

**Quarterly Corporate Performance Management Report  
Summary for  
Select Committee on  
Regeneration, Culture and Adult Education  
Quarter 2 (July to September 2010)**



# Quarterly Corporate Performance Management Report

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# Section 1

## Introduction

This Summary is taken from the second Quarterly Corporate Performance Management Report of 2010/11 highlighting performance for the period July to September 2010.

The report continues to be presented using the traditional performance framework while the Chief Executive's directorate work with colleagues across the Authority to undertake a review of the current arrangements, taking into account the changing national requirements.

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

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

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

**Section 4** provides an update on community engagement activity.

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 2 2010/11**

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

At the end of quarter 2, the rate of Job Seeker's Allowance claimants in the Borough is 4.9%, compared with 5.8% 12 months ago, and has remained the same for 4 consecutive months. The critical Joint Core Strategy underpinning planning document went to Examination in Public on 13th July as part of the statutory process, with the Inspectors' report expected in late October.

There follows a brief summary of performance for each Council Plan priority, 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.

# Jobs and Prosperity

## Performance Review – Quarter 2

### Highlights

- The number of people claiming Job Seeker's Allowance in the Borough decreased slightly between August and September and the rate has remained at 4.9% for 4 consecutive months.
- The critical Joint Core Strategy underpinning planning document went to Examination in Public on 13th July as part of the statutory process. This has been supported by a robust evidence base and survey work to ensure that there is sufficient supply and quality of employment sites available. The Inspectors' report is expected late October with view to a Full Council decision to adopt in November.

### Progress on the Major Projects

#### Town Centre Regeneration

##### Dudley Town Centre

- First Townscape Heritage Initiative (THI) project, Crown Public House, now occupied as headquarters for New Heritage Regeneration Ltd and negotiations are underway with additional tenants for the building. Preparations are advanced for Merlins, Holloway Hall, and Carvers Café as additional Council THI projects plus negotiations are underway at varying stages with a further 24 private sector THI applicants. No grant offers are currently being made to applicants until Advantage West Midlands (AWM) funding issues are resolved, however a revised funding package of European Regional Development Fund (ERDF), Growth Points and English Heritage funding is being assembled.
- Market testing is underway for the proposed foodstore at Tower Street East and feasibility work is nearing completion for the Market Place project, for which a further ERDF funding bid is in preparation.
- Planning applications have been approved for 3 of the 4 planning applications for the Dudley College town centre developments, with work due to commence on the first in January 2011.

##### Brierley Hill Town Centre

- Brierley Hill LIFT Health & Social Care Centre opened May 2010.
- Continued engagement with Stourbridge College to progress new build in Brierley Hill via Strategic College/Council Project Team to assist delivery with work commencing on site in August 2010.
- Harts Hill masterplan completed.
- An ERDF application is in preparation for the High Street enhancement project.

##### Stourbridge Town Centre

- Pre-application negotiations are underway in respect of the redevelopment of the Crown Centre and the planning application was received in October 2010.

##### Halesowen Town Centre

- Environmental improvements under the Halesowen In Bloom scheme are continuing with the completion of the Husky Dog island enhancements and the preparation of a partnership-driven package of public realm enhancements in the town centre.

#### Castle Hill Regeneration

- An outline bid is in preparation to AWM to secure ERDF funding for the infrastructure required for the Castle Hill project.
- Detailed design is underway for the infrastructure elements of the bid (car parking, circulation and development plots).
- Strategic land acquisitions are continuing in pursuit of the comprehensive development of the site.

## Heritage, Culture and Leisure Performance Review – Quarter 2

### Highlights

- Priory Park visitors are celebrating following the announcement that the park is set to see over £2.6m of lottery funding. Friends of the Priory Park and Green in partnership with Dudley Council applied for just under £1.8m of funding from Heritage Lottery Fund (HLF) and the Big Lottery Fund (BIG) under the Parks for People programme.

### Progress on the Major Projects

#### Wren's Nest Seven Sisters Stabilisation

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

- The project is being delivered on time and to budget. Work on the major engineering and access improvements started on site on 2nd June 2010 and were completed in the main by the end of August 2010. Some snagging works to be undertaken in September/October.
- Learning and Community Development Officer started in post in late September and will now take the community engagement and learning programmes forward.
- Funding claims submitted on time to both the Heritage Lottery Fund and Natural England.
- Soft launch to education groups will be held later in the year, with a 'public launch' to be held in the new year once all new equipment has bedded in.

## Section 3

# Reporting on Council Action Plan Priorities

The Council Plan 2013 sets out the Authority's priorities for the three-year period 2010 to 2013. It provides a focus on where we want to be over the next three years and 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, useful 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 local authority performance nationally.

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 2013:

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

## Jobs and Prosperity

Priority 1 Provide employment opportunities for residents of the Borough, and ensure they possess the necessary range of skills

Key Activities					
Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	JP1.1a	Working with partners to reduce levels of worklessness in the Borough	●	<ul style="list-style-type: none"> <li>The Neighbourhood Employment &amp; Skills Partnerships (NESP)s continue to operate within the 5 City Strategy wards. The NESP)s include cross-directorate representation from Dudley MBC, private training providers, colleges and the voluntary sector.</li> <li>The Employment &amp; Skills Management Group oversees the NESP)s and monitors progress, as well as monitoring the performance of the major training providers operating in the Borough.</li> <li>The NESP)s continue to plan and arrange 'Community Information Days' or 'Showcase Events' that bring together training and support organisations and local residents in a community setting. In addition, where large, physical developments are taking place (e.g. the re-development of North Priory), the NESP)s are working with developers in order to ensure that local people have access to new opportunities.</li> </ul>	Jean Brayshay
DUE	JP1.1b	To support local people into local jobs through the provision of employability skills and training	●	<ul style="list-style-type: none"> <li>326 people supported into employment between April and September 2010.</li> </ul>	Jean Brayshay
DACHS	JP1.1c	Strengthening communities through individual learning and job creation	●	<ul style="list-style-type: none"> <li>Post 19 Learning and Skills Group has a planned programme of meetings. Group has received and commented on 2 Department of Business, Innovation and Skills consultation responses. Future jobs Fund placements continue to be recruited with 4 new placements by the Adult Community Learning employability staff. In Libraries 6 Future jobs Fund placements appointed and 4 have moved on to either training or job. 2 further being recruited to at present.</li> </ul>	Kate Millin
DACHS	JP1.1d	Target engagement with priority groups and in priority neighbourhoods to support employability and reduction of worklessness	●	<ul style="list-style-type: none"> <li>A range of local engagement events have resulted in good enrolment figures for the new term. Currently 16% learners with disabilities, 15% BME learners, 26% learners from top 20% most deprived wards, 19% learners aged 60+ years.</li> </ul>	Kate Millin
FIN	JP1.2a	Encourage those who are eligible, to claim the benefits to which they are entitled. Certain age ranges e.g. the over 60's will be specifically targeted through campaigns	●	<ul style="list-style-type: none"> <li>Continued good progress with Benefits Shop targets. Knowing our Customer campaign progressing with £420,000 additional benefits gained.</li> </ul>	Mike Williams
CEX	JP1.2b	Castle & Crystal Credit Union to provide efficient and cost effective financial services, offering loans through the Growth Fund	●	<ul style="list-style-type: none"> <li>Altocard - pre-paid debit card has been issued to nearly 100 members and its use is growing monthly. It allows members to make purchases in shops, online and over the 'phone and to make withdrawals from cash machines (mastercard) worldwide.</li> </ul>	Dharminder Dhaliwal

Key Performance Indicators										
Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average 2008	Met Council Average 2008
DUE	NI 152 (NGLAA)	Maintaining the gap between Dudley and the England average in the % of working age people claiming out of work benefits (16-64 males and 16-59 females) (NGLAA local definition)	Gap of 1.4% points	Gap of 2.5% points	Gap of 2.1% points	2010/11 data will be released in August 2011.			n/a – local definition	
DUE	NI 153 (NGLAA)	Maintaining the lead Dudley has over the England average in the % of working age people claiming out of work benefits in the worst performing neighbourhoods (16-64 males and 16-59 females) (NGLAA local definition)	Lead of 1.7% points	Gap of 0.9% points	Lead of 1.0% points	2010/11 data will be released in August 2011.			n/a – local definition	
DUE	NI 163 (NGLAA)	% of population aged 19-64 for males and 19-59 for females qualified to at least level 2 or higher	68.2%	64.9%	74.4%	2010/11 data will be released in August 2011.			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	24.7%	23.8%	25.9%	2010/11 data will be released in August 2011.			30.65%	25.16%
									In worst third	Average
DACHS	DACHS ACL LPI 4.1	% qualifications achieved (level 1 & 2) against entries	92%	89%	90%	88%	90%	94%	n/a – local PI	
DACHS	DACHS ACL KPI 6	Number of employers supported in all programmes by Adult Community Learning	47	113	125	52	50	121	n/a – local PI	
DACHS	DACHS ACL KPI 7	Number of individuals gaining employment (all programmes)	109	168	100	42	40	140	n/a – local PI	
DACHS	DACHS ACL KPI 8.7	Number of adults on Skills for Life courses	PI definition revised	524	450	119	280	375	n/a – local PI	
CEX	CEX CU 001	Credit Union membership	3,352	4,086	4,891	4,139	4,489	4,165	n/a – local PI	
								(See comment)		

## Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average 2008	Met Council Average 2008
CEX	CEX CU 002	Credit Union share to loan ratio	65.4%	47.77%	85%	48.17%	85%	53.3%	n/a – local PI	
						 (See comment)				
<p><b>Comment for CEX CU 001 and CEX CU 002:</b> Credit Union membership although increasing, is currently below target. This is due to clearing out dormant accounts on a regular basis to reduce costs of running the account and the redundancy of the Development Officer (marketing role) has made it challenging to concentrate on efforts to recruit new members. System &amp; organisational changes this year have, however, resulted in improved efficiencies resulting in time being created to concentrate on activities that will add value to the organisation albeit on a periodic basis, i.e. recent marketing efforts as outlined below. The loan to share ratio remains below target due to the high number of un-credit worthy applications for loans and quality (low risk) members are reluctant to borrow due to the economic uncertainty. Strategy for corrective action:</p> <ul style="list-style-type: none"> <li>Targeted mail-drop – 11,000 Christmas loan &amp; savings leaflets being delivered via Royal Mail to areas within a 3 mile radius of the town centre Credit Union, targeting areas of high employment (at present).</li> <li>Partnership with Unison – 4000 calling notices to Unison members working within DMBC and Dudley College being distributed by Unison with an A4 size advert on the back page promoting our services.</li> <li>Press release through Marcomms promoting the launch of our new Altocard (see JP1.2b above).</li> <li>New seasonal Christmas high street window display with posters designed via Marcomms promoting Christmas savings and loans (good coverage as most of the Dudley buses stop outside Credit Union).</li> <li>Utilisation of Dudley MBC intranet message of the day to promote the Altocard.</li> <li>Contacted Centro to include travel workers in the West Midlands in our common bond pending a change in Credit Union law via the Legislative Reform Order (LRO) which will hopefully be approved by the Government early in the new year (it has cross party support).</li> <li>Establishing links for possible payroll deduction with West Midlands Ambulance Trust employees.</li> <li>Trying to enhance our relationship with Dudley Group of Hospitals.</li> </ul>										
CEX	CEX SRI 003	Number of working age people in the Borough claiming Job Seeker's Allowance	9,971 @ Mar 2009	10,729 @ Mar 2010	Not targeted	9,420 @ Jun 2010	Not targeted	9,445 @ Sep 2010 (See comment)	n/a – local PI	
CEX	CEX SRI 004	% of working age people in the Borough claiming Job Seeker's Allowance (JSA)	5.2% @ Mar 2009	5.6% @ Mar 2010	Not targeted	4.9% @ Jun 2010	Not targeted	4.9% @ Sep 2010 (See comment)	n/a – local PI	
<p><b>Comment for CEX SRI 003 and CEX SRI 004:</b></p> <ul style="list-style-type: none"> <li>Dudley Borough's JSA rate is currently 4.9% compared with 5.8% 12 months ago.</li> <li>The number of claimants in the Borough decreased by 17 people between August and September 2010 with the JSA rate remaining the same for 4 consecutive months.</li> <li>The rate for the Black Country increased from 6.1% to 6.2% between August and September while the West Midlands' rate decreased from 4.6% to 4.5%. The rate for England remained unchanged at 3.5%.</li> <li>St Thomas's Ward has the highest rate of claimants (8.3%) followed by Netherton, Woodside &amp; St Andrews Ward (7.5%).</li> </ul> <p>For further information refer to the monthly Labour Market Briefings produced by Economic Regeneration. These provide an up-to-date picture of the labour market situation in Dudley Borough.  <a href="http://www.dudley.gov.uk/business/regeneration/economic-information--research/dudley-borough-labour-briefing">http://www.dudley.gov.uk/business/regeneration/economic-information--research/dudley-borough-labour-briefing</a></p> <p><i>Note:</i> The Office for National Statistics has changed the definition for working age people. Denominators have been updated where possible to comply with the new ONS working age definition of men and women aged 16-64 (original definition was 16-64 for males and 16-59 for females). Unfortunately, there is not enough detailed information in the ONS small area population (e.g. ward statistics) estimates to fully determine the new female working age group at the moment.</p>										

## Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average 2008	Met Council Average 2008
FIN	FIN BEN 002a	Level of previously unclaimed benefits raised	£2,373,518	£2,276,715	£2,100,000	£651,391 ★	£1,009,751	£1,350,230 ★	n/a – local PI	
FIN	FIN BEN 002b	Number of successful new income support and attendance allowance claims	1,016	902	900	252 ★	440 @ August 2010	491 @ August 2010 ★	n/a – local PI	

## Jobs and Prosperity

### Priority 2 Develop and diversify the local business base

## Key Activities

Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	JP2.1a	To work proactively with property owners and agents to promote premium employment locations and higher value businesses	●	<ul style="list-style-type: none"> <li>Economic Regeneration are working with property owners and agents to identify sites and premises for inward investment and expansion of existing companies.</li> </ul>	Jean Brayshay
DUE	JP2.2a	Facilitate delivery of major development schemes in the Borough	●	<ul style="list-style-type: none"> <li><b>Dudley Town Centre ●</b> See JP3.1c</li> <li><b>Brierley Hill Town Centre ●</b> Brierley Hill LIFT Health &amp; Social Care Centre opened May 2010. Continued engagement with Stourbridge College to progress new build in Brierley Hill via Strategic College/Council Project Team to assist delivery with work commencing on site in August 2010. Harts Hill masterplan completed. A European Regional Development Fund (ERDF) application is in preparation for the High Street enhancement project.</li> <li><b>Stourbridge Town Centre ●</b> Pre-application negotiations are underway in respect of the redevelopment of the Crown Centre and the planning application was received in October 2010.</li> <li><b>Halesowen Town Centre ●</b> Environmental improvements under the Halesowen In Bloom scheme are continuing with the completion of the Husky Dog island enhancements and the preparation of a partnership-driven package of public realm enhancements in the town centre.</li> </ul>	Rupert Dugdale

Key Activities					
Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	JP2.2b	To ensure, through adoption of the Joint Core Strategy, that there is a balanced portfolio of employment land to meet economic needs of the Borough	●	<ul style="list-style-type: none"> <li>The critical Joint Core Strategy underpinning planning document went to Examination in Public on 13th July as part of the statutory process. This has been supported by a robust evidence base and survey work to ensure that there is sufficient supply and quality of employment sites available. The Inspectors' report is expected late October with view to a Full Council decision to adopt in November.</li> </ul>	Helen Martin
DUE	JP2.3a	To work proactively with Business Link West Midlands, Princes Trust, Chamber of Commerce and the Federation of Small Businesses in order to stimulate local enterprise activity	●	<ul style="list-style-type: none"> <li>Regular update meetings held with Prince's Trust, Business Link and Black Country Chamber of Commerce. Quarterly performance meetings held with Black Country Enterprise, holder of the Business Link business start-up contract.</li> </ul>	Jean Brayshay
DUE	JP2.3b	To support a thriving local enterprise economy through effective regulation	●	<ul style="list-style-type: none"> <li>97% of food safety, health and safety, food standards and pollution control inspections for high and medium risk premises that were due were carried out.</li> </ul>	Nick Powell
FIN	JP2.3c	To develop contractual arrangements to support local businesses and jobs	●	<ul style="list-style-type: none"> <li>Black Country Business Portal provides single link to business opportunities.</li> <li>Hawbush primary school scheme to target local businesses / employment.</li> </ul>	Ian Clarke
CEX	JP2.4a	Provide information and guidance to local businesses, agencies and residents regarding the impact of the economic downturn	●	<ul style="list-style-type: none"> <li>Dudley Means Businesses website regularly monitored and updated with new information to benefit individuals and the business community who are affected by the economic downturn.</li> </ul>	Geoff Thomas
CEX	JP2.4b	In partnership, develop a Next Steps to Recovery Action Plan to focus on support to business and local communities and to promote regeneration	●	<ul style="list-style-type: none"> <li>Next Steps to Recovery Plan to be agreed by the Dudley Means Business Group at the next scheduled meeting on the 24th November 2010. Reporting of key indicators has already begun.</li> </ul>	Diane Shenton

Key Performance Indicators										
Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average	Met Council Average
DUE	NI 166 (NGLAA)	Median earnings of full-time employees in the local authority area as a % of the average earnings in the West Midlands (NGLAA local definition)	85%	2009/10 data will be released in December 2010.					n/a – local definition	
DUE	NI 171 (NGLAA)	Rate of business registrations per 10,000 resident population aged 16 and above	44.3	2009/10 data will be released in December 2010.					2007	2007
									63.36	47.73
									In worst third	In best third
DUE	DUE NI 183	The number of primary complaints of unfair trading practices recorded by Consumer Direct (CD) against businesses in each Local Authority where no judicial disposal or onward formal referral is achieved (scaled against the number of businesses registered for VAT or PAYE)	2.68	2.31	2.4	Annually reported.			2008/09	2008/09
									1.76	2.46
									In worst 20%	In worst third

## Jobs and Prosperity

### Priority 3 Create an attractive environment for people to live, work and invest in

Key Activities					
Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	JP3.1a	To deliver the regeneration framework for the Borough in the Joint Core Strategy and other Local Development Framework documents	●	<ul style="list-style-type: none"> <li>The critical Joint Core Strategy underpinning planning document was Examined in Public in July 2010 as part of the statutory process.</li> <li>The other Local Development Framework documents are on schedule in accordance with the approved Local Development Scheme.</li> </ul>	Helen Martin
DUE	JP3.1b	To deliver Area Action Plans for the town centres of Brierley Hill, Halesowen and Stourbridge in accordance with approved Local Development Scheme	●	<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 with examination commencing 7th December 2010.</li> <li>Halesowen Area Action Plan currently on track to meet Local Development Scheme timetable and went out to consultation on 30th July on options.</li> <li>Stourbridge Area Action Plan currently on track to meet Local Development Scheme timetable and has been subject to recent consultation.</li> </ul>	Helen Martin
DUE	JP3.1c	To deliver actions against Dudley's Area Development Framework	●	<ul style="list-style-type: none"> <li>First Townscape Heritage Initiative (THI) project, Crown Public House, now occupied as headquarters for New Heritage Regeneration Ltd and negotiations are underway with additional tenants for the building. Preparations are advanced for Merlins, Holloway Hall, and Carvers Café as additional Council THI projects plus negotiations are underway at varying stages with a further 24 private sector THI applicants. No grant offers are currently being made to applicants until Advantage West Midlands (AWM) funding issues are resolved, however a revised funding package of European Regional Development Fund (ERDF), Growth Points and English Heritage funding is being assembled.</li> <li>An outline bid is in preparation to AWM to secure ERDF funding for the infrastructure required for the Castle Hill project. Detailed design is underway for the infrastructure elements of the bid (car parking, circulation and development plots).</li> <li>Market testing is underway for the proposed foodstore at Tower Street East and feasibility work is nearing completion for the Market Place project, for which a further ERDF funding bid is in preparation.</li> <li>Planning applications have been approved for 3 of the 4 planning applications for the Dudley College town centre developments, with work due to commence on the first in January 2011.</li> </ul>	Rupert Dugdale
DUE	JP3.2a	To work with local businesses and the community in the improvement and maintenance of local town centres	●	<ul style="list-style-type: none"> <li>Heart of England in Bloom preparations were made with local businesses, schools and voluntary groups from Stourbridge Town ready for 9th July judging. In September a Gold Award was presented to the Stourbridge in Bloom coordinator.</li> </ul>	Garry Dean
DUE	JP3.3a	Delivery of transport initiatives	●	<ul style="list-style-type: none"> <li>Burnt Tree ongoing and Brierley Hill Sustainability Access Network final elements awaiting completion.</li> <li>Area Action Plan transport initiatives ongoing.</li> </ul>	Martyn Holloway

Key Activities					
Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	JP3.4a	To ensure that the Joint Core Strategy supports the aim of providing quality housing at all levels and affordability in the Borough	●	<ul style="list-style-type: none"> <li>The critical Joint Core Strategy underpinning planning document was Examined in Public in July 2010 as part of the statutory process. This has been supported by a robust evidence base and a Strategic Housing Land Availability Assessment, and is supported by the Supplementary Planning Document on Affordable Housing.</li> </ul>	Helen Martin

## Heritage, Culture and Leisure

Priority 1 Ensuring that heritage and culture is preserved, developed and promoted for all and celebrated and used by all

Key Activities					
Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	CL 1.1a	Provision of a range of cultural and leisure facilities and services	●	<ul style="list-style-type: none"> <li>Maintain major leisure centres and wide programme of activities.</li> </ul>	Andy Webb/ Sally Orton
DUE	CL1.1b	Development and enhancement of new/additional cultural and leisure facilities	●	<ul style="list-style-type: none"> <li>Strategic support provided for Ellowes Hall School sports hall proposal and Gigmill Primary swimming pool project.</li> <li>Health and fitness facilities in leisure centres continue to perform positively.</li> </ul>	Andy Webb/ Sally Orton
DUE	CL1.1c	Work with other agencies and partners on a range of initiatives to develop participation	●	<ul style="list-style-type: none"> <li>The Council is working with Arts Council England on the Arts Nation programme to get more people involved in arts based activities. Programme being rolled out from August to October 2010.</li> </ul>	Andy Webb/ Sally Orton
DUE	CL1.2a	Provision of information on leisure/cultural activities, events and services	●	<ul style="list-style-type: none"> <li>A revised Discover Dudley website is currently being developed which will provide enhanced information on the events, activities and venues within the Borough.</li> <li>E-newsletters have been introduced as a new way in which to promote events and activities taking place in the Borough. These are sent monthly. Numbers of those on the database is increasing and is expected to increase further once the website has been launched.</li> <li>Printed material continues to be produced and distributed throughout the Borough to inform residents and visitors on the activities taking place.</li> <li>Twitter and Facebook are now being used to promote events.</li> </ul>	Duncan Lowndes
DUE	CL1.3a	Establish and maintain community engagement across all cultural and leisure services	●	<ul style="list-style-type: none"> <li>Extensive User Groups/Friends Forums established across Culture and Leisure Services – supported and maintained.</li> </ul>	Duncan Lowndes
DUE	CL1.4a	Conservation and management of the Borough's green spaces	●	<ul style="list-style-type: none"> <li>On target.</li> </ul>	Sally Orton

## Key Activities

Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	CL1.4b	Preserve and promote the unique historic assets, glass and geological heritage of the Borough	●	<ul style="list-style-type: none"> <li>The policies in the Unitary Development Plan and emerging Local Development Framework underpin and support the local authority's statutory duty to protect heritage assets.</li> <li>Conservation Area appraisals have been produced for 9 of the 22 designated Conservation Areas.</li> <li>Historic Landscape Characterisation studies were carried out to provide an evidence base for the now adopted Glass Quarter Supplementary Planning Document (SPD) and the emerging Brierley Hill Area Action Plan.</li> <li>Historic Environment SPD adopted 2006.</li> </ul>	Helen Martin/ Sally Orton
DUE	CL1.4c	To protect, support and enhance the uniqueness of the historic environment within the Borough	●	<ul style="list-style-type: none"> <li>On target.</li> </ul>	Sally Orton/ Penny Russell
DACHS	CL1.4d	Progress new building for archives and local history service (New archives building to open December 2012)	●	<ul style="list-style-type: none"> <li>PQQ (Pre-Qualification Questionnaire) process to agree the short list of potential builders for the project has been completed.</li> <li>Work continuing on finalising the design.</li> </ul>	Kate Millin
DUE	CL1.5a	Support the provision of a Borough-wide programme of cultural events and celebrations	●	<ul style="list-style-type: none"> <li>Ongoing support provided by Events Team at Himley, Parks Development and miscellaneous others.</li> <li>Quarter 2 saw the Titanic Anchor event in Netherton - a collaboration of Council departments, other public agencies and the private sector.</li> </ul>	Duncan Lowndes
DUE	CL1.6a	Implementation of the Borough Visitor Economy Strategy	●	<ul style="list-style-type: none"> <li>The Action Plan continues to be implemented according to the agreed targets.</li> </ul>	Penny Russell
DUE	CL1.6b	Seek to develop/provide affordable studio space in the Borough for creative industries	●	<ul style="list-style-type: none"> <li>International Festival of Glass held in August 2010 which promoted makers and designers.</li> <li>Leaflet published in August 2010 providing a directory for glass artists in the Glass Quarter which will be distributed across the region.</li> <li>Glass Quarter website launched in August 2010 to provide a focal point for promoting and supporting the Glass Quarter as a visitor destination and to highlight glass artists working in the Borough.</li> <li>8 new units have been created for creative industry businesses, including both established and starter businesses.</li> </ul>	Duncan Lowndes
DUE	CL1.7a	Support the implementation of national and regional plans for the London 2012 Olympiad through a local programme of activities and other initiatives	●	<ul style="list-style-type: none"> <li>Established 2012 sub-group within the Heritage, Culture and Leisure Partnership and Dudley identified as a national pilot site for school Olympics project.</li> <li>Full report on 2012 activities timetabled for Scrutiny Committee in November.</li> </ul>	Duncan Lowndes

## Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average 2008/09	Met Council Average 2008/09
DUE	NI 008 (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%	Increase from 17.4% in 2007/08. 2009/10 Active People Survey results released in December 2010.				22.27%	20.69%	
								In worst 10%	In worst 20%	
DUE	NI 010	% 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%	Increase from 43.6% in 2007/08. 2009/10 Active People Survey results released in December 2010.				52.54%	49.73%	
								In worst 25%	In worst third	
DUE	NI 011	% of adult population (16 years and above) in the local area who have engaged in the arts at least 3 times in the last 12 months (Active People Survey)	43.5%	Increase from 37% in 2007/08. 2009/10 Active People Survey results released in December 2010.				44.29%	39.01%	
								Average	In best 20%	
DACHS	DACHS LAAL 004	Public Service Quality Group satisfaction rating in Archives Service: staff, services and facilities very good or good	-	96%	96%	Annually reported.		n/a – local PI		
DACHS	DACHS LAAL 005	Maintain the National Archives self assessment score for Archives Service (Grading 1* - 4*; higher is better)	-	2*	2*	Annually reported.		n/a – local PI		

## Individual and Community Learning

Priority 1 Widen participation in adult and family learning to enhance personal and social development, knowledge and skills, employability, health and wellbeing

### Key Activities

Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
DUE	ICL1.1a	To provide a comprehensive range of sports, arts and cultural courses and learning opportunities	●	<ul style="list-style-type: none"> <li>Ongoing provision of courses/classes in leisure centres, halls and museums.</li> </ul>	Duncan Lowndes
DACHS	ICL1.3a	Implement Post-19 Learning and Skills Strategy for Dudley	●	<ul style="list-style-type: none"> <li>Partners have contributed to 2 consultations from the Department for Business Innovation and Skills.</li> </ul>	Kate Millin

### Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average	Met Council Average
DACHS	DACHS ACL KP 1	Number of learners engaged in Adult Community Learning	2,500	2,890	2,700	669 ●	1,350	1,659 ★	n/a – local PI	
DACHS	DACHS ACL KPI 2	Individual adult learners 19+ in Adult Community Learning team programmes	7,236	6,537	6,000	2,118 ★	2,000	3,321 ★	n/a – local PI	
DACHS	DACHS ACL KPI 8.5	% of adult learners engaged in Adult Community who are male	24%	29%	30%	26% ●	30%	29% ●	n/a – local PI	
DACHS	DACHS LAAL 001	Number of visits to libraries	New PI	1,245,000	1,250,000	Annually reported.			n/a – local PI	
DACHS	DACHS LAAL 002	Number of issues of archives materials	New PI	18,254	18,254	3,924	Not profiled.	7,486	n/a – local PI	

### Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average	Met Council Average
DACHS	DACHS LAAL 003	Number of visits to Local History and Archive Service	New PI	3,617	3,617	735	Not profiled.	789	n/a – local PI	

## Quality Service

### Priority 2 Resource efficiency

#### Key Activities

Direct.	Ref.	Description	Q2 Status	Update	Lead Officer
L&P	QS2.1a	Implement the Work Plan of the Human Resource Strategy to focus on: <ul style="list-style-type: none"> <li>• People &amp; performance management</li> <li>• Leadership</li> <li>• Skills development, flexibility &amp; organisational change</li> <li>• Pay &amp; reward</li> <li>• Recruitment, retention &amp; diversity</li> </ul>		<ul style="list-style-type: none"> <li>• Reviewed year 2 workplan, the 4 priorities for the year will be: <ul style="list-style-type: none"> <li>• Grading &amp; Pay Review</li> <li>• Re prioritising Learning &amp; Development Strategy with Corporate Board</li> <li>• Managing Change</li> <li>• Further implementation of PSE for ERecruitment, Starters, Leavers, and Transfers and Course Bookings.</li> </ul> </li> </ul>	Teresa Reilly
CEX	QS2.1c	Promote equality & diversity in service delivery, employment and training across the Council		<ul style="list-style-type: none"> <li>• Ongoing e.g. on equality impact assessment of budget proposals; development of equality e-learning package.</li> </ul>	Simon Manson

### Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average	Met Council Average
L&P	L&P PER 017	% of employees declaring they have a disability	1.8%	1.8%	2%	1.8%	2%	1.9%	n/a – local PI	
						 (See comment)				

## Key Performance Indicators

Direct.	Ref.	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Target	Q2 YTD Actual	All England Average	Met Council Average
<b>Comment for L&amp;P PER 017:</b> Below target. As part of roll out of PSE Yourself, staff are being asked to check their own records to ensure we have accurate records on disability.										
L&P	L&P PER 018	% of local authority employees from an ethnic minority	5.6%	5.9%	6.5%	6.6%	6.5%	6.1%	n/a – local PI	
						 (See comment)				
<b>Comment for L&amp;P PER 018:</b> Below target.										

## Section 4

# 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 during the first half of 2010/11. 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> April to 30<sup>th</sup> September 2010

### Heritage, Culture and Leisure

#### DUE - Buffery Park Tennis Court Consultation

To consult with the local community to ascertain their opinion of the proposal to refurbish Buffery Park's redundant tennis facilities and to develop a programme of training and sporting provision.

**Headline Findings:**

The local community overwhelmingly welcomed the refurbishment of the tennis courts.

**Methodology:**

Public Meetings  
Face-to-Face Interviews  
Community Based Groups  
Open Requests for Feedback / Comment  
Printed Media (e.g. Newsletters, Magazines, Posters, Leaflets, Flyers etc)  
The Internet / Websites / WAP

Liz Stuffin

Starts: 31/05/2010

Ends: 28/08/2010

#### DUE - Non User Survey

To ascertain why residents do not participate in our services and identify areas for development

**Headline Findings:**

26.9% of respondents stated that they did not participate in sport and physical activity. The main reasons for not participating were; lack of time, cost and family commitments.

Those respondents that did participate were most likely to do this at home, at the park, or in school facilities. Only 20% of respondents stated that they use a council leisure centre. When asked why they did not use the latter, the main answers were lack of awareness, cost and distance to travel.

The preferred methods of communication with respondents were word of mouth, leaflets/posters and free papers. Direct mail and local radio were the least favoured, but social networks and web pages were popular with over 20% of respondents.

Matt Weetman

Starts: 15/02/2010

Ends: 08/07/2010

### Individual and Community Learning

#### DACHS - SMILE book selection

A group of children and their carers suggested material for a collection of specialist books at their local library

**Headline Findings:**

Users of the library suggested titles that would be useful for library stock. A collection of stock has been purchased for Gornal Library.

**Methodology:**

Face-to-Face Interviews

Lesley Robson

Starts: 13/03/2010

Ends: 23/06/2010