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**Quarterly Corporate Performance Management Report  
Summary for  
Select Committee on Regeneration, Culture  
& Adult Education**

**Quarter 4 (January to March 2010)**

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# Quarterly Corporate Performance Management Report

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# Section 1

## Introduction

This Summary is taken from the final Quarterly Corporate Performance Management Report of 2009/10 highlighting performance for the period January to March 2010.

Following consideration by Corporate Board, the Cabinet Performance Management Sub-Group and Cabinet, the full report is made available to the public via the internet.

The main body of the report focuses on the six key themes contained in the Council Plan and progress against the key performance indicators and activities used to determine our delivery of Council priorities is included in **Section 3**.

A performance summary, incorporating the key service achievements and issues affecting Dudley MBC during quarter 4, is included in **Section 2**.

**Section 4** provides latest performance information on the second Local Public Sector Agreement stretch targets attracting reward grant.

**Section 5** provides an update on community engagement activity and customer satisfaction.

To view copies of all Quarterly Corporate Performance Management Reports please use the link below:

<http://www.dudley.gov.uk/council--democracy/performance-matters-in-dudley/performance-reporting>

## **Section 2**

# **Performance Summary**

## **Quarter 4 2009/10**

This section summarises the performance information and key achievements and issues affecting regeneration, culture and adult learning in Dudley that are addressed in detail in the main body of the report.

Strong performance from Adult and Community Learning has increased participation in formal adult learning and in family literacy and numeracy programmes.

As the number of Job Seeker's Allowance claimants in the Borough shows signs of beginning to fall, Future Skills Dudley has exceeded targets for the number of disadvantaged residents placed into work and for those receiving training and/or achieving recognised qualifications. As part of our ongoing commitment to supporting local businesses through the recession, we have ensured that creditor invoices are paid within an average of 9.8 days, ahead of our target of 10 days.

The achievement of the Library Service's modernisation programme has culminated in the opening of the 4<sup>th</sup> Library Link at High Oak Surgery in Pensnett.

There follows a brief summary of performance for each Council Plan theme, including significant achievements and challenges and updates on the Major Projects Programme. The detail behind these headlines is included in Section 3 of the report.

## Environment Matters Performance Review Quarter 4

### Progress on the Major Projects:

#### Wren's Nest Seven Sisters Stabilisation

##### *Ripples through Time – Heritage Lottery Fund project*

- Tenders for the major engineering works were sent out in March 2010, with the tender assessment panel meeting in April 2010. It is anticipated that contractors will be on site in early June 2010.
- Meanwhile, the Learning and Community Development officer post will be advertised during April 2010.
- Additional funding applications were made in February 2010 to external funding organisations, the outcome of which will be determined during April 2010.

## Learning Matters Performance Review – Quarter 4

### Achievements:

- As part of the Dudley Means Business drive to support local people to acquire skills and qualifications, Adult and Community Learning (ACL) have performed strongly in increasing participation in formal adult learning and in encouraging participation in family literacy and numeracy programmes. ACL have also successfully engaged 1,200 IT learners, and 60% of these were new to learning. (See page 13).

## Regeneration Matters

### Performance Review – Quarter 4

#### Achievements:

- Future Skills Dudley has exceeded targets for the number of disadvantaged residents placed into work and for those receiving training and/or achieving recognised qualifications. (See page 18).
- The multi million pound transformation of Halesowen shopping centre was awarded gold by the British Council of Shopping Centres (BCSC) for its recent extension and for doubling the footfall in the year since work on the centre was completed. The revamp of the Cornbow was delivered in partnership between Dudley Council, Vale Retail and Centro-WMPTA as part of the overall plans to regenerate the town.

#### Progress on the Major Projects:

##### Castle Hill Regeneration

- A draft vision for the comprehensive redevelopment of the site has been prepared and a strategic project team created, represented by the Council, partners and New Heritage Regeneration.
- Regeneration activity is being coordinated via a Strategic Management Board at which the key operators of the site's attractions are represented.

##### North Priory Regeneration

- Site ready for redevelopment.
- Road closure orders obtained February 2010.

#### Progress on the Major Projects *continued*:

##### Town Centre Regeneration

###### Dudley Town Centre

- Working with New Heritage Regeneration Ltd, the arms length regeneration company plans are now being delivered on key Dudley town centre sites.
- In addition the Dudley Town Centre Partnership continues to be engaged in regeneration activity in the town.

###### Brierley Hill Town Centre

- Brierley Hill LIFT Health & Social Care centre completed in February and is due for opening May 2010.
- Continued engagement with Stourbridge College to progress new build in Brierley Hill.
- Growth Point funding secured for Harts Hill master planning.
- Submission made to Advantage West Midlands towards the delivery of the High Street public realm work.

###### Halesowen Town Centre

- Environmental enhancements to the Husky Dog island are due to start in April 2010.
- 'Halesowen in Bloom' pilot underway to supplement regeneration plans.
- Work undertaken on subways.
- Halesowen Area Action Plan currently on track to meet Local Development Scheme timetable.

###### Stourbridge Town Centre

- The Local Development Scheme programmes Stourbridge Area Action Plan commenced in May 2009.
- The Northern Gateway public realm project is complete and planning permission has been granted for the redevelopment of the bus station.
- Pre-application negotiations are underway in respect of the redevelopment of the Crown Centre.

## Quality Service Matters Performance Review – Quarter 4

### Achievements:

- The achievement of the Library Service's modernisation programme has culminated in the opening of the 4<sup>th</sup> Library Link, established in partnership with Dudley PCT, at High Oak Surgery in Pensnett. This is the first library service in Pensnett.

Self-service is now live in Dudley Library, with positive feedback received from customers so far. Self-service will go live in Pensnett Library during April, and Stourbridge Library is currently undertaking preparation for its implementation.

The programme of events and activities in libraries has attracted more than 50,000 attendances this year and libraries now open 752.5 staffed hours per week – a net increase during modernisation of 80 staffed hours per week.  
(See page 23).

- As part of the Dudley Means Business commitment to helping local businesses through the recession, officers in Finance have exceeded the target of 10 days to ensure that creditor invoices are paid within an average of 9.8 days.  
(See page 24).

### Progress on the Major Projects:

#### Dudley Civic Development

- The partnership, PSP Dudley LLP, was incorporated in July 2009. Senior Officers and Elected Members represent the Council at Board Level.
- The Partnership is currently working on several opportunities for development

# Section 3




## Reporting on Council Action Plan Priorities for 2009-10

The 2009 review of the Council Action Plan 2010 sets out the Authority's priorities for 2009-10. It outlines how we are planning to meet the aspirations of the Community Strategy and the challenges of the Next Generation Local Area Agreement.

This section provides a detailed review of the progress of the key performance indicators and activities contained within the Council Action Plan.




Traffic light status indicators are used to denote performance as follows:

In terms of the **key activities** they represent the following progress:

-  Good (ahead of schedule)
-  Fair (on schedule)
-  Poor (behind schedule)

*NB: The Directorate of Children's Services provide narrative only and do not apply a performance alert.*




For **key performance indicators** they represent performance as:

-  Better than target limits
-  Within target limits
-  Worse than target limits

Comments are included for key performance indicators where performance is below target limits or where additional intelligence is available.

The latest published Comparator data against all England councils and Metropolitan councils is included where available. The figures were taken from Oneplace, the Government website launched to provide information to the public on the Comprehensive Area Assessments published in December 2009.

**Direction of travel** arrows compare latest performance with the previous year, where available or appropriate:

-  Improving
-  No change
-  Deteriorating



Where data is available, Dudley is also **ranked** against all England and Metropolitan councils. The rank calculation uses the Microsoft excel method of working out percentiles. It orders the data from highest to lowest value and assigns a percentage to each value.

**Average** figures are also shown for all England and Metropolitan councils for information. This represents the mean unless otherwise stated. The calculation is arrived at by adding up all areas' values for the performance indicator and dividing by the number of values available. Where an area does not have data in the range (that is; if the value is missing or not available) it is not used as part of this calculation.

For further information visit the Oneplace website at:

<http://oneplace.direct.gov.uk/infobyarea/region/area/Pages/areaoverview.aspx?region=55&area=340>

Use the link below to view the Council Action Plan 2010 and the 2009 review:

<http://www.dudley.gov.uk/council--democracy/plans-policies--strategies/councilplan>

## Caring Matters Priority CM1 – To improve people’s health, well-being and quality of life

### Outcome 1 Increased participation in cultural & leisure activities

Key Activities								
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer
DUE	C1.1a	Increase participation in cultural and leisure activities	●	●	●	●	<ul style="list-style-type: none"> <li>Health and fitness developments, the free swimming initiative, walk fit programme, Sport unlimited, and Sports zone continue to generate increased participation and attendances</li> <li>Dudley’s performance against NI 8 has increased following the Active People 3 survey results (see Key Performance Indicators below)</li> </ul>	Duncan Lowndes
DACHS	C1.1b	Support the Heritage, Culture and Leisure Partnership review of the Cultural Strategy	●	●	●	●	<ul style="list-style-type: none"> <li>Comments received on the Strategy by the end of March 2010</li> <li>Revised draft to be prepared in May 2010</li> </ul>	Kate Millin
DACHS	C1.1c	Develop plans to transform the Archives and Local History Service and implement the Archives new build project	●	●	●	★	<ul style="list-style-type: none"> <li>Progressing well</li> <li>Project with High Arcal School continuing</li> <li>Learning Revolution transformation fund project completed successfully</li> </ul>	Kate Millin

Key Performance Indicators											
Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average 2008/09	Met Councils Average 2008/09	Direction of Travel
DUE	NI 8 NGLAA	% of adult population doing sport or active recreation for 30 mins on 12 days in the last 4 weeks (Active People Survey)	18.2% ●	20%	Increase from 17.4% in 2007/08 2009/10 data will be released in December 2010				22.27% In worst 10%	20.69% In worst 20%	↗
DUE	NI 10	% of adult population (16 years and above) in the local area who have attended a museum or gallery at least once in the last 12 months (Active People Survey)	46.6% ●	45%	Increase from 43.6% in 2007/08 2009/10 data will be released in December 2010				52.54% In worst 25%	49.73% In worst third	↗

## Caring Matters Priority CM2 – Tackling Poverty

### Outcome 1 Increased benefit take-up

Key Activities								
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer
FIN	C2.1a	Promote take-up of Income Support (IS) and Attendance Allowance (AA)	★	★	●	★	<ul style="list-style-type: none"> <li>See Key Performance Indicators below</li> </ul>	Mike N Williams
FIN	C2.1b	Raise level of unclaimed benefits through Benefits Shop	★	★	★	★	<ul style="list-style-type: none"> <li>See Key Performance Indicators below</li> </ul>	Mike N Williams
DACHS	C2.1c	To ensure appropriate services are delivered to all community groups through a programme of Equality Impact Assessments (EIAs)	★	●	●	●	<ul style="list-style-type: none"> <li>EIAs continue to be produced in line with the programme</li> </ul>	Ron Sims
DACHS	C2.1d	Reducing overall deprivation in communities by the implementation of the Neighbourhood Partnerships Framework as agreed by the Community Renewal Steering Group to focus on deprivation, local problem solving and community engagement	●	●	●	●	<ul style="list-style-type: none"> <li>Successful delivery of neighbourhood partnerships and local problem solving</li> <li>General trend however is affected by recession and economic downturn</li> </ul>	Sue McGavin

### Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average	Met Councils Average	Direction of Travel
FIN	FIN BEN 002a	Level of previously unclaimed benefits raised	£2,373,518	£2,000,000	£628,157	£1,216,549	£1,677,305	£2,276,715			n/a – local PI
			●		★	★	★	★			
FIN	FIN BEN 002b	Number of successful new income support and attendance allowance claims	1016	800	164	414	578	902			n/a – local PI
			★		★	★	●	★			

## Environment Matters Priority EM1 – Improve the overall appearance of the Borough

### Outcome 1 Improving the quality of public spaces

Key Activities								
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer
DUE	E1.1b	Support and develop the management of council owned local nature reserves and areas of nature conservation value	●	●	●	●	<ul style="list-style-type: none"> <li>Approval received for Wrens Nest capital works</li> <li>New Local Nature Reserve declarations in progress with Natural England</li> <li>New base for Saltwells' wardens has progressed to 'concept' stage</li> <li>Leasowes Management Plan progressing</li> </ul>	Sally Orton
DUE	E1.1c	Priory Park improvements – bid for Heritage Lottery funding (HLF)	●	●	●	●	<ul style="list-style-type: none"> <li>Final bid submitted and site visit from Heritage Lottery assessors in April 2010</li> </ul>	Duncan Lowndes

## Learning Matters Priority LM4 – Learning opportunities for adults

### Outcome 1 Adult community learning

Key Activities								
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer
DACHS	L4.1a	Widen participation in formal adult and community learning	★	●	★	★	<ul style="list-style-type: none"> <li>See Key Performance Indicators below</li> <li>Introduced job clubs in partnership with Adult and Community Learning (ACL) at Dudley, Halesowen and Kingswinford Libraries</li> <li>Dudley Library – Extra ACL Basic Internet and e-mail class set up</li> <li>Taster Family Learning storytelling workshop for grandparents and grandchildren at Gornal library on 19th March – Principal Librarian &amp; tutor, aim to develop as a 6 week course if enough interest is shown</li> <li>Health promotions for cancer support, British Heart society, dyslexia held in several libraries.</li> </ul>	Kate Millin
DACHS	L4.1b	Supporting the implementation of the Parenting and Family Learning Strategy (led by Dudley Community Partnership)	★	●	★	★	<ul style="list-style-type: none"> <li>Family Learning Manager is a member of the Children and Young People's trust strategy group</li> <li>Amended action plan has identified 3 key priorities which have been implemented through joint working with children's services Taster Family Learning storytelling workshop for grandparents and grandchildren at Gornal library as L4.1a above</li> </ul>	Kate Millin

Key Performance Indicators											
Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average	Met Councils Average	Direction of Travel
DACHS	ACL KPI 2 (CP 13)	Individual adult learners 19+ in ALL adult learning programmes	7236	6500	1875	3237	5226	6537	n/a – local PI		
					★	★	★	★			
DACHS	ACL KPI 8.9	Number of individual learners aged 60+ participating in an adult learning programme	1412	1300	503	770	1073	1329	n/a – local PI		
					★	★	★	●			
DACHS	ACL KPI 8.10	Number of individual learners aged 60+ retained on an adult learning programme	1316	1220	496	752	1024	1250	n/a – local PI		
					★	★	★	●			

Key Performance Indicators											
Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average	Met Councils Average	Direction of Travel
DACHS	ACL KPI 8.6	% adults with disabilities in adult learning (as a % of individual learners on ALL adult learning programmes)	12%	10%	18%	19%	20%	21%			n/a – local PI
					★	★	★	★			
DACHS	ACL KPI 8.3	% BME groups (as a % of individual learners on ALL adult learning programmes)	14%	14%	16%	15%	14%	15%			n/a – local PI
					★	★	●	★			
DACHS	ACL KPI 8.5	% males in adult learning (as a % of individual learners on ALL adult learning programmes)	24%	25%	24%	28%	28%	29%			n/a – local PI
					★	★	★	★			
DACHS	ACL KPI 8.8	% new adult learners	44%	50%	Annually reported			64%			n/a – local PI
								★			
DACHS	ACL KPI 8.4	% learners from priority wards/neighbourhoods	23%	25%	Annually reported			28%			n/a – local PI
								★			
DACHS	DACHS Local PI	Maintain the number of Library emergent reader collections	13	13	Annually reported			13			n/a – local PI
								●			
DACHS	ACL KPI 11	Number of adults participating in Wider Family Learning programmes	814	900	Annually reported			812 Provisional – final figure available in July 2010			n/a – local PI
DACHS	ACL KPI 11.3	Number of adults participating in Family Literacy and Numeracy programmes	213	200	Annually reported			316			n/a – local PI
								★			

## Regeneration Matters Priority RM1 – Creating a prosperous Borough

### Outcome 1 Increased availability of land for development opportunities

Key Activities											
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer			
DUE	R1.1a	Facilitate delivery of major development schemes in the Borough	●	●	●	●	<ul style="list-style-type: none"> <li>Progress is being made to facilitate major development schemes in the Borough by increasing opportunities to access the planning service</li> <li>Establishing a development team approach to focus effort and by steering pre application discussions on significant schemes</li> <li>A Developers Forum also operates successfully</li> <li>Working with New Heritage Regeneration Ltd, the arms length regeneration company – plans are now being delivered on key Dudley town centre sites</li> <li>in addition the Dudley Town Centre Partnership continue to be engaged in regeneration activity in the town</li> <li>The Council continues to be engaged with Dudley Infracare Lift Co in the delivery of Health and Social care based facilities at a number of locations in the Borough</li> <li>A Strategic Cross Directorate steering group has been convened to coordinate regeneration activity in the new strategic centre of Brierley Hill</li> <li>Other town centre regeneration plans, underpinned by the Black Country Core Planning Strategy timetable, are being developed for Stourbridge and Halesowen to compliment current activity in these towns</li> </ul>	Rupert Dugdale Helen Martin			
DUE	R1.1b	Deliver a spatial plan for the Borough which can deliver the Sustainable Community Strategy (SCS)	●	●	●	●	<ul style="list-style-type: none"> <li>The critical Joint Core Strategy underpinning planning document was submitted in February 2010 on target and an Examination in Public is due to commence in July as part of the statutory process</li> </ul>	Helen Martin			

Key Performance Indicators											
Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average 2008	Met Councils Average 2008	Direction of Travel
DUE	NI 170	Proportion of the area of developed land that has been vacant or derelict for more than 5 years	0.64%	3.42%	Annually reported 2009/10 data not yet available				1.6%	1.59%	Not calculated
			●						In best 5%	In best 5%	

## Outcome 2 Promote the regeneration of the Borough's towns and local centres

Key Activities											
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update				Lead Officer
DUE	R1.2a	Develop Town Centre Action Plans for: <ul style="list-style-type: none"> <li>Brierley Hill</li> <li>Halesowen</li> <li>Stourbridge</li> </ul>	●	●	●	●	<ul style="list-style-type: none"> <li>Brierley Hill Area Action Plan currently on track to meet Local Development Scheme timetable and was submitted on time in February 2010</li> <li>Halesowen Area Action Plan currently on track to meet Local Development Scheme timetable</li> <li>Stourbridge Area Action Plan currently on track to meet Local Development Scheme timetable and has been subject to recent consultation</li> </ul>				Rupert Dugdale
DACHS	R1.2b	Lead on the regeneration of the North Priory Estate to create a mixed sustainable community	●	★	★	★	<ul style="list-style-type: none"> <li>Site ready for redevelopment</li> <li>Road closure orders obtained February 2010</li> </ul>				Andrew Leigh

## Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average 2007	Met Councils Average Year	Direction of Travel
DUE	NI 171 NGLAA	Rate of business registrations per 10,000 resident population aged 16 and above	44.3 ●	36.3	Annually reported 2009/10 data available December 2010				63.36 In worst third	47.73 In best third	↗



## Outcome 3 Improved enterprise and investment

### Key Activities

Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer
DACHS	R1.3a	To lead on housing regeneration within the Borough	●	★	★	★	<ul style="list-style-type: none"> <li>To ensure that through our engagement with Economic Regeneration, New Heritage Company, AWM and Dudley ADF the housing aspirations of the directorate are met: On-going liaison with DUE and New Heritage</li> </ul>	Helen Barlow/ Steve Betteridge/ P Radford

### Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average	Met Councils Average	Direction of Travel
DACHS	BV 064	Number of empty properties brought back into use or demolished	100	100	44	87	99	109		n/a – local PI	
			★		★	★	★	★			

## Regeneration Matters Priority RM2 – Optimise the opportunities for local people to obtain local jobs

### Outcome 1 Reducing worklessness and improving skills, qualifications and knowledge of priority groups

Key Activities								
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer
DUE	R2.1a	Optimise the opportunities for local people to develop and improve their skills and obtain jobs	●	●	●	●	<ul style="list-style-type: none"> <li>221 disadvantaged residents placed into work through Future Skills Dudley, exceeding the target set</li> <li>157 unemployed residents into Future Jobs Fund opportunities from December 2009 to March 2010</li> </ul>	Jean Brayshay
DUE	R2.1b	Working with local partners to reduce levels of worklessness in the 5 City Strategy wards of: <ul style="list-style-type: none"> <li>Brierley Hill</li> <li>Castle &amp; Priory</li> <li>Netherton, Woodside &amp; St Andrews</li> <li>St James's</li> <li>St Thomas's</li> </ul>	▲	●	●	●	<ul style="list-style-type: none"> <li>The Neighbourhood Employment &amp; Skills Groups continue to meet</li> <li>The St James's and St Thomas's NESPS have now merged their meetings</li> <li>A new NESP Group is being established to cover the Coseley East ward</li> <li>The programme of Community Information Events has continued. Most recently, events have been held in Pensnett and Gornal. These were notably successful in engaging residents, with the Pensnett event attracting 174 residents</li> <li>Many of these clients have enrolled on a range of interventions including training courses intended to bring them closer to the labour market</li> <li>Further events will be held during April in Brierley Hill and Netherton</li> </ul>	Jean Brayshay
DUE	R2.1c	Progress the delivery of the South Black Country Enterprise and Innovation Centre	●	●	●	●	<ul style="list-style-type: none"> <li>A gap funding application for European Regional Development Fund grant was submitted to Advantage West Midlands in February 2010</li> </ul>	Jean Brayshay
DUE	R2.1d	To support local people into local jobs through the provision of employability skills and training	★	●	●	★	<ul style="list-style-type: none"> <li>1,559 disadvantaged people receiving training and/or achieving recognised qualifications through Future Skills Dudley, exceeding the target set</li> </ul>	Jean Brayshay
DACHS	R2.1e	Target engagement and learning support to reduce worklessness for residents from priority wards and groups	★	★	★	★	<ul style="list-style-type: none"> <li>3 year stretch target programme completed (see Key Performance Indicators below) and all targets achieved</li> <li>More males than females on programme for employability</li> <li>People into jobs – 386, people with disabilities into jobs – 84</li> <li>Number gaining NVQ level 1 – 112, number gaining Skills for Life Qualifications – 242</li> </ul>	Kate Millin

Key Performance Indicators											
Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average Q1 2009	Met Councils Average Q1 2009	Direction of Travel
DUE	EDE 4.1.1 LPSA2	Number of people aged 18-64 moving into employment (sustained and permitted) from either within priority areas or from key priority groups	116	153	8	33	88	165	n/a – local PI		
CEX	Local PI	Number of working age people in the Borough claiming Job Seeker's Allowance (JSA) (See chart on page 21)	9,971 (at end of 2008/09)	Not targeted	10,614	11,132	10,737	10,729 (at end of 2009/10)	n/a – local PI		
CEX	Local PI	Percentage of working age people in the Borough claiming Job Seeker's Allowance (JSA) (See chart on page 22)	5.4% (at end of 2008/09)	Not targeted	5.8%	6.1%	5.8%	5.85% (at end of 2009/10)	n/a – local PI		
DUE	NI 152 NGLAA	% of working age people claiming out of work benefits (16-64 males and 16-59 females)	12.8%	12.4%	14.4%	15.1%	Data not yet available		12.7%	16.11%	
									Average	In best 25%	
DUE	NI 153 NGLAA	% of working age people claiming out of work benefits in the worst performing neighbourhoods (16-64 males and 16-59 females)	28.7%	28.7%	29.5%	30.6%	Data not yet available		29.68%	31.1%	
									In best third	In best 5%	

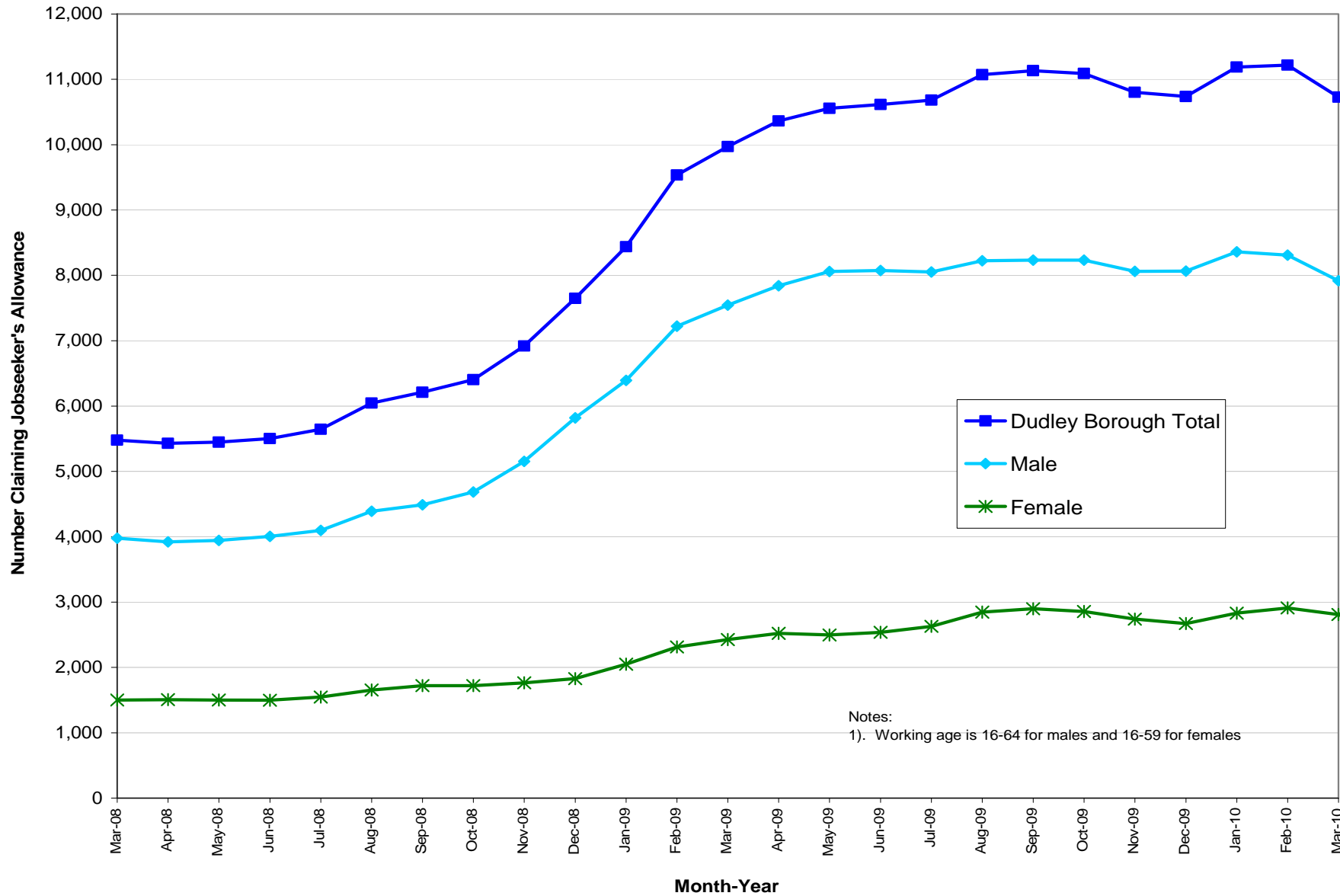
Key Performance Indicators unchanged since quarter 3 (included for completeness only)									
Direct.	Ref.	Definition	Latest Comment				All England Average 2008	Met Councils Average 2008	Direction of Travel
DUE	NI 163 NGLAA	% of population aged 19-64 for males and 19-59 for females qualified to at least level 2 or higher	<ul style="list-style-type: none"> <li>Reported annually in arrears by the Department for Innovation, University and Skills (DIUS) from the ONS Annual Population Survey</li> <li>The latest available data as at September 2008 is 68.2%</li> <li>Final data for 2009/10 will be released in August 2010</li> </ul>				69.25%	65.99%	
							Average	Average	
DUE	NI 165 NGLAA	% of population aged 19-64 for males and 19-59 for females qualified to at least level 4 or higher	<ul style="list-style-type: none"> <li>Reported annually in arrears by the Department for Innovation, University and Skills (DIUS) from the ONS Annual Population Survey</li> <li>The latest available data as at September 2008 is 24.7%.</li> <li>Final data for 2009/10 will be released in August 2010</li> </ul>				30.65%	25.16%	
							In worst third	Average	

**Key Performance Indicators unchanged since quarter 3 (included for completeness only)**

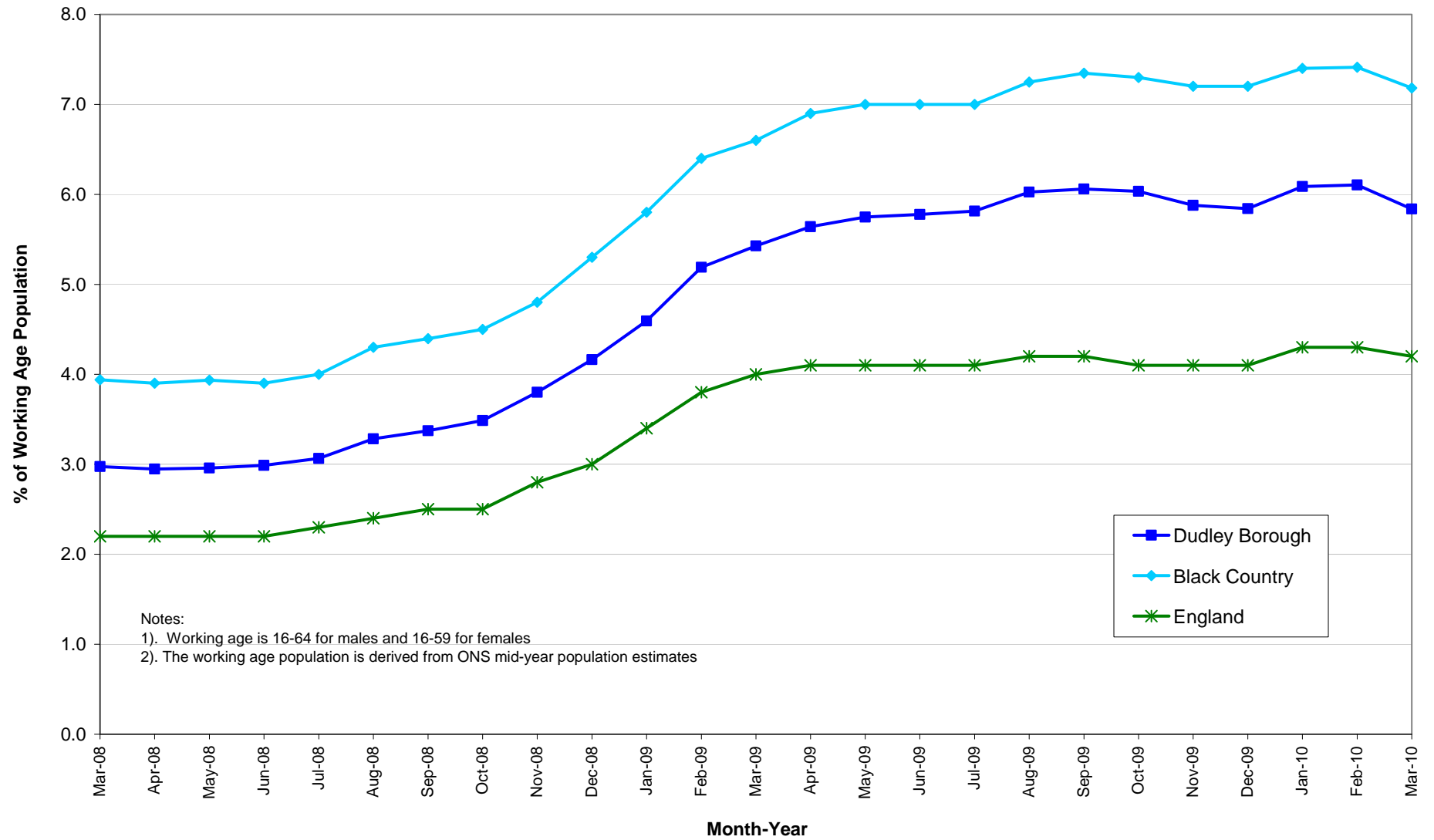
Direct.	Ref.	Definition	Latest Comment	All England Average 2008/09	Met Councils Average 2008/09	Direction of Travel
DUE	NI 166	Median earnings of full-time employees in the local authority area (gross weekly pay)	<ul style="list-style-type: none"> <li>Data released annually by the Office for National Statistics (ONS).</li> <li>Latest available data for 2008/09 is £409.80</li> </ul>	£495.84	£446.42	Not calculated
				In worst 10%	In worst 25%	
DUE	DUE NI 166a NGLAA	Median earnings of full time employees in the local authority area as a % of earnings in the region	<ul style="list-style-type: none"> <li>Data released annually by the Office for National Statistics (ONS).</li> <li>Latest available data for 2008/09 is 85% (adjusted to take account of statistical uncertainty)</li> </ul>	n/a – local PI		

### Number of Working Age People<sup>1</sup> Claiming Jobseeker's Allowance (JSA), March 2008 - March 2010

Source: Office for National Statistics (ONS)









**Percentage of Working Age Population<sup>1,2</sup> Claiming Jobseeker's Allowance (JSA), March 2008 - March 2010**  
 Source: Office for National Statistics (ONS)



## Quality Service Matters Priority QSM1 – Customer access to services

### Outcome 1 Increased range of service areas offered to customers

Key Activities											
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer			
DACHS	Q1.1b	Implement the next phase of the Library Modernisation Plan					<ul style="list-style-type: none"> <li>Pensnett Library Link open on 31 March 2010 and self service due to go live from 12 April</li> <li>Dudley Library self-service is now live</li> <li>Stourbridge undertaking preparation for self-service</li> <li>Direct delivery of new stock items to libraries implemented successfully</li> <li>Achieved 10.5 extra opening hours at Netherton Library</li> <li>Libraries now open 752.5 staffed hours per week – net increase during modernisation of 80 staffed hours per week</li> <li>EDI (Electronic Document Interface) invoicing now in place, which has enabled direct delivery of new books and stock to libraries, which streamlines the process and gets new books to borrowers more quickly</li> <li>Programme of events and activities in libraries has attracted more than 50,000 attendances this year</li> </ul>	Kate Millin			

Key Performance Indicators											
Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average 2008/09	Met Councils Average 2008/09	Direction of Travel
DACHS	NI 9	% of adult population (16 years and above) in the local area who have used a public library at least once in the last 12 months (Active People Survey)	41.7%	41.7%	Dip in performance from 49.6% in 2007/08 2009/10 data will be released in December 2010				46.19%	45.05%	
								In worst 20%	In worst 20%		
DACHS	DACHS Local PI	Adult satisfaction rates with libraries (2009 Survey)	-	>94%	Latest survey completed in October 2009 and due every 3 years			92% (Oct '09) 	n/a local PI		

## Quality Service Matters Priority QSM4 – ICT Strategy and service transformation

### Outcome 1 Implementation of the priorities of the corporate ICT Strategy

Key Activities											
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer			
DACHS	Q4.1b	Implementation of an RFID solution to enable library customer self service	★	★	★	★	<ul style="list-style-type: none"> <li>RFID (Radio Frequency Identification) self service kiosks have been installed and are now operational at the first 3 Library Links (Dudley Wood, Woodside and Quarry Bank), the newly refurbished Wordsley and Kingswinford Libraries and Halesowen Library</li> <li>A 4th Library Link in Pensnett was commissioned during March, the RFID kiosk to be installed during April</li> </ul>	Glyn Peach John O'Neill			

## Quality Service Matters Priority QSM6 – Effective partnerships

### Outcome 3 Local impact of recession

Key Activities											
Direct.	Ref.	Description	Status @ Q1	Status @ Q2	Status @ Q3	Status @ Q4	Update	Lead Officer			
CEX	Q6.3a	Develop, implement and monitor a coordinated action plan to tackle the local impact of recession with our partners	●	●	●	●	<ul style="list-style-type: none"> <li>Creating a 'Next Steps Recovery Plan'. Collating information in a balanced scorecard format to adopt to a regular reporting tool</li> </ul>	Geoff Thomas			

### Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Target	Q1 YTD Actual	Q2 YTD Actual	Q3 YTD Actual	Q4 YTD Actual	All England Average	Met Councils Average	Direction of Travel
FIN	FIN BV 008a	Average number of days to pay creditor invoices	New PI	10	11	10.2	10	9.8	n/a – local PI		
					●	●	●	●			



# Section 4

## Local Public Sector Agreement 2

### Stretch Targets

The 2007/10 Local Area Agreement (LAA) was superseded in May 2008 by the Next Generation Local Area Agreement (NGLAA). Government confirmed, however, that they would honour all commitments arising from the stretch targets negotiated as part of the 2007/10 LAA. As such, our existing 14 targets continue to attract the Performance Reward Grant (PRG) originally agreed. **2009/10 is the final year of the agreement.**

The 14 targets are supported by 28 indicators and the tables on the following pages show the data for all of these, firstly those that are complete and secondly those where further data is still awaited. Traffic light indicators denote latest performance as follows:

- ★ Better than target limits - 100% or above stretch achieved (i.e. earned 100% of reward)
- Within target limits – between 60% and 99.99% of stretch achieved (i.e. earned 60% - 99% of reward)
- ▲ Worse than target limits – less than 60% of stretch achieved (i.e. no reward earned)

Those marked **KPI** are Key Council Plan Performance Indicators included in **section 3**.

Following the demise of the Key Stage 3 tests in 2008, Government have declared the targets relating to these as inoperable. Guidance issued by CLG regarding the assessment of these targets has stated that Ministerial agreement has been granted for Government Offices to seek “compromise payment”. Calculation of this payment will be based on the average of the reward monies across the whole agreement, e.g. % of all targets achieved dictates % of inoperable target’s PRG received, for example:

- an LAA has 14 targets in total, 1 of which is deemed “inoperable”
- PRG achieved on the 13 operable targets = 72% of the total PRG available on these 13 targets
- therefore the area will receive 72% of the PRG linked to the inoperable target. These targets are not included in the data below.

PRG linked to 100% successful achievement of all of these targets equates to £9m. PRG is payable once 60% of the difference between the “with stretch” and “without stretch” target is achieved and then rises proportionally to the level of performance achieved up to 100%. Based on an assessment of performance to date, it is anticipated that the Dudley Community Partnership may achieve in the region of £6M PRG.

**Note:** prior to any claim for PRG, all data for the performance measures will be the subject of rigorous audit by DMBC’s internal audit department and signed off by the Chief Executive. There will then follow a verification and claim process via Government Office West Midland prior to final approval and payment from DCLG. It is unlikely that any PRG will therefore be received until January 2011.

## Targets where final performance is NOT yet reported

Ref.	Definition	Final Year				Status	% PRG Achieved	Value of PRG achieved
		Un-stretched Target	Stretched Target	60% Threshold	Latest Actual			
EDE 4.1.1	Number of people aged 18 – 64 moving into sustained employment from within either our Priority Areas (as defined) or from Key Priority Groups (as defined) <b>KPI</b>	74	374	254	386	★	100%	£950,000
The final count for this target will not take place until 7 July 2010, i.e. people starting work on or before 31 March 2010 can be counted toward the final achievement for up to 14 weeks after 31 March 2010, however as at 31 March 2010 we have over achieved the stretch target by 12.								
EDE 04.4.4.1	Number of working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups (as defined) with NVQ Level 1 or equivalent	45	110	84	112	★	100%	£200,000
The final “count” for these targets will not take place until 1 October 2010; however as at 31 March 2010 we have over achieved the stretch target by 2.								
EDE 04.4.4.2	Number of working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups (as defined) with Skills for Life at levels 1 & 2	40	113	84	116	★	100%	£200,000
The final count for these targets will not take place until 1 October 2010; however as at 31 March 2010 we have over achieved the stretch target by 3.								
EDE 04.4.4.3	Number of working aged adults (18 – 64) drawn from within either Priority Wards or Priority Groups (as defined) who possess Skills for Life within entry levels 1 - 3	48	118	90	126	★	100%	£200,000
The final count for these targets will not take place until 1 October 2010; however as at 31 March 2010 we have over achieved the stretch target by 8.								

## **Section 5**

# **Community Engagement & Customer Satisfaction**

This section highlights the various community engagement activities, linked to our Council Plan priorities, that have been undertaken throughout the Council during the second half of 2009/10.

Key issues identified as part of the corporate customer feedback procedure are also included.

## Community Engagement

The Community Engagement Database exists as a corporate resource for the recording of all Community Engagement activity undertaken by the Council. It is a corporate requirement that the database be used to record engagement activity from its initial planning stages through to completion. Upon completion, officers are required to detail both the engagement findings and the impact of the engagement activity on Council policy, practice or services.

This section provides a summary of engagement activity undertaken in relation to the Council plan priorities (that include regeneration, culture and adult education) during the second half of 2009/10. Further detail can be obtained by contacting the lead officer named against each engagement record or by accessing the database itself:

<http://appsrvr1/engagement/> (internal Council access)

or

<http://online.dudley.gov.uk/dudco/engagement/> (external Council access).

### Reporting Period 1<sup>st</sup> October 2009 to 31<sup>st</sup> March 2010

#### Regeneration Matters

##### **DUE - Brierley Hill Area Action Plan Publication Document**

To allow representations on soundness prior to the document being submitted to the Secretary of State for independent examination.

**Headline Findings:** The key issues relate to the RSS Policy PA11A Pre-conditions relating to transport, the applicability of the RSS Policy PA11A Pre-conditions to retail development on the High Street, distribution and phasing of retail development and the wildlife network.

Annette Roberts

Starts: 30/11/2009

Ends: 15/01/2010

##### **DUE - Dudley Borough Economic Strategy 2010/11**

To consult on the annual update of the Dudley Borough Economic Strategy.

**Headline Findings:** The responses to the consultation supported the Strategic Aims of the Economic Strategy. 80% of responses found the information on Key Regeneration Projects & Initiatives sufficient to provide an overview of planned economic regeneration activity in Dudley Borough and 80% also found the document clear and easy to understand. Suggestions for improvement and other comments have been addressed separately and the final strategy has been updated as appropriate.

Wayne George

Starts: 08/12/2009

Ends: 26/02/2010

##### **DUE - Glass Quarter Supplementary Planning Document**

To undertake public consultation on the development of a Supplementary Planning Document for the Glass Quarter.

**Headline Findings:** Mainly supportive of the SPD, with a few consultees making specific comments regarding certain sections of the document.

Penny Russell

Starts: 18/09/2009

Ends: 30/10/2009

# Corporate Customer Feedback

The Corporate Customer Feedback procedure has recently been reviewed, both in terms of the customer leaflet and the on-line information and contact form. Use the link below to view the updated procedure:

<http://www.dudley.gov.uk/contact-us/customer-feedback>

There follows a summary of each Directorate's customer feedback for the half year (that relate to regeneration, culture or adult education), including details of the number of complaints / compliments, specific issues arising and learning (for example procedures amended as a result of feedback).

## Definition of compliment

A compliment is a remark expressing praise and admiration of good service delivery.

## Definition of complaint

A complaint is all negative feedback expressed about Dudley MBC about service, policy or action provided by the council itself or a person acting on behalf of the Council. A complaint is a written or oral expression of dissatisfaction or disquiet in relation to the Local Authority's exercise of its functions.

## Responding to complaints

Complaints received towards the end of the period and still being dealt with are not included in the reported total number of complaints resolved in 20 working days.

Reporting Period 1 <sup>st</sup> October 2009 to 31 <sup>st</sup> March 2010	
<b>Directorate: Adult, Community and Housing Services</b>	
<b>Contact: Steve Rice</b>	
<b>No. of compliments received:</b> 131 (Libraries, Archives and Adult Learning) In Libraries praise was received for the reservation system and new self service machines.	
<b>No. of complaints received:</b> 33 (Libraries, Archives and Adult Learning)	
<b>No. of complaints resolved / responded to in 20 days:</b> 33 (Libraries, Archives and Adult Learning)	
<b>Main area/issues:</b>	<b>Amendments made / actions taken / learning from feedback:</b>
Libraries, Archives and Adult Learning Stock; quality of service; layout	Assistance to visually impaired learner including attendance on IT course.