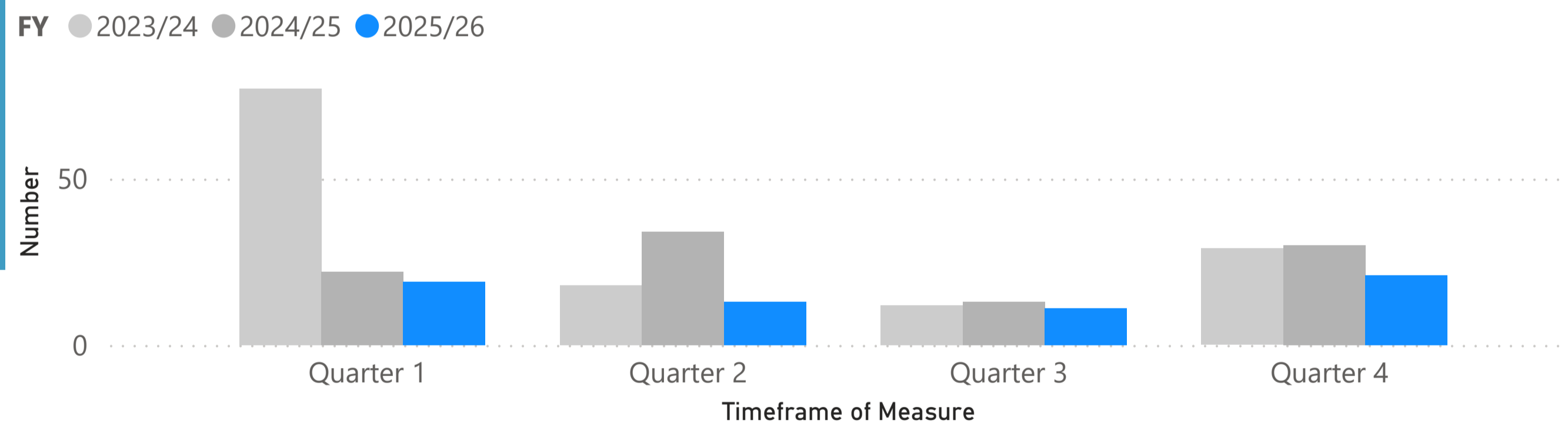
Low

Is Good

Per  
Quarter  
(Snapshot)

Positive

Yearly Trend



19

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

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

Current Status

SMART Actions if Off Target

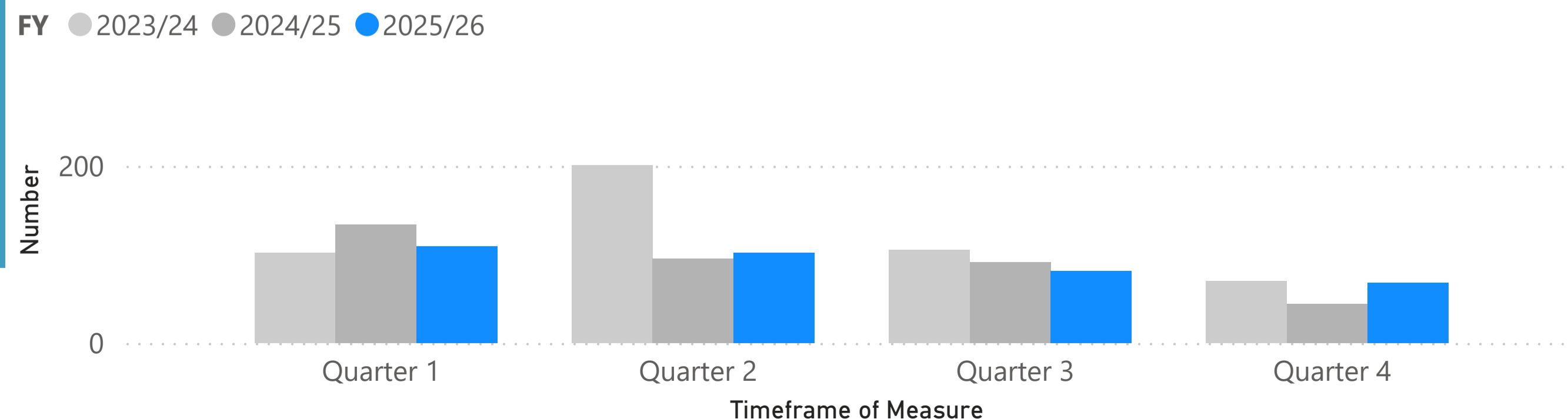
High

Is Good

Per  
Quarter  
(Snapshot)

Positive

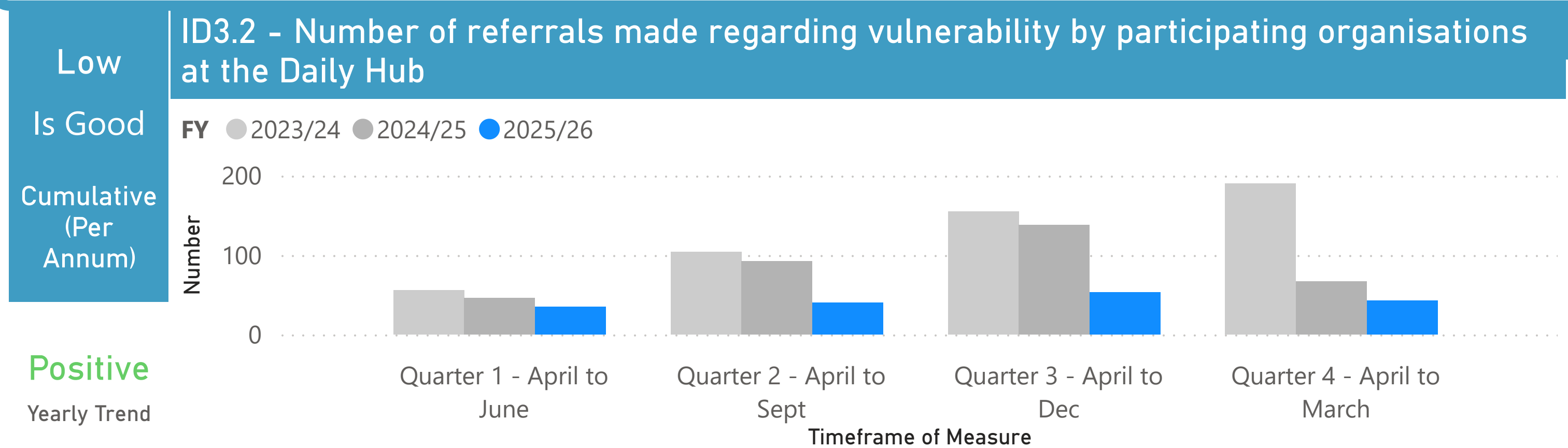
Yearly Trend



109

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

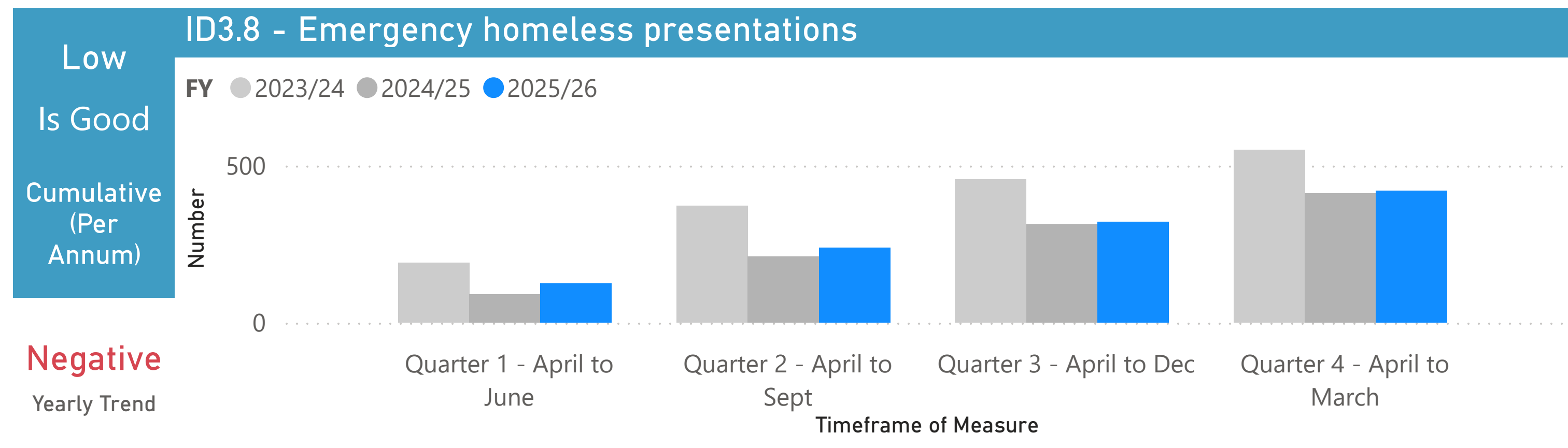
Reduce anti-social behaviour and crime in our communities



Current Status: 43

SMART Actions if Off Target: The vulnerability Hub continues to have a high number of complex cases with a broad range of vulnerabilities. The Hub partners are going to consider putting on a 'Vulnerability' Day to try and raise awareness on the range of issues people are facing with a view to accessing support earlier, we will look at this ahead of the winter.

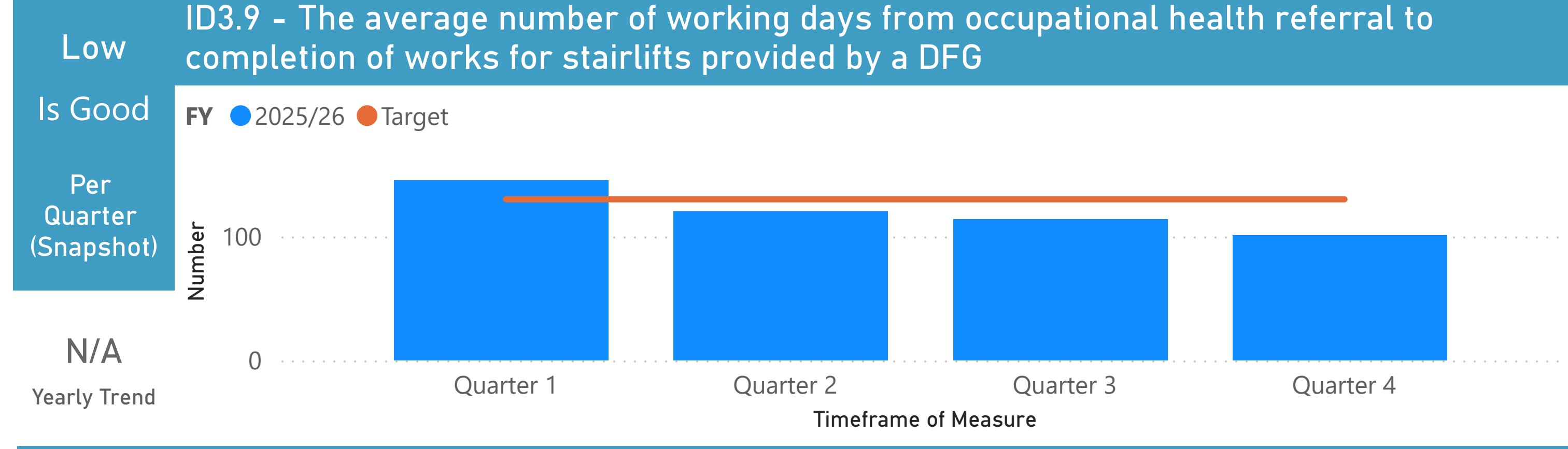
Ensure that our most vulnerable residents are supported through the impact of the rising cost of living.



Current Status: 419

SMART Actions if Off Target: All Homeless tonight presentations are monitored. A focus on earlier intervention.

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

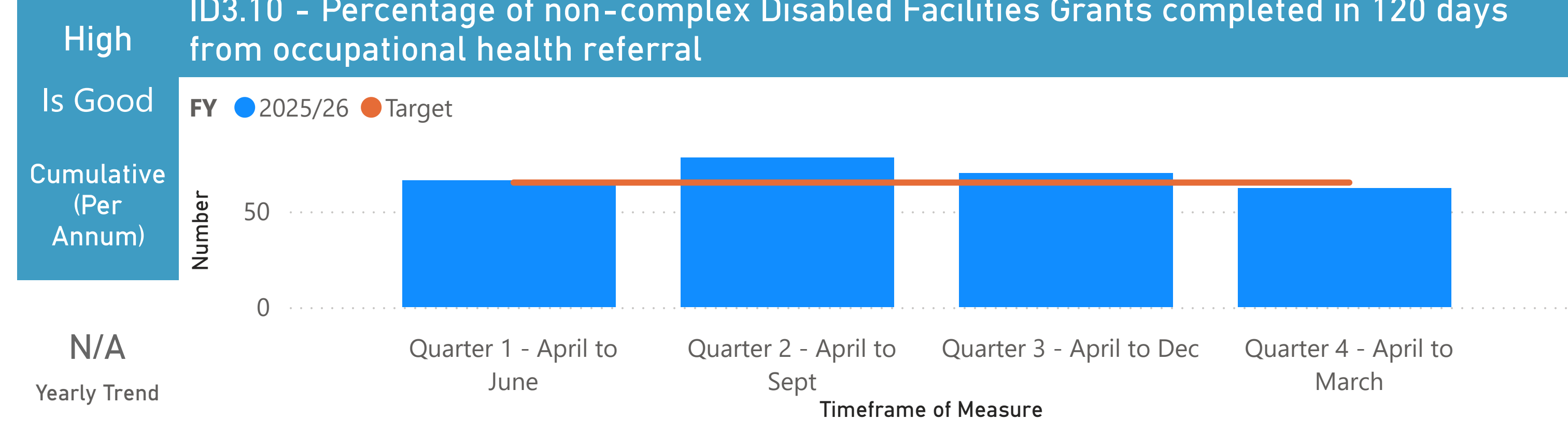


Current Status: 101 ✓

Target: 130.00

SMART Actions if Off Target: Q4 figure relates to 8 completed stairlifts. (The full year number is 30 stairlifts and an average of 121 working days)

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

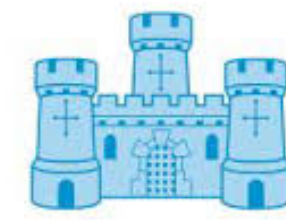


Current Status: 62!

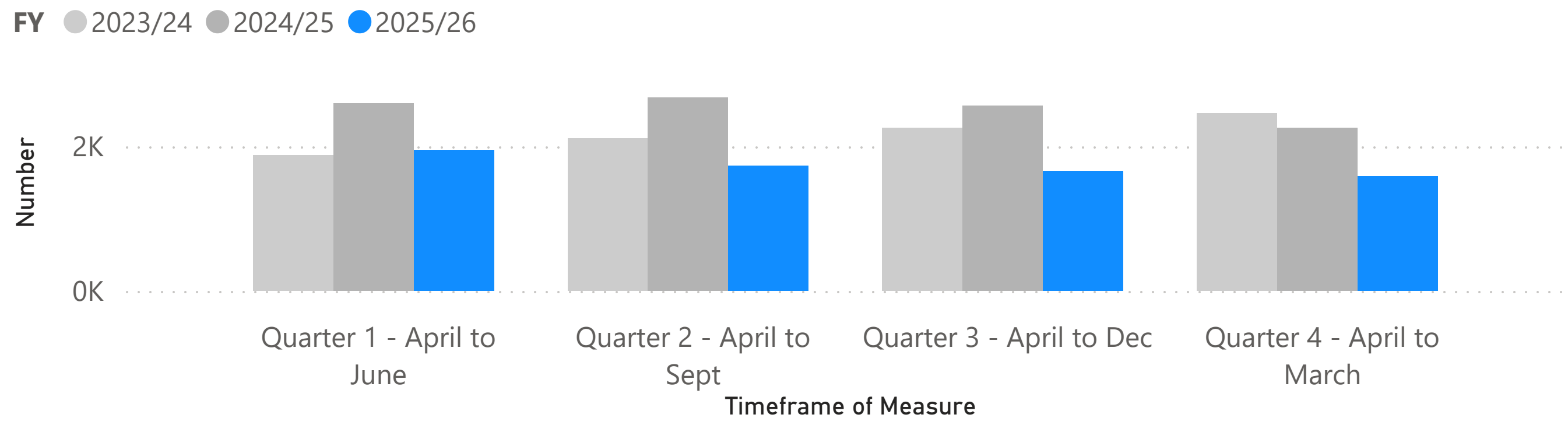
Target: 65.00

SMART Actions if Off Target: The figures show a slight dip in the last quarter, this reflects a dedicated focus in that quarter to complete applications which had experienced a delay in the application process.

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



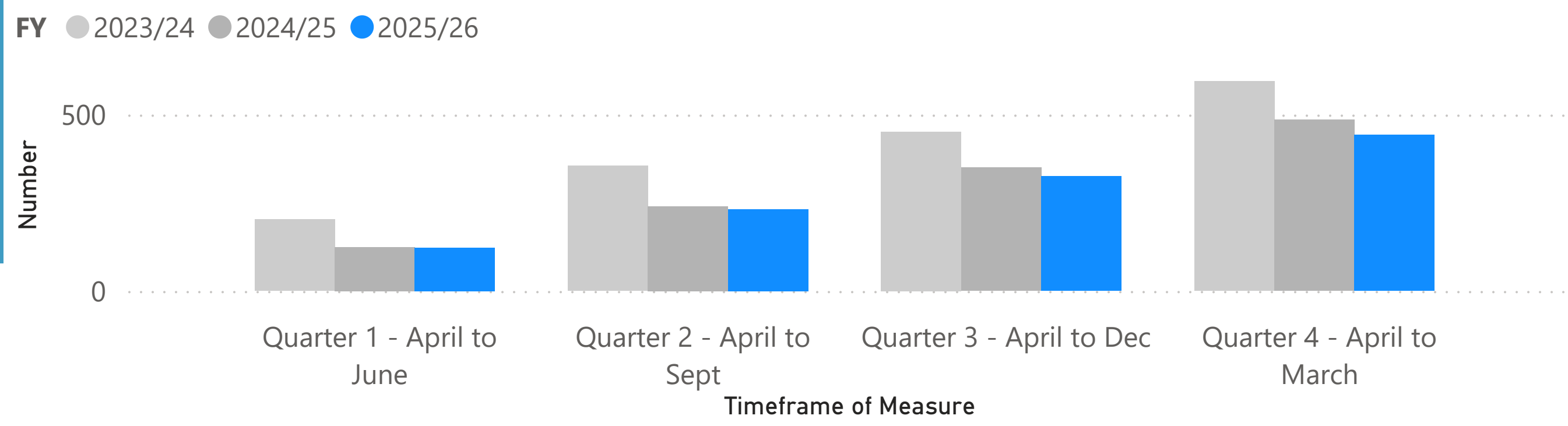
Low Is Good Per Quarter (Snapshot) Positive Yearly Trend ID3.6 - Live application on the housing register Current Status SMART Actions if Off Target



1,582

Trend increasing however compared to the previous year shows a reduction. Review module now in place reducing the housing register numbers

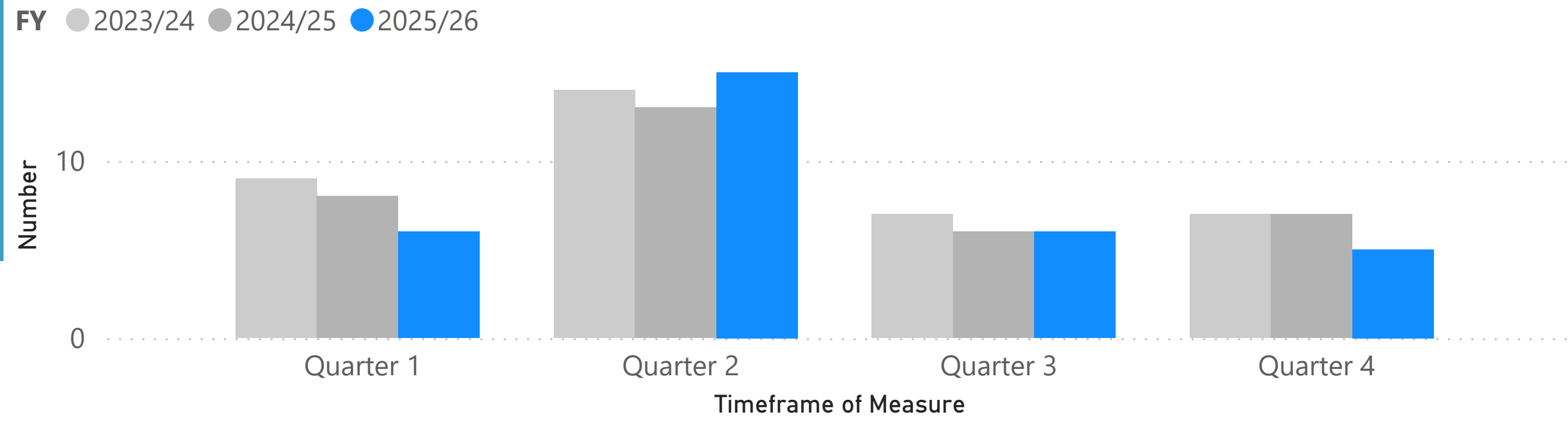
High Is Good Per Quarter (Snapshot) Negative Yearly Trend ID3.7 - Number of lets to registered providers from the housing waiting list Current Status SMART Actions if Off Target



442

Nominations are monitored through Lettings Forum meetings. Nomination targets (75% for Aspire / 50% other providers)

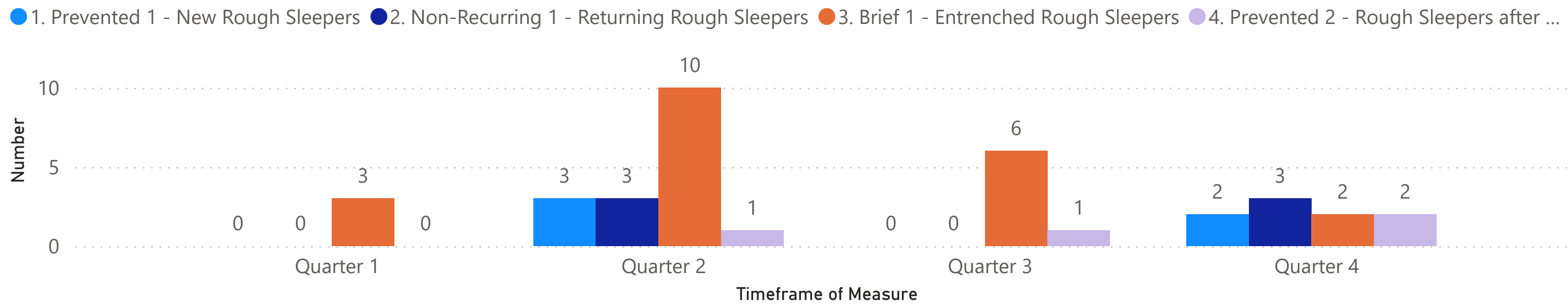
Low Is Good Per Quarter (Snapshot) Positive Yearly Trend ID4.4 - Total Rough Sleepers Verified in Quarter Current Status SMART Actions if Off Target



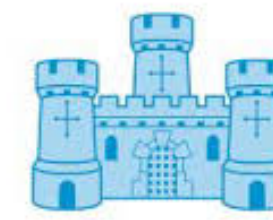
5

The annual rough sleeping count took place on the 14th November 2025. We verified 12 people that night. The process was verified through Homeless Link. We have had an increase in rough sleepers in comparison to last year's figure of 7. The increase is due to lack of suitable supported accommodation, lack of move on options and external factors such as the courts and hospital being in the centre of town.

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



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

3

Project/Action is Completed

2

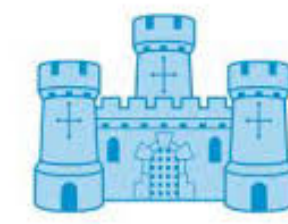
Project/Action is Not Progressi...

1

Service Area	Action	Corporate Objective	Status report	Commentary on progress
Neighbourhoods	Build on our work with Staffordshire Police	Reduce anti-social behaviour and crime in our communities	✔ Project/Action is Progressing as Expected	Successful joint working is continuing with Newcastle Local Policing Team. The Community Safety Partnership Action Plan and Local Police and Crime Plan is being delivered successfully, with ASB and Crime rates reducing.
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.
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.
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 Not Progressing as Expected	Overall recycling rates are below target for the year, however dry recycling tonnages are good and food waste tonnage has increased. The hot summer reduced the amount of garden waste composted, which has impacted the overall figure. The Council remains in the upper quartile nationally for recycling, and is now fully compliant with the Simpler Recycling Requirements including collection of flexible plastic and films, 2 years ahead of the legal requirement.
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	partnership board is positive, well attended and works to increase focus on cross cutting priorities
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 Strategy is being successfully delivered and community engagement is growing. The Civic Pride Investment Fund has been fully expended on community projects to make the Borough cleaner, safer and more welcoming.

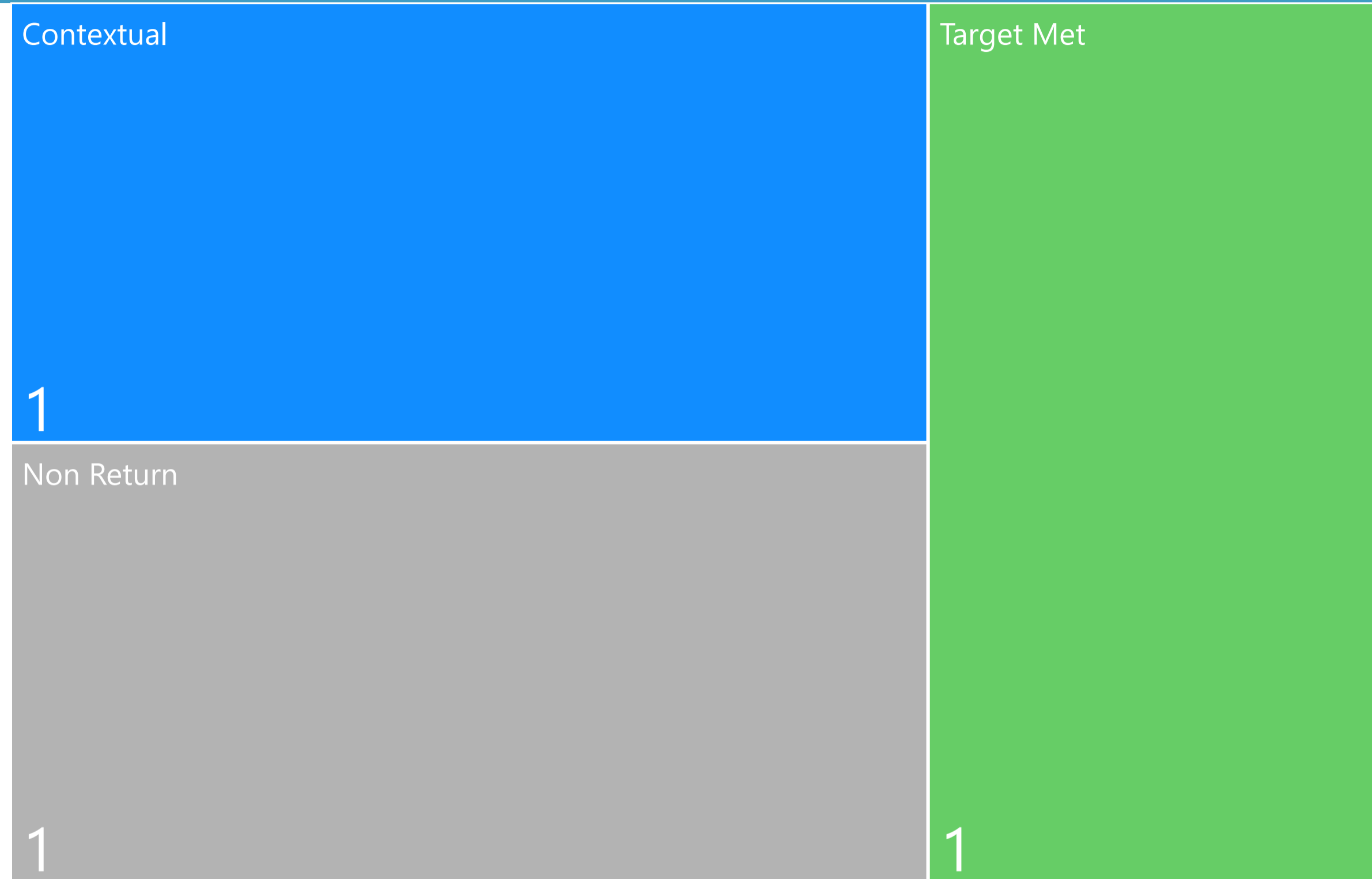


### Priority 4: Town Centres for All



NEWCASTLE-UNDER-LYME  
BOROUGH COUNCIL

### 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

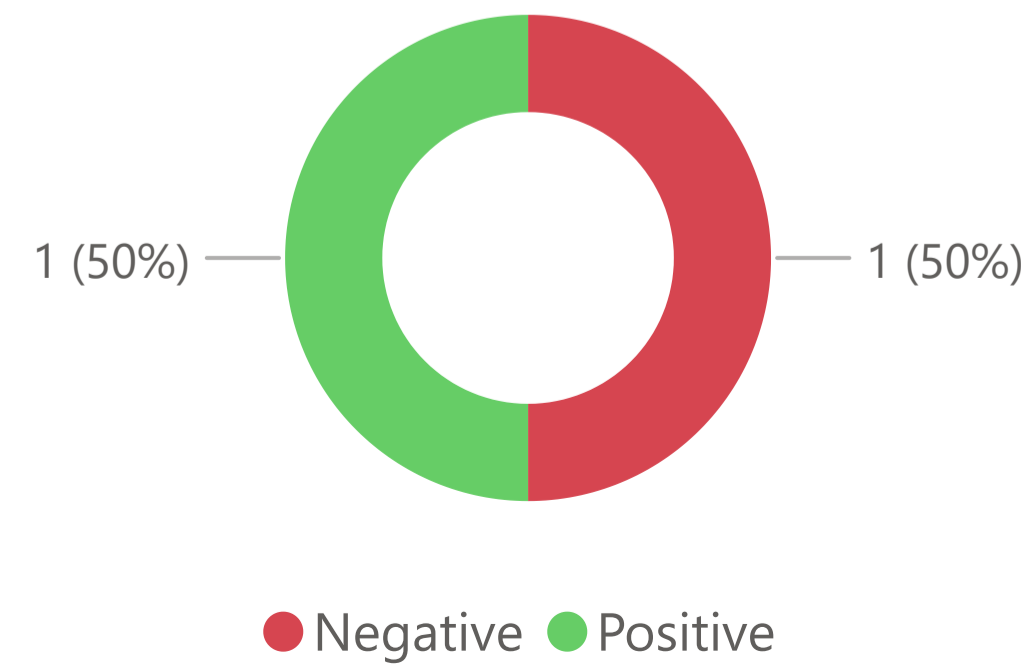
- A total of **1** measures were assigned targets this quarter. Of these, **100% achieved their targets.**
- An additional **1 measures were contextual** and therefore did not have set targets.
  - **1** measure showed an improvement in performance when compared to the previous year.
- **1** measure relating to Town Centre Footfall, is a non return this quarter due to date not being made available, further detail is available within this report.
- **2 projects/actions** has been completed, with all other project/actions progressing as expected this quarter, with further details provided within this report.

### Priority 4: Summary Project Status Split

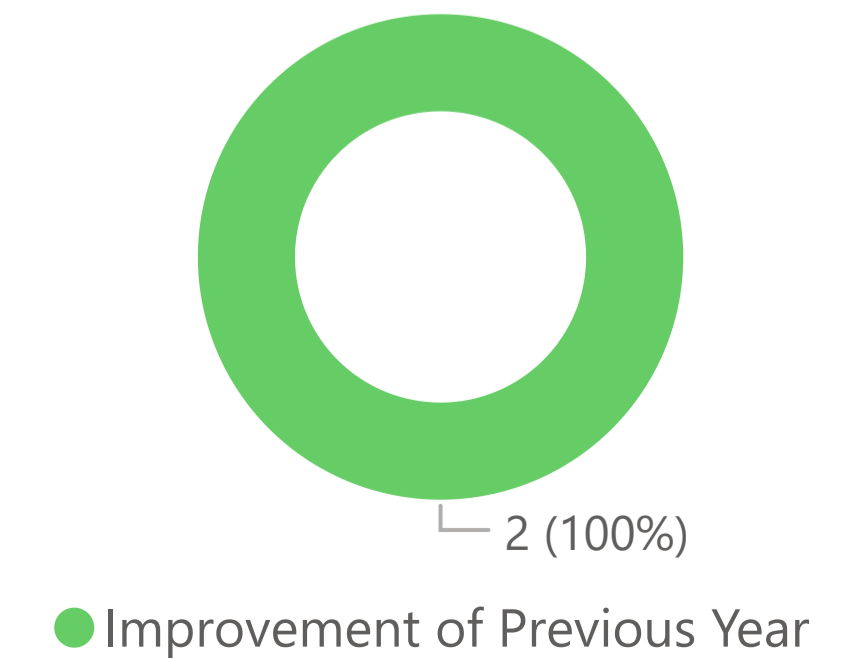
● Project/Action is Completed ● Project/Action is Progressing as Expected



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



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





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

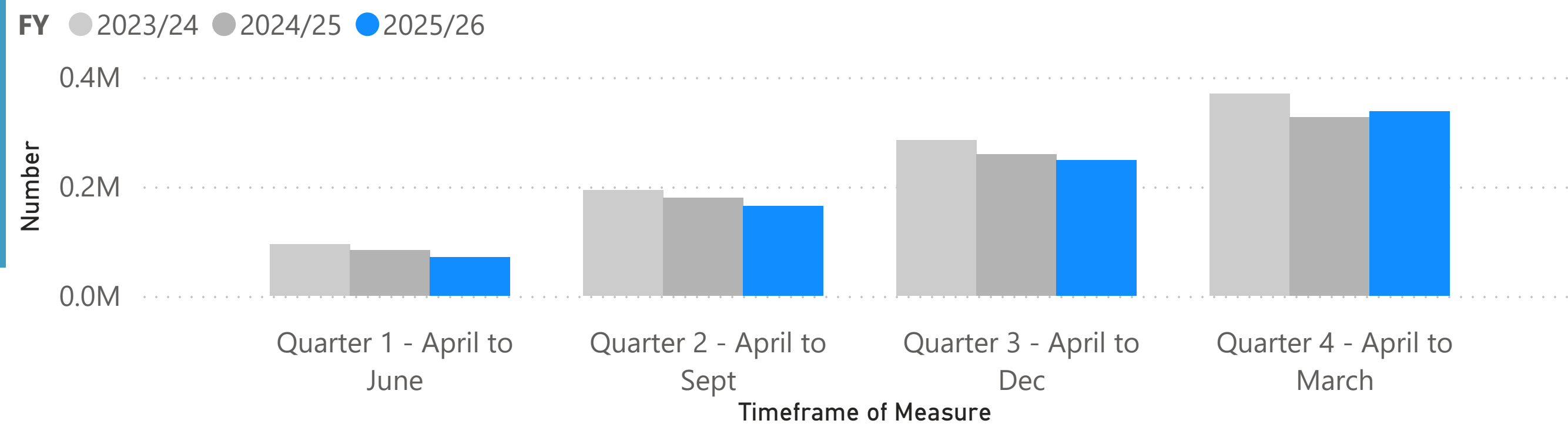
Current Status

SMART Actions if Off Target

High  
Is Good

Cumulative  
(Per Annum)

Positive  
Yearly Trend



336,850

March continues the strong performance in car park ticket sales, with 27,446 purchased, showing a strong end to the financial year. The outturn of 336,850 is only 3150 short of the previous target of 340,000.

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

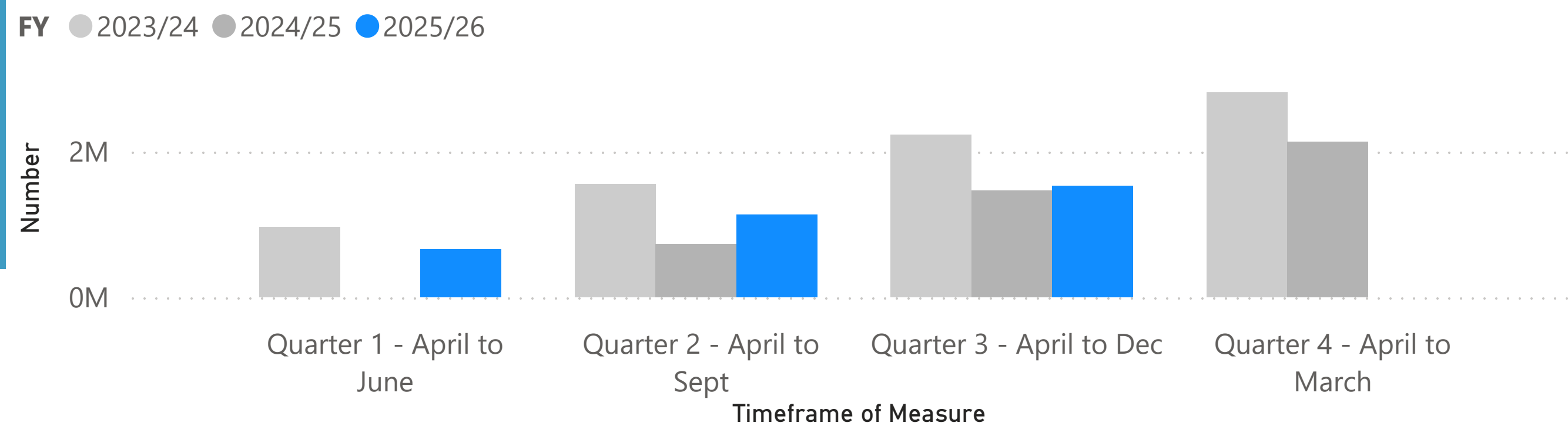
Current Status

SMART Actions if Off Target

High  
Is Good

Cumulative  
(Per Annum)

N/A  
Yearly Trend



N/A

Footfall data for the town centre has not been provided by the BID for any month in Quarter 4, despite multiple follow-ups from officers.

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

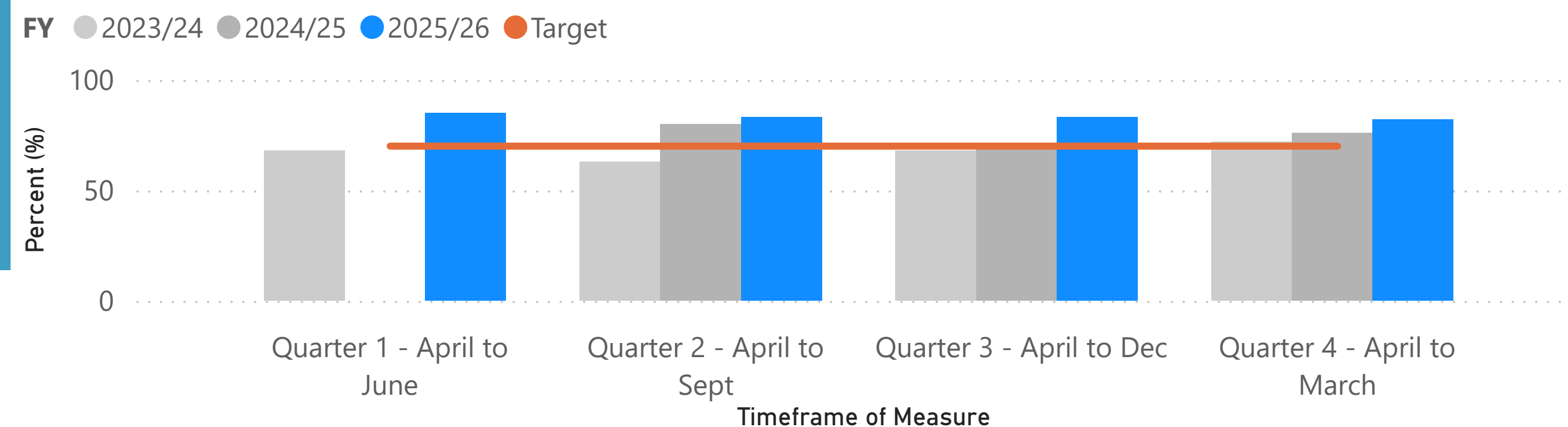
Current Status

SMART Actions if Off Target

High  
Is Good

Cumulative  
(Per Annum)

Positive  
Yearly Trend



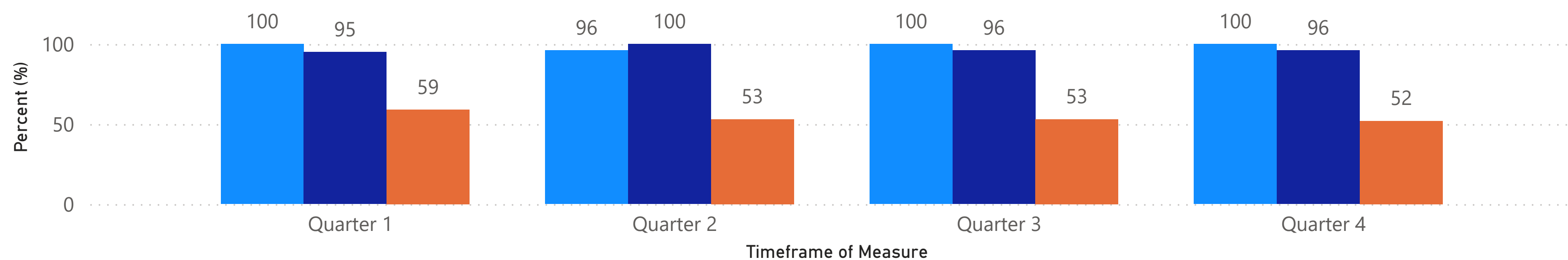
82.00 ✓

Target: 70.00

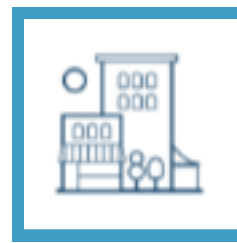
Seasonal fluctuations at the outdoor market follow national trends and colder weather reduces occupancy on the stalls. This is evidenced by the autumn/winter decrease in the number of outdoor events held. NOTE: Specialist markets consistently exceed the target for occupancy, whilst the general market on Monday, Wednesday, Friday and Saturday is consistently under-occupied (particularly on Mondays and Wednesdays), indicating a lack of demand for a market on the current number of days each week.

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

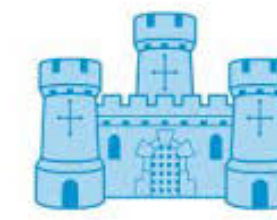
1. Specialist event markets - Average stall occupancy rate for markets 2. Antique Forum Group Licensed Market - Average st... 3. General market - Average stall occu...



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



## Priority 4: Town Centres for All



NEWCASTLE-UNDER-LYME  
BOROUGH COUNCIL

### Project Status Split for Priority 4.

Project/Action is Progressing as Expected

3

Project/Action is Completed

2

Service Area	Action	Corporate Objective	Status report	Commentary on progress
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	Project is progressing to schedule with the existing building being remodelled to enable its redevelopment.
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.
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	Ground works in preparation for residential development at Ryecroft are continuing to schedule. Q1 will see the first construction phase start.
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	Recent activity has included the strengthening of concrete pillars to enable an additional floor to be added and installation of steels at the upper level to create the frame for the residential units at this level.
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 Completed	The FHSF Market and Public Realm Improvement project is now complete, with the digital screen installed and operational. The programme of specialist markets for 2026 has been set.