

WYRE FOREST DISTRICT COUNCIL

CABINET MEETING
THURSDAY 28 JULY 2005

Key Commitments 2005/06: Progress Report

OPEN	
COMMUNITY STRATEGY THEME	Internal Organisational Theme
CORPORATE PLAN THEME:	Improving Corporacy and Performance
KEY PRIORITY:	Organisational Performance
CABINET MEMBER:	Councillor John-Paul Campion
RESPONSIBLE OFFICER:	Corporate Performance Advisor
CONTACT OFFICER:	Peter Jones Ext 2723
APPENDICES	Key Commitments Progress Paper

1. PURPOSE OF REPORT

- 1.1 To provide a progress report on the Council's Key Commitments for 2005/06, in accordance with the Performance Management Framework.

2. RECOMMENDATION

The Cabinet is asked to DECIDE that:

- 2.1 Progress to date with the Council's Key Commitments for 2005/06 be noted.

3. BACKGROUND

- 3.1 The Council's Comprehensive Performance Assessment (CPA) report last year recommended that resources should be focussed on a limited number of local priorities in order to increase the likelihood of achievement.
- 3.2 As part of the Budget process for 2005/06, the Council agreed the following priorities as its Key Commitments for the year:
1. Financial Accountability
 2. Environment & Economic Regeneration
 3. Worcestershire Hub
 4. Single Site
 5. Kidderminster Cinema & Evening Economy

4. KEY ISSUES

- 4.1 Progress with our Key Commitments is to be reported monthly to the Cabinet in accordance with the Council's Performance Management Framework. This also complies with recommendations made by our external auditors (KPMG). Quarterly reports will also be given to the Cabinet Scrutiny Committee.
- 4.2 The first report for this year is attached (see **Appendix**) and is broken down into three sections:
- **Table A** summarises the Key Commitments and the high-level outcomes expected for each
 - **Table B** sets out the performance indicators that will be used throughout the year to measure progress
 - **Table C** gives a short statement on progress made to date.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no direct financial implications arising from this report.

6. LEGAL AND POLICY IMPLICATIONS

- 6.1 There are no direct legal or policy implications arising from this report.

7. RISK MANAGEMENT

- 7.1 There is a risk that the Council would not achieve its priority targets for the year without regular monitoring of progress. This report provides sufficient information to enable any corrective action to be taken on a timely basis.

8. CONCLUSION

- 8.1 Good progress has been made with the majority of Key Commitment targets, as detailed in the attached report.

9. CONSULTEES

- 9.1 Leader of the Council; CMT.

10. BACKGROUND PAPERS

- 10.1 None

WYRE FOREST DISTRICT COUNCIL

KEY COMMITMENTS 2005/06

1. The Council's Five Key Commitments for 2005/06, agreed by Council on 23 February 2005, are:
 - ❖ **Financial Accountability**
 - ❖ **Environment & Economic Regeneration**
 - ❖ **Worcestershire Hub**
 - ❖ **Single Site**
 - ❖ **Kidderminster Cinema and Evening Economy**
2. Progress is monitored monthly by Cabinet, CMT and DMTs and quarterly by Cabinet Scrutiny Committee in accordance with the Council's Performance Management Framework.
3. Information on the Key Commitments is contained in the following Tables:
 - Table A** summarises the Key Commitments and the expected outcomes.
 - Table B** lists the various performance indicators and targets used to measure progress.
 - Table C** provides a brief progress report for each Key Commitment based on the performance indicators in Table B above.

TABLE A. KEY COMMITMENTS 2005/06: SUMMARY

Corporate Theme	Key Commitment	Action	PI No	Expected Outcome
Improving Corporacy & Performance	1. Financial Accountability	<ul style="list-style-type: none"> • Adopt a corporate Value for Money Policy • Identify and achieve efficiency savings through Annual Efficiency Statements • Restrict any Council Tax increase through budgetary control 	1 2-3 4	Demonstrable efficiency in the use of financial resources and the provision of value-for-money services
		<ul style="list-style-type: none"> • Increase recycling • Target the removal of litter and detritus • Increase car parking capacity • Improve street furniture and traffic islands • Facilitate a reduction in CO₂ emissions through improved home energy efficiency 	5-7 8-12 13 14-15 16	A cleaner, safer and more attractive environment
Promoting Economic Prosperity	2. Environment & Economic Regeneration A) Environment B) Economic Regeneration	<ul style="list-style-type: none"> • Develop regeneration programmes in Kidderminster, Stourport and Bewdley in conjunction with Partners • Promote the District's economic development and tourism opportunities 	17-25 26	A more prosperous and diverse local economy
		<ul style="list-style-type: none"> • Establish a 'one-stop' customer service centre in Kidderminster Town Hall • Open satellite service centres in Stourport Civic Centre and Bewdley Museum / TIC • Extend electronic service delivery • Adopt a corporate Customer Service Strategy • Implement a project to <ul style="list-style-type: none"> - Identify the preferred location - Produce a robust business case - Agree a relocation strategy • Identify a site and preferred operator for a multi-screen cinema 	27-28 29 30-33 34 35 36	'Joined-up' service delivery and improved customer service Improved operational efficiency and customer service Improved leisure facilities, evening economy and Comberton Hill gateway to Kidderminster
Delivering Quality Services	3. Worcestershire Hub			
Delivering Quality Services	4. Single Site (Office Accommodation)			
Enhancing Cultural Life	5. Kidderminster Cinema			

TABLE B. KEY COMMITMENTS 2005/06: PERFORMANCE INDICATORS

Key Commitment	PI No	Covalent Ref No	Indicator Description	Target	Div. & Business Plan Ref.
Financial Accountability	1	KC5 1	Adoption of Value for Money Policy.	Policy adopted by Mar 2006	FS A & C (Corp)
	2	KC5 2	Submission of Forward-Looking Annual Efficiency Statement	15 Apr 2005	FS B
	3	KC5 3	Submission of Backward-Looking Annual Efficiency Statement	15 Jun 2005	FS B
	4	KC5 4	Restriction of Council Tax increase	RPI + 1% Maximum	FS A (Acc.)
Environment & Economic Regeneration	5	BV 82	% of household waste which has been recycled	28.3% (2004/05 – 24.3%)	CLC 16
	6	BV 84	Kgs of household waste collected per head of population	361 kg (2004/05 – 361 kg)	CLC 16
	7	BV 91	% of households served by kerbside recycling	95% (2004/05 – 81.4%)	CLC 16
A) Environment	8	BV 199 a	% of land & highways assessed as having unacceptable levels of litter and detritus (defined as Grades C & D in Government guidance)	21% below Grade B	CLC 7 & 28
	9	BV 199 b (new PI)	% of public land & highways from which unacceptable levels of graffiti are visible	25% Maximum	CLC 7 & 28
	10	BV 199 c (new PI)	% of public land & highways from which unacceptable levels of fly-posting are visible	25% Maximum	CLC 7 & 28
	11	BV 199 d (new PI)	The increase / decrease in (1) the number of instances of fly-tipping and (2) of enforcement actions taken	For information – target to be set in 2006/07	CLC 7 & 28
	12	KC5 6	% of offensive graffiti removed within 1 working day.	90%	CLC 22
	13	KC5 5	Provision of 250 additional car parking spaces	Complete by Oct 2006	CLC 4
	14	KC5 7	Street furniture - ongoing programme, including replacement litter bins in Heritage colours at Bewdley	Complete by Oct 2005	CLC 15
	15	KC5 8	Sponsorship of traffic islands - develop external sponsorship arrangements	Sep 2005	CLC 32
	16	PHE LP8	% per annum reduction in household CO ₂ emissions (Defra target: 30% reduction between 1996 – 2011)	2% p.a. (ave between 1996 – 2003 = 2.39%)	PHE 45

Key Commitment	PI No	Covalent Ref No	Indicator Description	Target	Div. & Business Plan Ref.
B) Economic Regeneration	17	KC5 9	Complete the Horsefair land assembly and transfer to Wyre Forest Community Housing	Mar 2006	CLC 26 PHE 8
	18	KC5 10	Selection of a preferred developer for the KTC 3 site (including cinema) in Kidderminster	Mar 2006	CLC 94 PHE 9
	19	KC5 11	Kidderminster Economic Development & Regeneration Strategy (KEDRS) – as part of an integrated marketing campaign, the number of sites, premises and "enterprise area" opportunities promoted in relevant media publications in consultation with property agents	Minimum 10 adverts in relevant media publications by Mar 06	SPU 16 & 20
	20	KC5 12	KEDRS – submit proposals to secure the strategic intervention of Advantage West Midlands (AWM) to maximise the regional potential of the former British Sugar Site, incl: <ul style="list-style-type: none"> An outline business case for potential site-acquisition A comprehensive development brief for the site Arrangements for a public/private partnership if a private sector developer acquires the site. (NB The Council's role as Planning Authority, landowner and promoter of economic wellbeing will be further defined after the owners have disposed of the site for redevelopment.) 	Aug 2005 Dec 2005 Dec 2005	SPU 20-22
	21	KC5 13	KEDRS – submit proposals to restructure the Town Centre Partnership, including consideration of a Town Centre Manager	To TCP by Mar 2006	SPU 32
	22	KC5 14	Bewdley Market Towns Initiative (MTI) – report to Members on future options for the continuation of Opportunity Bewdley after MTI funding ceases in Mar 2006	Finalise proposals by Jan 2006	SPU 34
	23	KC5 15	Stourport-on-Severn MTI – progress report to Members on delivery of AWM Implementation Plan	Dec 2005	SPU 33
	24	KC5 16	Stourport-on-Severn – initiate consultation with property owners over redevelopment opportunities for Bridge Street	Dec 2005	SPU 33
	25	KC5 17	Number of new business start-up grants funded in partnership with Business Link/Kidderminster College	20 grants by Mar 2006	SPU 16
	26	KC5 18	Economic Development and Tourism - integrated Economic Development & Tourism Plan agreed by Council	Jul 2005	SPU 26

Key Commitment	PI No	Covalent Ref No	Indicator Description	Target	Div. & Business Plan Ref.
Worcestershire Hub	27	KC5 19	Completion of alterations to Kidderminster Town Hall for Customer Service Centre	Jun 2006	CLC 57
	28	KC5 20	Complete recruitment and commence training for Worcestershire Hub employees	Jul 2005	HR 5 CLC 62
	29	KC5 21	'Satellite' service centres operational at Stourport Civic Centre & Bewdley Museum / TIC	Sep 2005	CLC 88
	30	KC5 22	Telephone call-centre operational from Green Street, Kidderminster pending move to Kidderminster Town Hall	Dec 2005	CLC 58 & 88
	31	KC5 23	Electronic services via the Hub extended to include sports & leisure booking and submission of planning applications	Dec 2005	CLC 1 PHE 3
	32	KC5 24	% of customer enquiries dealt with substantively at the point of contact	60%	CLC 57
Single site	33	BV 157	e-government: - % services deliverable electronically by Dec 2005	100% (2004/05 - 72%)	HR 10, 11 & 13
	34	KC5 25	Adoption of a corporate Customer Service Strategy	Mar 2006	CLC 55
Cinema	35	KC5 26	Agreement of the preferred location, business case and relocation strategy for single site office accommodation	Mar 2006	CLC 84
	36	KC5 27	Site and preferred operator identified	Mar 2006	CLC 95

TABLE C. KEY COMMITMENTS 2005/06: PROGRESS REPORT

No.	Indicator	Progress April - June 2005	Target / Completion date	Div	Target Met
1	Value for Money Policy	<ul style="list-style-type: none"> VfM criteria have been identified as part of a self-assessment to be completed for the Audit Commission by September 2005. Research into VfM policies elsewhere is being conducted. Completed on time 	Mar 2006	FS	✓
2	Ann. Efficiency Statement (1) (Forward look)	Completed on time	15 th Apr 2005	FS	✓
3	Ann. Efficiency Statement (2) (Backward look)	Completed on time	16 th Jun 2005	FS	✓
4	Council Tax increase	Part of annual budget strategy	RPI + 1% max	FS	
5	Household waste recycled (BV 82)	Figures for Apr & May = 22.6%.	28.3%	CLC	
6	Household waste collected (BV 84)	Figures for Apr & May = 60.4 Kg per head (annual equivalent = 362.4).	361 Kg	CLC	✓ (to date)
7	Kerbside recycling (BV 91)	Figures to date = 81.4%. (New properties are incorporated into the collection rounds. Also a new round for rural and hard-to-reach areas is to be launched from Nov 2005. New vehicle ordered.)	95%	CLC	
8	Land & highways cleanliness (BV 199a)	Measured every four months - first report due in Aug 2005	21% below Grade B	CLC	
9	Graffiti (BV 199b)	See 8 above.	25% max	CLC	
10	Flyposting (BV 199c)	See 8 above.	25% max	CLC	
11	Flytipping (BV 199d)	Measured monthly - 'Flycapture' return submitted to Environment Agency. To date there have been 144 incidents of Flytipping.	N/A	CLC	
12	Graffiti removed in one working day	100% - all offensive graffiti has been removed within one working day of being reported.	90%	CLC	✓ (to date)
13	Additional car parking spaces	Project Management company appointed from Jun 2005. Traffic impact study completed.	250	CLC	

No.	Indicator	Progress April - June 2005	Target/ Completion date	Div	Target Met
14	New litter bins	<ul style="list-style-type: none"> Programme to install new bins completed: <ul style="list-style-type: none"> Funding for new 'heritage' bins in Bewdley has been secured from the Environment Agency and these have been installed Additional bins have been provided at Stourport Riverside and St. George's and Springfield Parks. Sponsorship proposals have been drafted with three companies. This information is provided by Defra at year-end. Compulsory Purchase Order Public Inquiry scheduled for 2 Aug 2005. Consultation with Civic Society and County Council completed at beginning of Jul 2005. Agents to be appointed in Sep 2005 Three adverts placed in: <ul style="list-style-type: none"> Property News Midlands (Worcestershire feature) in May and Jul 2005, and Birmingham Post (Worcestershire feature) in Jun 2005. Internal officer meeting held to plan marketing and media campaign Site is being marketed to "selected developers". WFDC has expressed its interest and intention to submit proposals. Outline business case for potential site-acquisition being drawn up. Partnership sub-group met in Jun 2005 to draft a job description, person specification, advert and funding plan – to be considered by the full Partnership in Sep 2005. Meeting held with Advantage West Midlands (AWM) in Jun 2005 regarding RRZ and Load Street proposals. Further meeting to be arranged with Opportunity Bewdley Directors and WFDC Cabinet Member to consider Development Trust proposals. Stourport Forward Implementation Plan approved by AWM in Jun 2005. WFDC officers (Economic Development and Forward Planning) to meet property owners. Two applications approved and one being processed. 	Oct 2005	CLC	✓
15	Traffic islands		Sep 2005	CLC	
16	Household CO ₂ emissions		Jun 2006	PHE	
17	Horsefair (Kidderminster)		Mar 2006	CLC PHE	
18	KTC 3 development		Mar 2006	CLC	
19	KEDRS – no. of sites promoted		10	SPU	
20	KEDRS – Business Case			SPU	
21	KEDRS – restructure TCP		Aug 2005 Mar 2006	SPU	
22	Bewdley MTI – Opportunity Bewdley		Jan 2006	SPU	
23	Stourport-on-Severn MTI		Jun 2006	SPU	
24	Bridge Street		Dec 2005	SPU	
25	New business start-up grants		20	SPU	

No.	Indicator	Progress April - June 2005	Target / Completion date	Div	Target Met
26	Econ. Dev. & Tourism Plan	Plan recommended by Cabinet to Council on 20 Jul 2005.	Jul 2005	SPU	✓
27	Kidderminster Town Hall	Design to be finalised shortly. Tender exercise completed by consultants. Deadline for return of tenders 8 Aug 2005.	Jun 2006	CLC	
28	Worcester Hub employees	Recruitment of WFDC staff (existing employees) completed and training commenced. Advertising now for all remaining Customer Service Assistant posts (closing date 21 Jul 2005) for employment from Sep / Oct 2005.	Jul 2005	HR	
29	Satellite Service Centres	Internal Working Group established and currently working on design brief.	Sep 2005	CLC	
30	Telephone call-centre	Completed and fully operational from Green Street.	Dec 2005	CLC	✓
31	Electronic services – Leisure and Planning	Leisure - working with DC Leisure to provide this function at the Sports and Leisure Centres. Further IT demonstrations due in Jul and Aug 2005. Quotation received from DC relating to on-line bookings for Sports and Leisure Centres. Considering the appointment of a Project Management Company to assist with the next stage of the process. Planning - new Planning & Building Control database being installed for electronic submission of applications by Dec 2005.	Dec 2005	CLC	
32	Customer service statistics	April figure - 66.14% May figure - 60.14% } Average = 62.46% June figure - 61.11%	60%	CLC	✓ (to date)
33	Electronic services (BV 157)	Latest figure = 73% of services deliverable electronically	100%	HR	
34	Customer Service Strategy	Working Group established to develop strategy. Awaiting outcome of "company health-check" exercise.	Mar 2006	CLC	
35	Single Site	Report to Cabinet on 28 Jul 2005 to recommend a preferred site to Council.	Mar 2006	CLC	
36	Cinema	Design competition brief to be released to the market in Sep 2005.	Mar 2006	CLC	