

KEY PERFORMANCE MEASURES FOR 2007/2008

How we measure our success to continually improve

Corporate Priority 1: Building Stronger Communities

Corporate Priority	Vision 2030 'Big Idea' and Local Area Agreement	Key Improvement Targets to be Achieved by 2010
<p>Building stronger communities</p> <p>Enhance engagement with neighbourhoods and communities to deliver locally responsive services</p> <p>Build cohesive and diverse communities</p> <p>Ensure a cleaner, greener, safer Gateshead</p> <p>Increase and improve access to community, cultural and learning opportunities through community "hubs"</p>	<p>Sustainable Gateshead</p> <p>Creative Gateshead</p> <p>Gateshead Volunteers</p> <p>LAA Theme - Safer and Stronger Communities</p>	<ul style="list-style-type: none"> ● Increase the percentage of people satisfied with overall cleanliness of the area from 72 to between 73-78% (BV89) ● Reduce the proportion of relevant land and highways (expressed as a %) from which unacceptable levels of graffiti are visible to between 10% and 7.5% (BV199b) ● Reduce the proportion of relevant land and highways (expressed as a %) that is assessed as having combined deposits of litter and detritus that fall below an acceptable level from 16.67% - 5.1% (BV199a) ● Increase the percentage of new abandoned vehicle reports investigated within 24 hours from 64.31% to 91% (BV218a) ● Reduce the average number of days taken to repair a street lighting fault, which is under the control of the local authority from 5.03 to 4.4 days (BV215a) ● Percentage of users satisfied with libraries from 75% to 76% (BV119b) ● Reduction in violent crime by 10% in 2007/08 (BV127a) ● Achieve Level 3 of the Equality Standard by 2007 and Level 5 of the Equality Standard by 2009 ● The percentage of local authority employees with a disability from 0.86% to 1.80% (BV16a) ● Ensure the percentage turnout for local elections is at least 40% ● Increase the percentage of residents surveyed who said that they feel 'fairly safe' or 'very safe' during the day from 93.2% to 94.5% ● Increase the percentage of residents who said that they feel 'fairly safe' or 'very safe' after dark from 57.4% to 60-62% ● Increase the percentage of people volunteering in sport and active recreation for at least one hour a week from 4.82% to at least 5% (CBS 77) ● Increase from 64%, the percentage of residents who feel that people from different backgrounds get on well together (CX4) ● Reduce the number of adults killed or seriously injured in road traffic collisions from 80 to less than 80 (BV99) ● Narrow the crime gap between worst performing police beat areas and the rest of Gateshead. Reduce the percentage of the ten worst performing areas by 1% across all crimes, criminal damage, violent crime and youth disorder

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Corporate Priority 2: Empowering Children and Young People

Corporate Priority	Vision 2030 'Big Idea' and Local Area Agreement	Key Improvement Targets to be Achieved by 2010
<p>Empowering Children and Young People</p> <p>Develop mechanisms to further involve children and young people in decision-making processes</p> <p>Build capacity to reduce out-of-borough placements</p> <p>Reduce childhood obesity</p> <p>Increase the number of young people (post 16) entering into higher and further education</p>	<p>Sustainable Gateshead</p> <p>Creative Gateshead</p> <p>Active and Healthy Gateshead</p> <p>LAA Theme – Safer and Stronger Communities</p> <p>LAA Theme – Children and Young People</p>	<ul style="list-style-type: none"> ● Increase the percentage of children attaining 5 or more A* - G GCSEs including Maths and English from 89.2% to 92% (BV39) ● Reduce the percentage of post 16 year olds not in education employment and training from 13.8% to 10.35% (LC30) ● Increase the number of young people accessing School Holiday Activity Programmes from 3142 to 4500 by 2009 ● Continue to review all child protection cases within agreed timescale (DT4 BV162 PAF/CF/C20) ● Increase the percentage of children and young people participating in 2 hours of high quality Physical Education and School Sport per week from 74% to 85% ● Reduce the number of children killed or seriously injured in road traffic collisions from 17 to less than 14 (BV99) ● Increase the number of young people in citizenship and democracy groups from 151 to 250 ● Increase the educational attainment of Looked After Children in Year 11 from an average 129 points to 137 ● Improve performance in adoptions of children looked after to at least 9% (BV 163) ● 95 – 100% of children looked after will have communicated their views to a statutory review (PAF CF/C63) ● No more than 15% of children newly looked after will be placed more than 20 miles from home (PAF CF/C69) ● The ratio of former care leavers in employment, education or training, in comparison with the local labour force of 18 – 25 year olds will be 0.9 – 0.95 (BV 161) ● By 2010, all children and young people will be offered at least 4 hours of quality physical activity provided both in and out of school ● Monitor the height and weight of all children and young people to reduce the number of overweight or obese youngsters ● Reduce the percentage of pupils 0-19 with statements of SEN as a percentage of all children from 2.08% to 1.7% ● Reduce the percentage of half days missed due to total absence in secondary schools maintained by the LEA from 8.12% to 7.68% (BV45) ● Reduce the percentage of half days missed due to total absence in primary schools maintained by the LEA from 5.37% to 5.16% (BV46)

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Corporate Priority 3: Empowering Older People and Ensuring Healthier Communities

Corporate Priority	Vision 2030 'Big Idea' and Local Area Agreement	Key Improvement Targets to be Achieved by 2010
<p>Empowering Older People and ensuring Healthier Communities</p> <p>Support local people living longer, healthier lives; reducing the life expectancy gap between the best and worst areas in the borough</p> <p>Implement the smoking ban and ensure Gateshead becomes "smoke-free"</p> <p>Support more older people and people with disabilities to live independently</p> <p>Through the Gateshead Strategic Partnership, work with the voluntary sector and other partners to further develop preventative services</p>	<p>Active and Healthy Gateshead</p> <p>Gateshead Volunteers</p> <p>Creative Gateshead</p> <p>Sustainable Gateshead</p> <p>LAA Theme – Healthier Communities and Older People</p>	<ul style="list-style-type: none"> ● Ensure the percentage of people participating in at least 30 minutes moderate intensity sport and active recreation in England on three or more days a week ('3 x 30') from 22.68% to at least 25% ● Acceptable waiting times for care packages from 82.95% to 86-92% (BV 196 PAF D56) ● Acceptable waiting times for assessment for older clients from 80.56% to 83-88% (BV195 PAF D55) ● Reduce premature mortality rates and reduce inequalities in premature mortality rates between wards of neighbourhoods as measured by: average person life expectancy of 5 worst performing wards – targets to be set during 2007/08 ● Service users who are supported to establish and maintain independent living from 96.2% to 96-98% (SP KPI 1) ● Increase the number of adults and older people receiving direct payments at 31 March per 100,000 population aged 18 or over from 75.12 to between 120-130 (BV201) ● Assist at least 165 people in receipt of Incapacity Benefits or people with disabilities into sustainable employment for 16 hours or more per week lasting for 13 consecutive weeks or more by 2009/10 (DE26) ● Increase the levels of overall satisfaction with sports provision in respondents' local area from 59% to 63% in 2009/2010 and 67% in 2012/2013 (BV 119a) ● Reduce the all age, all cause mortality rate in line with government requirements

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Corporate Priority 4: Improving Accessibility, Connectivity and Economic Prosperity

Corporate Priority	Vision 2030 'Big Idea' and Local Area Agreement	Key Improvement Targets to be Achieved by 2010
<p>Improving Accessibility, Connectivity and Economic Prosperity</p> <p>Attract more people to live, work, visit and study in Gateshead</p> <p>Deliver key regeneration projects – Gateshead Central, schools and housing - sustainably</p> <p>Develop innovative transport solutions to address congestion</p> <p>Reduce worklessness and improve skills, and focus on knowledge based creative and innovation industries</p>	<p>City of Gateshead</p> <p>Gateshead Goes Global</p> <p>Sustainable Gateshead</p> <p>Creative Gateshead</p> <p>LAA Theme – Economy and Environment</p>	<ul style="list-style-type: none"> ● Meet the milestones which the current Local Development Scheme sets out (BV200b) ● Reduce the percentage of working age population that is economically inactive from 23.5% to 23.15% (DE32) ● Ensure that the percentage change in the number of VAT registrations is at least 1.3% each year (DE34) ● Reduce the percentage of council homes not meeting the decency standard from 39.85% to 13.33% (BV184a) ● Percentage of population that are within 20 minutes travel time (urban areas by walk; rural areas by car) of a range of three different sports facility types, of which one has achieved a specified quality assured standard from 28.04% to 40% (CBS 78) ● By 2010, 70% of vulnerable people living in Decent Homes in the private sector ● By 2010, 710 private sector properties improved to support housing market renewal

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Corporate Priority 5: Serving Our Customers

Corporate Priority	Vision 2030 'Big Idea' and Local Area Agreement	Key Improvement Targets to be Achieved by 2010
<p>Serving our customers</p> <p>Deliver effective customer services hubs and satellites across the borough</p> <p>Developing new technologies to enhance customer service</p> <p>Continuously improve services, targeting areas of under performance</p> <p>Improve communication and develop mechanisms to involve all user-groups in the improvement of customer-focussed services</p>	<p>City of Gateshead</p> <p>Sustainable Gateshead</p> <p>LAA Theme – All</p>	<ul style="list-style-type: none"> ● Increase the percentage of citizens satisfied with the overall service of the Council from 62% to 67% (BV3) ● Increase the percentage of residents who agree that the Council listens to their views from 43.9% to 48%. (CX2) ● Increase the percentage who agree that they can influence decisions affecting local area from 43% to 45% (CX6) ● Increase satisfaction with the length of time it takes to answer customer calls – set baseline in 2007/08 ● Increase satisfaction with the length of time it takes to deal with customer enquiries – set baseline in 2007/08 ● Increase the number of customer service access channels and access points for people to contact the Council from 0 to 21 ● Increase the percentage of authority buildings open to the public in which all public areas are suitable for, and accessible to, disabled people from 19.2% to 90% (BV156) ● Increase satisfaction of Members with support available for them to carry out their role (baseline to be established) ● Full Investors in People accreditation for Gateshead Council by 2008 ● Reduce the average processing time taken for all new housing and council tax benefit (HB/CTB) claims submitted to the local authority, for which the date of the decision is within the financial year being reported from 47.09 day to 28 days (BV78a)

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Corporate Priority 6: Ensuring a Sustainable Gateshead

Corporate Priority	Vision 2030 'Big Idea' and Local Area Agreement	Key Improvement Targets to be Achieved by 2010
<p>Ensuring a Sustainable Gateshead</p> <p>Emphasise environmental sustainability and equality in all policies, services and new developments</p> <p>Build capacity across the council, partners, and local communities</p> <p>Improve approaches to sustainable waste and increase recycling rates in the borough</p> <p>Collaborate to deliver efficient, high quality services – through the Gateshead Strategic Partnership - and with other public, private and voluntary sectors</p> <p>Ensure best use of resources to deliver VFM services and long-term financial sustainability</p>	<p>Sustainable Gateshead</p> <p>Creative Gateshead</p> <p>LAA Theme – Safer and Stronger Communities</p>	<ul style="list-style-type: none"> ● Increase the percentage of household waste which has been sent by the authority for recycling from 11.64% to 15.75% (BV82a) ● To increase the percentage of the fleet operating on a blend of fuel containing at least 20% biodiesel from 0% to 50% ● Reduce the number of working days lost due to sickness absence from 12.29 to 10.25 (BV12) ● Deliver over and above our statutory efficiency target (to be reinvested into corporate priorities) – targets to be set following Government Comprehensive Spending Review ● Reduce overall energy use in council buildings by 10% ● Increase the percentage of council tax collected by the authority in the year from 95.9% to 97.3% (BV9) ● Designate at least five further sites as Local Nature Reserves by the end of 2010 ● Exceed the percentage of new homes built on previously developed land by at least 5% above the national average ● Increase the percentage by value of environmentally friendly office supplies sold to Gateshead customers through the NEPO contract by 5% per year

The Annual Service Improvement Programme for 2007/08 is as follows:

Type of Review	Review Topic
Annual cross cutting Area Based Review	Health Inequalities - narrowing the 10 year gap of life expectancy in Area Central Gateshead and West Gateshead. A joint review with Health Partners (PCT and Gateshead NHS Foundation Trust, focusing on the life expectancy differences between the best and worst wards in the borough).
Annual Service specific reviews	Communications, Engagement and Satisfaction- address the decrease in resident satisfaction rates in the Borough, in particular the relationship between greater communication, consultation and engagement and increase in satisfaction and engagement rates.
Annual Overview and Scrutiny Reviews	<p>Corporate Vitality OSC – Procurement</p> <p>Children and Young People OSC – Impact of Children’s Centres and Early Years activities</p> <p>Healthier Communities OSC – Health Inequalities</p> <p>Sustainable Communities People – Review of participation in community sport and leisure</p> <p>Sustainable Communities Place – Review of opportunities for building social housing</p>
Implement Improvement Plans of completed Best Value Reviews	Birtley Best Value Review; Services to Neighbourhoods Best Value Review; Best Value Review of Leisure Services; Best Value Review of Services to Schools; Best Value Review of Services to Tenants; Libraries; Review of Community Safety
Service assessments as required by the Audit Commission and Inspection	<p>Social care for adults:</p> <ul style="list-style-type: none"> ● Assess the Council’s performance against the ‘Performance Assessment Framework’ (PAF) ● Support the completion of the Self Assessment for Adult Care that the Council provides to CSCI each year <p>Complete the annual performance appraisal (APA) of services supporting children and young people in local authority areas.</p> <p>Complete the Benefits self-assessment for CPA by 30 June 2007</p> <p>Carry out a self-assessment of services that contribute to the Housing Assessment under CPA. Agree service improvement activity needed.</p> <p>Carry out a self-assessment of services that contribute to the Culture Assessment under CPA. Agree service improvement activity needed.</p> <p>Carry out a self-assessment of services that contribute to the Environment Assessment under CPA. Agree service improvement activity needed.</p> <p>Complete the self-assessment to contribute to the annual assessment of ‘use of resources’ carried out by the Audit Commission. Assist with any associated site-visit.</p> <p>Complete the annual efficiency statement</p>

GATESHEAD COUNCIL CABINET MEMBERS 2007/2008



Councillor
Mick Henry
Leader of the Council



Councillor
Peter Mole



Councillor
Catherine Donovan



Councillor
Linda Green



Councillor
John McElroy



Councillor Ian Mearns
*Deputy
Leader of the Council*



Councillor
Michael McNestrys



Councillor
Malcolm Graham



Councillor
David Napier



Councillor
David Bollands

GATESHEAD COUNCIL STRATEGY GROUP 2007/2008



Roger Kelly
Chief Executive



Jane Robinson
*Assistant
Chief Executive*



Maureen Kestevan
*Strategic Director
Legal and Corporate
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Derek Coates
*Strategic Director
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